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New Cayenne Electric: Central platform solution from MHP and Porsche Digital

Porsche adopts holistic solution for interactive vehicle visualization

- New standards in vehicle visualization for the new Porsche Cayenne Electric and Cayenne Turbo Electric
- Interactive 3D environments and photorealistic images of the model using state-of-the-art streaming technology
- Full-screen generation based on the Elastic Content Platform (ECP) from MHP and Porsche Rendering Solution (PRS) from Porsche Digital

Ludwigsburg / Stuttgart – With the world premiere of the new Cayenne Electric on November 19, Porsche is not only setting new standards in the driving experience but also showcasing a unique digital representation of its new model: the vehicle visualization of the Cayenne Electric and Cayenne Turbo Electric is based on the innovative product platform from MHP and Porsche Digital. Customers and dealers can now configure the vehicle model individually and experience it in an interactive 3D and 2D full-screen view.

Federico Magno, Group CEO at MHP: "For us at MHP, client centricity is not just a mindset – it is a binding promise. Technologically pioneering, collaborative at eye level, and uncompromising in quality, we live this promise from the very first idea through to successful implementation. This promise is reflected in the result. Based on our Elastic Content Platform, a digital sales tool was created that combines performance, precision, and innovation and sets a new standard for customer communication and the future of digital excellence at Porsche."

Philipp Grolle, Product Manager for Visualization Services at Porsche, adds: "Our goal is to enable users to experience vehicles in photorealistic quality and in real time – in both 2D and 3D. The enormous configuration depth of our models poses major challenges for traditional visualization technologies. With the launch of the Cayenne Electric, we are using our innovative visualization platform at all relevant touchpoints for the first time, creating a seamless, impressive brand experience." This is made possible by the modern streaming technology behind the platform and thus the configurator, as well as the powerful Amazon Web Services (AWS) cloud, which hosts the fail-safe, fast, and scalable delivery of the 3D livestream and 2D images.

MHP

A PORSCHE COMPANY

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Immersive solution from the cloud

The new technical solution is based on the Elastic Content Platform (ECP) from MHP. Thanks to the close and trusting cooperation between the two subsidiaries MHP and Porsche Digital, the previous 2D visualization has been successfully replaced by a forward-looking, powerful platform that meets Porsche's high standards in terms of visual quality, flexibility, and user experience.

Florian Langer, partner at MHP, explains: "The joint development with Porsche Digital enables us to create a holistic solution that not only simplifies the visualization of the entire vehicle range, but also its use across different systems."

Whether in the Porsche app, at your local dealer, or from home on your desktop, the state-of-the-art streaming and image-on-demand solution offers photorealistic and immersive visualization from a single solution for all channels at any time. Thanks to the new cameras and the update of the lighting per perspective, even the static 2D images appear in a new light and offer an even more realistic and impressive representation of the vehicle.

Christian Klötzel, Head of Visualization at Porsche Digital: "With our new visualization platform, we are taking digital vehicle presentation to a new level. It brings the diversity of Porsche models to life – in consistently high quality across all digital touchpoints. Whether exterior or interior, customers are immersed in a highly detailed, interactive presentation that conveys the character of each model and brings the products to life virtually."

More traffic and options

The 360-degree experience in particular leads to a measurable increase in website traffic, longer visit durations, and increased configuration volumes. This has been demonstrated by other projects such as those at Aston Martin, Pagani, Ducati, and Lotus, which also use ECP platform technology. At the same time, manufacturers and dealers benefit because this tool allows them to further develop the user experience, for example, for even more interactive, personalized, and customer-activating solutions. The solution has been proven to significantly increase the average value of a vehicle in the configurator. Prospective buyers try out more configurations and ultimately decide on more options.

A major advantage of the platform is its versatility: once it has been filled with content, numerous use cases can be realized. These include not only real-time configurators, but also comprehensive solutions for dialogue marketing, event tools, and interactive instructions in the after-sales area. The goal is always to offer customers and interested parties a first-class experience that meets Porsche's luxury standards.

Platform builds on experience

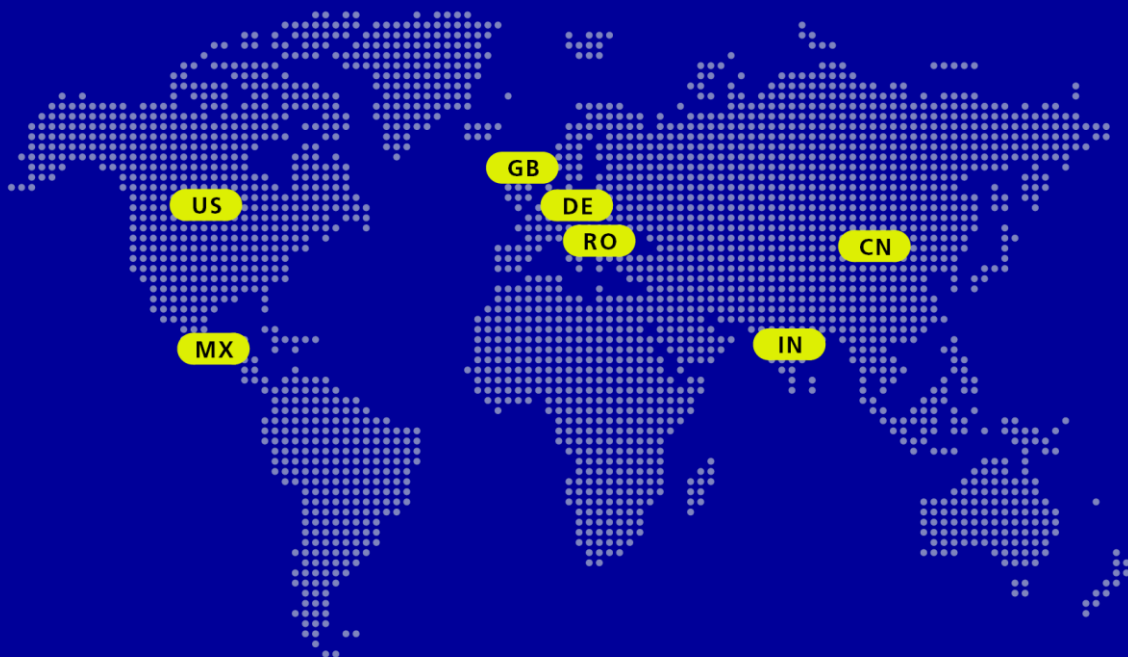
In the past, the management and IT consultancy MHP had already implemented the 360-degree view for the Taycan and Macan models. The immersive 360-degree component, which can be used to display different perspectives in different environments and conditions, was the starting point for further models. At the beginning of the year, the Porsche website "Color of Your Choice" was redesigned. Here, too, the ECP technology from MHP is being used: Over 190 colors for the 911, Taycan, Panamera, Macan, and Cayenne models can now be selected, experimented with, and configured online. The newly introduced background information on the colors also provides an even better user experience here.

About the Elastic Content Platform (ECP) from MHP

The key technology is the Unreal Engine from video game and platform developer Epic Games, which was used to create the battle royale hit Fortnite, for example. The ECP from MHP uses the game engine for photorealistic rendering of vehicles and their virtual environments in real time. However, Amazon Web Services (AWS) are used to ensure that product visualization can actually run stably, securely, and at scale in real time. This setup ensures that the application is also made available online to a large number of customers and interested parties as a 3D live stream.

*Cayenne Turbo Electric Combined power consumption: 22.4–20.4 kWh/100 km, combined CO₂ emissions: 0 g/km, CO₂ class: A
Cayenne Electric Combined power consumption: 21.9–19.7 kWh/100 km, combined CO₂ emissions: 0 g/km, CO₂ class: A*

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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide since 1996 and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, India and China. More than 4,700 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.

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