

# New operating concept with enhanced performance and an expanded digital ecosystem for the 911, Taycan, Panamera and Cayenne

**03/11/2026** Porsche is introducing a new generation of Porsche Communication Management (PCM) for the 911, Taycan, Panamera and Cayenne. A new hardware platform, Porsche Digital Interaction and an expanded digital ecosystem will deliver enhanced performance and a consistent user experience across multiple model lines.

“This new generation of infotainment means we can create a more powerful digital platform that combines enhanced performance, intelligent connectivity and a consistent user experience across multiple model lines. The combination of a modern system-on-chip architecture, Porsche Digital Interaction and an expanded digital ecosystem enables us to continuously develop the in-car Porsche

experience," says Oliver Seifert, Head of Infotainment & Connect.

## Greater performance in everyday digital life

At the heart of the new hardware is a modern system-on-chip architecture with up to five times the computing power of the previous generation. Customers benefit from faster system start-ups, shorter loading times and smoother operation. Multiple applications can be used in parallel more conveniently, while apps remain active in the background and are available more quickly when switching between them. At the same time, the new architecture provides the technical foundation for future digital functions and continuous development. Comprehensive over-the-air updates enable software and selected functions to be further developed even after the vehicle has been delivered.

## Porsche Digital Interaction for a consistent user experience

Through Porsche Digital Interaction, Porsche is bringing the design and interaction language introduced with the Cayenne Electric to the 911, Taycan, Panamera and the Cayenne models with combustion and hybrid powertrains.

This brings together modern UX/UI design, a consistent operating logic and extensive personalisation options. Clear layouts, fast responses and a uniform operating logic create a cohesive digital experience across the various displays. A central element of Porsche Digital Interaction is the high-quality, freely rotatable 3D model of the car in its actual exterior colour. It provides intuitive access to selected vehicle functions and settings directly via the virtual car. Five selectable themes and configurable widgets complement the operating concept, allowing customers to tailor the in-car digital experience to their personal preferences.

## New navigation and AI-powered Voice Pilot

Navigation Plus uses state-of-the-art mapping technology and a new 3D map display. Online map data and real-time traffic information support route guidance. In fully electric vehicles, the Porsche Charging Planner plans charging stops and takes battery preconditioning into account. The enhanced Voice Pilot is powered by AI and based on a large language model. This enables the system to process natural language, multi-step requests and follow-up questions. Navigation, selected vehicle functions, media and selected apps can be controlled by voice. New software versions and selected functional enhancements are delivered directly to the vehicle via over-the-air updates.

## Seamlessly integrated digital services

With the new platform, Porsche is consistently pursuing its blended ecosystem strategy. This

seamlessly merges the Porsche ecosystem with customers' own digital ecosystems. Apps and services from the vehicle, the smartphone and third-party providers are integrated via standardised interfaces to create a unified digital experience. The App Center enables Porsche and third-party apps to be integrated directly into the vehicle. Customers can individually select, download and update apps. The range includes audio and video streaming, navigation, and parking and charging services, and is continuously being expanded. For the first time, Apple Music is also available directly in the car via the Porsche App Center. In conjunction with the Bose® and Burmester® 3D High-End Surround Sound Systems, the Apple Music platform supports Dolby Atmos® for a particularly immersive audio experience. Other compatible apps can also use Dolby Atmos via Apple CarPlay, provided they support this function. Smartphone integration offers an even deeper level of integration, including map display in the instrument cluster and EV routing with battery preconditioning (in selected markets).

## Availability

The new generation of infotainment, including Porsche Digital Interaction, will be gradually introduced in newly produced vehicles from the 911, Taycan, Panamera and Cayenne model lines. Availability may vary depending on market, model, production date and equipment.

** Apple Music with Spatial Audio by Dolby Atmos® is available via the Porsche App Center in selected Connect markets. An Apple Music subscription and a Dolby Atmos-capable sound system are required.*

## MEDIA ENQUIRIES



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### Consumption data

**911 Carrera GTS (WLTP)*:** Fuel consumption combined: 10.6 – 10.1 l/100 km; $CO_2$ emissions combined: 242 – 230 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, $CO_2$Emissions 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).

## Link Collection

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