New Porsche Driver Experience makes its debut in the Cayenne

15/01/2025 New Porsche Driver Experience makes its debut in the Cayenne

Porsche is introducing a groundbreaking display and control concept in the new Cayenne. The Porsche Driver Experience stands for a fully digital display, versatile individualisation and intuitive operation. At the heart of this is the focus on the driver's axis. The most important controls are grouped around the steering wheel. This creates a new, even more intensive driving experience.

The sophisticated cockpit design takes elements of the Taycan electric sports car and transfers them for the first time to a Porsche with a combustion engine. It includes a digital instrument cluster with a curved and free-standing design, with variable display options, a redesigned centre console and a latest-generation steering wheel with a standard mode switch. The automatic gear selector is now located directly to the right of the steering wheel. This makes room on the centre console for a large air conditioning controller with a sophisticated black panel design. Passengers experience a new level of interaction with the vehicle and the driver via the optional passenger display.

A circumferential strip frames the entire dashboard, holistically tying the various design elements together and encompassing the redesigned door interiors as well. New trim strips and decorative surfaces, as well as the increase in colour and material options, provide visual highlights. Optimised connectivity functions and an optimised wireless charging function round off the new interior concept. Also completely new in the Porsche Cayenne is an in-car video function. Streaming content can be shown on the passenger display even during the drive, with technical safeguards ensuring that this does not distract the driver.

Driver-focused and interactive: the new cockpit in the Cayenne

Drivers and passengers experience a completely new cockpit in the new Porsche Cayenne. It combines an even stronger driver focus with new interactive elements that intensify the driving experience in a new way for the passenger as well. The instrument cluster is now a fully digital, free-standing, 12.6-inch curved display that does not require a hood cover, thereby giving it a modern, slimline appearance. In the characteristic Porsche style, this is the highest point on the dashboard. Depending on the equipment level, the driver can choose from up to seven views on the instrument cluster. The rev counter, map navigation, Night Vision Assist or 3D driver assistance system can all be selected to be in the foreground. A minimalistic view and a classic version are also available, the latter one transporting the typical Porsche five-gauge instrument cluster design into the digital age.

A key feature of the Porsche Driver Experience is the right balance between digital and analogue elements. All the controls that are important to the driving experience are also grouped directly around the steering wheel. In classic Porsche fashion, the new engine start button – making its first appearance in this form in a Porsche vehicle with an internal combustion engine – is to the left of the steering wheel.

The gear selector is now significantly smaller than before and situated to the right of the steering wheel between the instrument cluster and the central display. This makes room on the centre console for a new, large air conditioning control panel with analogue controls and more storage space. Porsche has also put the completely redesigned control lever for the driver assistance systems directly on the steering wheel column, making it immediately accessible to the driver in the new Cayenne.

The new multifunction sports steering wheel originates from the 911 and has been completely revamped compared to its predecessor. Its design is elegant, modern and sporty at the same time. The mode switch for selecting Normal, Offroad, Sport and Sport Plus driving modes directly on the steering wheel is now standard. The new toggle button for selecting functions and designs in the instrument cluster is also located directly on the steering wheel, just like the configuration of the optional head-up display. This enables drivers to adapt the head-up display to their size and position and to change views without taking their eyes off the road.

With its glass surface in a black panel design, the new air conditioning control panel on the rising centre console creates a particularly high-quality look. Air conditioning settings can be made quickly and

intuitively on the clearly laid out control surface. The combination of touch recognition and tactile feedback with mechanical air conditioning switches as well as a physical volume controller ensures functionality that is both haptically and aesthetically pleasing.

The high-resolution 12.3-inch central display is the control centre of Porsche Communication Management (PCM). As before, the driver can use it to operate numerous driving and comfort functions, as well as the standard online navigation and multimedia functions. A completely new feature in the Porsche Cayenne is the optional integrated 10.9-inch passenger display. This additional touchscreen offers the passenger entirely new ways of interacting with the driver and the vehicle. Through the additional touchscreen, the front passenger can take the strain off the driver, for example by operating the navigation or selecting a media service. A special film ensures that the display cannot be seen from the driver's seat. This means videos can be streamed on the passenger display without distracting the driver. The passenger can also have current information about the performance of the vehicle displayed – such as speed, driving mode and G-force. This enables the occupants in the new Cayenne to enjoy the Porsche driving experience more intensively together.

A luxurious, sporty feel

The Porsche Cayenne is the sportiest car in its segment – and its interior reflects this. A sporty ambience is combined with high functionality, luxurious comfort and typical Cayenne design features. Porsche presents the new control concept in the new Cayenne in a clean design that accentuates the width. The increased horizontal emphasis of the dashboard makes the interior look even wider. Designers achieve this with a circumferential strip that continues upwards on the sides. The elegantly designed air vents are vertically aligned in typical Cayenne fashion. For the first time, Porsche has designed all the air outlets in the cockpit without louvres.

Large-area decorative features and accent trims in the door panels pick up on the horizontal lines of the interior of the new Cayenne. Through the structural separation of the centre console and dashboard, designers have created a floating look in the cockpit. The Cayenne's familiar centre console grab handles remain a defining feature of the SUV interior.

New air quality system for an optimal interior climate

The Porsche Cayenne has a new system which sets standards in terms of air quality in the vehicle by reliably protecting the passengers from particles and harmful substances in the outside air. The cabin air filter and the GPS recirculation function come fitted as standard. The new Cayenne uses predictive navigation data to automatically activate air recirculation when the car is about to enter a tunnel. This stops odours and exhaust fumes that might accumulate in the tunnel from getting into the passenger compartment. When route guidance is activated, the system acts predictively and takes tunnels along the route into account well ahead of time. An optional fine dust sensor also improves the air in the new Cayenne. It continuously measures the fine particle level (PM 2.5) in the vehicle interior as well as in the

outside air and activates recirculation if the air quality around the vehicle declines. The air quality system then cleans the interior air by passing it through the fine dust filter several times. In addition, the ioniser increases the ion content of the interior air, noticeably increasing the well-being of the passengers.

There are five new leather options in the new Cayenne. This includes the colour combinations Black/Crayon, Black/Night Green and Black/Bramble as well as the Club leather option in Basalt Black and the combination Basalt Black/Barrique Red. New decor and accent designs have also been added to the familiar customisation options for the interior. As before, the Porsche Cayenne can be equipped with an optional panoramic roof system that creates an even more spacious, bright feeling. The accompanying roller blind is always black. In the Cayenne Coupé, a fixed panoramic roof in glass comes standard. Other available options include a heated windscreen and thermally and acoustically insulated glass.

As standard features, Porsche equips the Cayenne with eight-way adjustable leather comfort seats and the Cayenne Coupé with eight-way adjustable sports seats. Both variants offer additional configuration options in a variety of different leather packages. The optional 18-way adjustable adaptive sports seats offer particularly sporty drivers optimal lateral support during dynamic driving thanks to raised seat bolsters. Other options include a massage function and front and rear seat ventilation and heating in addition to the standard heated front seats.

Comprehensively upgraded connectivity

Porsche has further improved connectivity in the new Cayenne. The Cayenne offers a cooled smartphone storage area with wireless charging as standard. The cooling allows an optimised charging power of up to 15 watts.

Also now optimised are two USB-C ports with a fast-charging function in the front storage compartment and another two USB-C fast-charging connections in the rear area of the centre console. To pair a smartphone with the vehicle, all you have to do is scan the QR code displayed in the PCM with the phone. Numerous connectivity functions are then available, including Apple CarPlay® and Android Auto® as well as integrated apps such as Spotify® and Apple Music®.

A new function in the Cayenne is In-Car Video. Videos can be watched directly in the PCM via streaming provider Screenhits TV® – both in the central display when the vehicle is stationary and in the passenger display while driving. A special film on the passenger display prevents the driver being distracted while the vehicle is moving.

A high-quality audio system contributes to the media experience in every Porsche Cayenne. As standard, Porsche equips the new Cayenne with the Sound Package Plus with 10 speakers. Alternatively, two other audio systems are available: a BOSE® Surround Sound System with 710 watts, 14 speakers and an additional subwoofer, and a Burmester® 3D High-End Surround Sound System with

21 speakers and a total output of 1,455 watts.

MEDIA ENQUIRIES

Ben Weinberger

Spokesperson Cayenne und Macan
+49 (0) 170 / 911 2097
ben.weinberger@porsche.de

Consumption data

Cayenne Coupé (WLTP)*: Fuel consumption combined: 11.7 – 10.7 l/100 km; CO_2 emissions combined: 265 – 242 g/km; CO_2 class: G

Cayenne E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.5 – 4.0 l/100 km; Fuel consumption with depleted battery combined: 10,6 – 9,9 l/100 km; Electrical consumption weighted combined: 19.8 – 19.1 kWh/100 km; CO_2 emissions weighted combined: 101 – 90 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Cayenne E-Hybrid Coupé (WLTP)*: Fuel consumption weighted combined: 4.5 – 4.0 l/100 km; Fuel consumption with depleted battery combined: 10,5 – 9,8 l/100 km; Electrical consumption weighted combined: 19.8 – 19.1 kWh/100 km; CO_2 emissions weighted combined: 101 – 89 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Cayenne (WLTP)*: Fuel consumption combined: 11.7 – 10.7 l/100 km; CO_2 emissions combined: 265 – 242 g/km; CO_2 class: G

Cayenne S Coupé (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 287 – 273 g/km; CO_2 class: G

Cayenne S (WLTP)*: Fuel consumption combined: 12.7 – 12.0 l/100 km; CO_2 emissions combined: 287 – 272 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/newstv.porsche.com_239240_en.mp4

Link Collection

Link to this article
https://newsroom.porsche.com/en/press-kits/cayenne/interieur.html

Media Package
https://pmdb.porsche.de/newsroomzips/ccd44661-c871-4028-9c8a-7f0f8185fd19.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart