

The New Porsche Macan For A Sporty Drive



Reminiscent of the iconic 911 sports car in its diverse details, the new Porsche Macan was introduced to the Sri Lankan market as a benchmark of automobile brilliance that combines innovation and comfort, paving the way for an easy yet fun

drive on paved streets or off road terrains. The latest model in the Sports Utility Vehicle (SUV) segment, Macan comes with a range of options-more than 200 that will enable a user to customise the vehicle to obtain a more personalised feel.

Featuring many elements of an SUV, the Porsche Macan Turbo is designed as an ‘all wheel driven’ vehicle with a biturbo engine delivering an output of 400 hp. The multifunctional sports steering wheel is made to mimic the look and feel of the famous ‘918 Spyder’ sports car. All Macan models are fitted with a ‘Spot Button’ as a standard, of which the key function is to activate the electronic engine management system. The ‘peddle shifts’ and the Tiptronic gearbox will allow the rider to choose between manual or auto driving, which allows one to experience either a smooth or a thrilling drive, maximising the excitement of off road tracking.

Macan, revealing its sports car heritage, comes with a ‘wraparound’ bonnet, a first for a SUV vehicle. The seamless size of the bonnet presents a clean front to the vehicle. The 18-inch standard sized wheels are speed tested and graded within the range of N0 or N1, which will entertain a speed of up to 300 km per hour. The Macan is designed to possess the most advance safety measures as well. It is equipped with two full size airbags, standard for the driver and the front passenger, which are supplemented by the side airbags for an impact protection system. The vehicle further boasts of a comfortable and trendy interior where the centre unit of the car is raised for easy access to better reach the various controllers. Further, an added highlight, the sunroof provides a sharp and attractive look to the vehicle.

Though the Macan is targeted at a youthful audience who loves the feel of a sports vehicle, it is also introduced as a vehicle for everyday use for anyone who prefers the ease and manoeuvrability brought in by its countless attributes. For instance, the spacious boot area, which is easily accessible through an easy access switch, presents much convenience to accommodate a larger number of items while shopping or to carry sports gear.

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Sabrina Cramer, Brand and Customer Relations Manager said, “for us its an exciting time because introducing the Porsche Macan to Sir Lanka means that a fresh and broader market will be unveiled to us. We hope that there will be a more lucrative market comprised of the younger generation of young professionals who can afford this product, going beyond our usual Porsche clientele.”

She further explained, “this is the most customisable car and it is more user friendly. We feel that it does not have any competitors, because we believe it is the only sports car in the compact SUV segment. It is similar to a city slicker with a sporty and young vibe to it.”

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