

My Porsche App provides new features within Apple CarPlay®

- For the first time the My Porsche App appears within Apple CarPlay® - allowing new and more convenient control of several comfort and entertainment functions
- Selectable wellness modes combine audio, climate, and lighting features directly in Apple CarPlay®
- Future updates will continuously enhance the driving experience
- Debuts on the New Porsche Cayenne

Stuttgart. Porsche announced today that the My Porsche App will – for the first time – be accessible within Apple CarPlay®. The sports car maker is the first automotive manufacturer to allow for easier access of vehicle functions within an app in CarPlay®.

“We are excited to further improve the My Porsche App and using the capabilities of Apple CarPlay to deliver a truly enhanced customer experience,” says Mattias Ulbrich, CEO of Porsche Digital and CIO Porsche AG. “Technology and digitization are crucial factors for the enduring fascination of our brand.”

The My Porsche App is the hub for the digital management and control of a Porsche vehicle. Via their iPhones, customers can view the state of charge of the vehicle battery, adjust the air conditioning and send destinations to the navigation system. Additionally, the My Porsche App links existing accounts with third-party providers, for example Apple Music®, to the associated apps in Porsche Communication Management (PCM).

With the updated My Porsche App, this experience now extends into CarPlay®, as customers can access core functions right from the car dashboard – making the process

faster and more convenient. These functions include adjusting audio settings such as sound profiles, changing radio stations, adjusting settings for climate control and ambient lighting.

In addition, these functions can be combined into wellness modes, such as “relax,” “warm up” and “refresh”, using quick actions in CarPlay®. Customers also gain the convenience of seamlessly controlling various vehicle functions using Siri® while driving their Porsche.

Activating this new Porsche experience is fast and straightforward by scanning a QR code displaced in the PCM. The My Porsche App will receive regular updates ensuring Porsche customers will get new features in CarPlay® as they develop. The functionality makes its debut in the new Porsche Cayenne, available now. After that, it will be rolled out to other model lines.

About Porsche Digital, Inc. | 411 Acacia Ave. Palo Alto, CA 94306

Porsche Digital is the technology and digital unit of the Stuttgart-based sports car manufacturer. Its central task is to find and scale new digital business models, as well as to optimize existing products. To this end, the Porsche AG subsidiary develops digital products and services, and is a driving force for the startup ecosystem.

About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is home to the first Porsche Experience Center in North America, which features two module-based 1.6 mile driver development tracks, a business center and Restaurant 356. The campus is also home to the U.S. headquarters of Porsche Classic. The company operates a second Porsche Experience Center near Los Angeles. That complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, Restaurant 917 and the headquarters of Porsche Motorsport North America. PCNA supports 197 independently owned and operated Porsche centers, one Porsche Studio and three satellite stores in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 75-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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