
PORSCHE
Charged By The Sun Activation
By Delainey Cockrell

PORSCHE

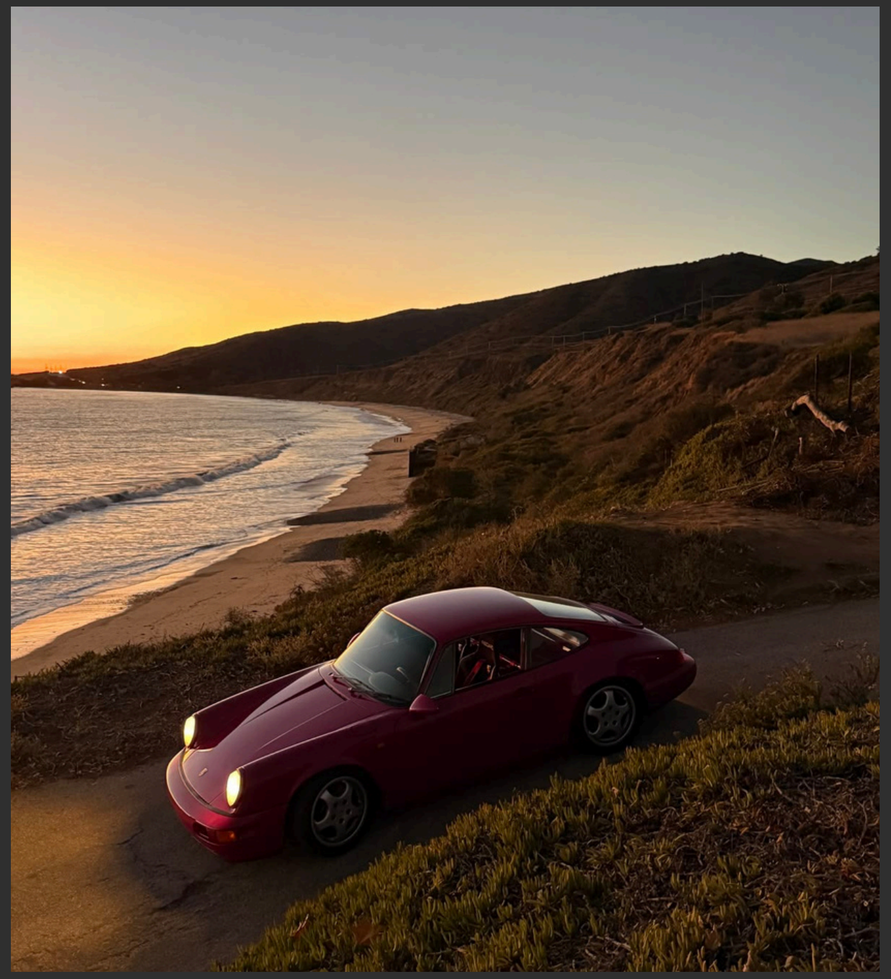


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BRAND HISTORY

Where it all started

Ferdinand Porsche (1875–1951)

Austrian engineer and designer. On 25 April 1931 he opened his own design and consulting office in Stuttgart It did not build cars it designed them for other companies

Ferry Porsche (1909–1998)

Ferdinand’s son, turned the office into a car brand. On June 8, 1948 the 356 "No. 1" Roadster was registered in Gmünd, Austria: the first car to carry the Porsche name, and the birth date of the brand

Porsche 911

One shape for 60 years. The 911 debuted in Frankfurt in 1963 as the 901; Peugeot owned the "zero in the middle" naming, so Porsche swapped the 0 for a 1

Le Mans

The most successful name at Le Mans: 19 overall wins and 108 class wins



CULTURAL HERITAGE



Traditions Preserved Through Generations

1898

Ferdinand Porsche designed the electric Egger-Lohner C.2 Phaeton—decades before the Porsche sports-car brand existed.

2010

The Cayenne S Hybrid brought hybrid technology into Porsche’s series-production range.

2019

Porsche unveiled the Taycan, its first fully electric production sports car, connecting electric technology with the brand’s performance identity.

CULTURAL HERITAGE



Early electric ideas

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CULTURAL HERITAGE



Modern Porsche performance.

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WHAT'S NEXT FOR PORSCHE?

Elevating ownership beyond the drive.

Extend the experience

Bring Porsche's design and attention to detail into the moments owners enjoy outside their cars.

Expand personalisation

Offer accessories that reflect an owner's individuality, extending the connection between their car and their lifestyle.

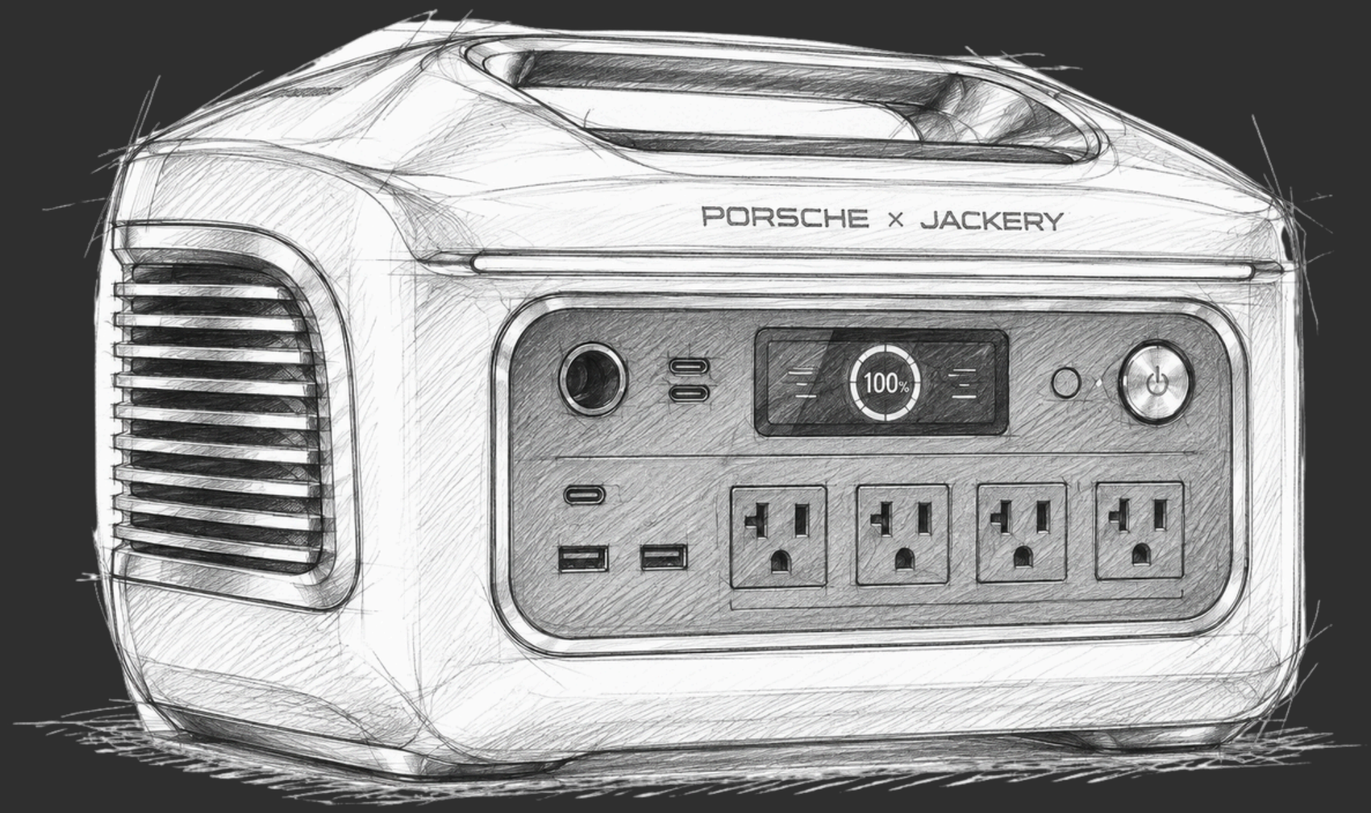
Connect product and service

Pair a new accessory with digital customisation, Porsche Centre guidance and exclusive owner experiences.

Build a complete offering

Owners could customise it through a proposed a Porsche app feature and purchase it separately or with an electric Porsche.





A proposed solar-rechargeable accessory for life beyond the car.

Power the destination

A portable battery could support outdoor lighting, music and other suitable equipment wherever the journey pauses.

Make it personal

A Porsche paint-matched finish to connect the battery with the owner's car and individual style.

PORTABLE POWER. PORSCHE PERSONALITY.





Jackery Explorer 2000 Plus

Built to be moved

Wheels, a pull handle and AC outlets bring electricity to places with no charging station.

Operations

The battery stores about 2 kilowatt-hours and puts out 3,000 watts and t's portable

An outdoor connection

Jackery markets its batteries for camping and outdoor use, making it a natural partner

Purchasing

Two purchase paths, with an electric Porsche or sold separately.

Jackery

Founded in California in 2012, Jackery makes portable power stations and solar panels that collect and store energy from the sun.





8 million+ units sold and "world's No. 1 solar generator brand
-Jackery

THE DESIGN VISION



Porsche already invests in electric mobility, charging services and individual design.

A so paint-matched, solar-rechargeable battery could connect those strengths with outdoor leisure.

Not a replacement for Porsche charging but a proposed extension of the Porsche lifestyle.



PORSCHE X JACKERY

Charged by the sun activation

The Personalization

Choose official Porsche paint options through a proposed My Porsche app feature that offers customization for initials

The Purchase

Available through a proposed electric-Porsche bundle or as a separate accessory.

Finishes and bundles require approval; Porsche vehicle charging requires manufacturer validation.

A colorful heritage

Porsche celebrates its history by bringing iconic colors from earlier generations into today's Paint to Sample collection.

Pride in every finish

Specialist paint teams carefully develop and test each shade, reflecting Porsche's commitment to craftsmanship, quality and individuality.



COLOR CODES

Porsche X Jackery extends that pride beyond the car with portable power personalised in Porsche-inspired colours.

PROTOTYPE

Paint to Sample battery app

The current Porsche × Jackery concept app, shown on a phone — real screens, real prices.



Real screens captured from the current prototype app. Battery images are AI-generated concepts; Taycan images are official Porsche Paint to Sample renderings. Prices are proposed, USD. Checkout is a class demo — no payment is taken.

Luxury

Comfort

Sport-
Led

Electric Cars

LUCID

TESLA

PORSCHE

BRAND POSITIONING



Hi I’m JONATHAN

Age

Approximately 35–60

Location

Southern California, especially Los Angeles, and Malibu

Lifestyle

Established professionals, business owners or executives who enjoy driving, travel, weekend escapes and entertaining.

Income

200,000+ annually

Brands

- Apple
- Patagonia
- Rimowa
- Yeti
- Ralph Lauren
- Brunello Cucinelli

TARGET CONSUMER

COST OF ONE BATTERY

Proposed price: $2,490 with an electric Porsche

Proposed price when sold separately: $2,890

Battery cells (~2 kWh)	$250-$400
Power electronics (3,000 W inverter, charger, display, ports)	$200-$350
Case, wheels, handle, wiring	$80-$150
Porsche paint-matched finish	$75-$200
Gold trim/ Silver trim / initials	$20-$60
Assembly, testing, safety certification, packaging	$75-$150
Estimated total per battery	= $700-$1,300



LET'S TALK NUMBERS

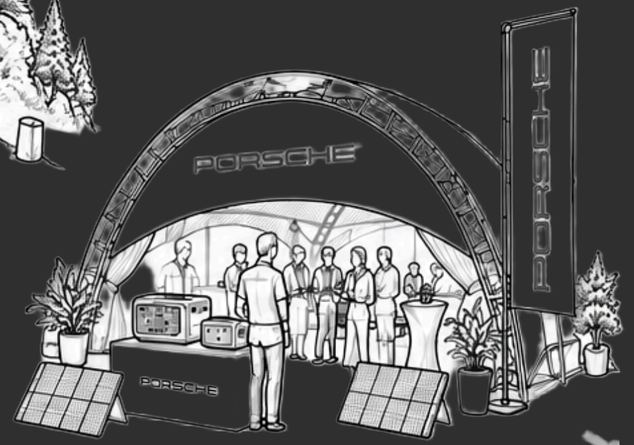
THE ACTIVATION



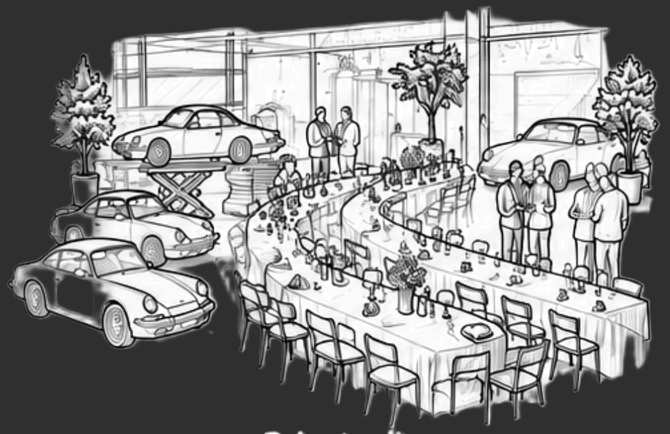
Porsche Westlake



Scenic drive



Portable power



Private dinner

Owners. Collectors. A curated Exclusive Invitation

Meet

Invitation only checking check-in at Porsche WestLake. Welcome, Driving Breifs (Directions) and vehicle checks

Drive

A guided mainland coastal drive to Solstice Canyon, with planned stops and safe charge reserves

Discover

A staffed Porsche × Jackery tent: portable-power demonstrations, paint matching and order enquiries.

Dine

A private dinner among Porsche owners and collectors, followed by an evening gathering.

AI-generated concept · Proposed itinerary

THE MEETING POINT

California leads the Porsche dealership network.



Porsche Westlake
3863 Auto Mall Drivet

33
Porsche dealerships in California

15%
Of the 218 US dealerships

No. 1
State by dealership count

THE DRIVE

Start at Porsche Westlake

The dealership's own guide encourages customers to explore the nearby Santa Monica Mountains.

A setting rooted in nature

Its recommendations include Solstice Canyon, Circle X Ranch and Point Mugu. Highlighting mountain views, canyons and coastal scenery.

Connecting the setting to the partnership

Outdoor exploration creates a natural introduction to solar-rechargeable portable power and the discovery stop ahead.






DISCOVERY











At the Porsche × Jackery tent, guests discover portable power through a hands-on, personalised experience.

Experience the technology

Staff demonstrate how the portable battery stores energy and recharges using foldable solar panels.

Customise their battery

Using the My Porsche app, guests select a colorway to match their Porsche and personalize their portable-power setup.

Choose how to own it

Guests can order the battery separately or explore the proposed option of purchasing it with an electric Porsche.

DINNER

An evening worth staying for

The drive ends where the relationship begins: a private dinner for the owners and collectors who came out.

Portable power, quietly at work:

The same battery that they’re purchasing will run the lighting, music and entertainment for the evening









Porsche × Jackery tent, branding, furniture	$25k-60k
Demo batteries + solar panels (10–15 units)	$15k-30k
Private dinner: catering, drinks, service	$18k-30k
Dinner setup: tables, lights, music	$10k-25k
Staff, product experts, driving guides	$15k-30k
Venue, permits, insurance, safety	$15k-40k
Photo and video coverage	$4k-8k
Estimated total	$120,000–$275,000



ACTIVATION BUDGET

AN UNFORGETTABLE EXPERIENCE

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