

TECHART

TECHARTMARKETING

Your resource for Marketing Communication and PR

TECHART Brand Communication

Support and Guidelines for Premium Partners

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Benefit and Responsibility:

You are part of TECHART Brand Communication.

Turning something extraordinary into something unique requires a sense of design, exceptional craftsmanship, the finest materials, and a premium level of manufacturing quality. But above all, it requires passion.

Since 1987, this passion has driven the creation of bespoke Porsche automobiles, setting a global benchmark for automotive individualization. Today, we continue to lead the way as a premium brand in this specialized segment.

The unique and unmistakable identity of our brand plays a crucial role in the purchasing decisions of our customers. It holds equal importance to the high quality and innovation embodied in our products.

This identity is shaped by a consistent, international approach to brand communication. As a partner, you are an integral part of this strategy. The marketing team is here to provide strategic and creative support, helping you with all aspects of brand communication—whether adapting advertisements to brand design standards, developing new media for your market, or assisting with any marketing-related needs.

From your next advert, website, and sales materials to direct marketing campaigns, email newsletters, high-resolution images, press activities, motorshow appearances, and showroom branding—our team is dedicated to supporting you.

As a partner, it is your responsibility to manage the brand identity in your region. This manual serves as a guide to help you represent the brand in a clear and consistent manner, ensuring efficient communication. Our goal is to help you navigate every aspect of your communication activities, providing the creative freedom to explore within established guidelines and streamlining decision-making to save time and effort..

If you need any kind of information or assistance, please do not hesitate to contact us.

Sincerely,

Marcus Fischer

Marketing Director
TECHART AutomobilDesign GmbH

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1. TECHART Brand Positioning and Core Values

»TECHART is the international
premium individualization brand
for all Porsche cars«.

Genuine TECHART individualization means reflecting the driver's unique personality in their automobile—uncompromising, with passion and dedication, and crafted to original equipment quality. This is achieved through advanced engineering, premium materials, and rigorous testing. The products are developed in the wind tunnel and refined on the race track, combining expert craftsmanship with a legacy of excellence. A comprehensive range is available for every Porsche model, offering designs that inspire desire, convey luxury, and exemplify exclusivity.

However, the essence of the brand extends beyond just high-performance, custom-tailored sports cars. It represents emotion, fascination, and a distinct way of driving, thinking, and living. This unique blend of technology and artistry makes it much more than just a performance-focused brand—it is a way of life.

Unlike typical "performance tuners," who prioritize engine output above all else, the focus here is on refinement and customization at the highest standards. While maintaining respect for the original Porsche design, the goal is to enhance both form and function in ways that are both technically advanced and emotionally compelling.

This holistic approach to craftsmanship and customization truly sets the brand apart from its competitors. It's this dedication to excellence that gives the brand its rightful sense of pride and exclusivity. With this in mind, we are committed to supporting you in communicating and representing these core values in your region, ensuring a consistent and powerful brand experience.

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2. TECHART Logo and Trademarks

As a partner, you can directly benefit from an internationally consistent and clear brand image in your market area. Our goal is to provide the best possible support, making it easier for you to communicate the brand to the public in a recognizable and consistent manner. To ensure high awareness and recognition, it's essential to use brand logos and design elements correctly.

We are here to assist you in applying the key design elements of the brand properly. If you ever need help, please don't hesitate to reach out to our team.

Different types of logos are available for various purposes: full-color logos for print media (such as advertisements, brochures, and flags), digital media (like websites, newsletters, and emails), and unicolor logos for special applications (such as adhesive film, engraving, embossing, or laser cutting). Our marketing team is happy to guide you in choosing and using the right logo for each situation.

Please note:

Please refer to TECHART's Online Dealer Section at <https://dealers.techart.de> for all information and files.

- The logo is the most important visual element of the brand and is protected by copyright. It remains the property of the company. Only use the official logo files provided by the marketing team, and do not alter them in any way. The logo should only be used for the agreed-upon purposes.

Use each logo file according to its specified purpose. If you're unsure which logo to use for specific media or need further assistance, feel free to reach out to us.

Please remember that all media or projects featuring our logos or trademarks must be reviewed by our team before production. To ensure this, kindly send us your layout drafts in advance.

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The official corporate website can be accessed at www.techart.com and www.techart.de. It offers comprehensive information on all products and programs, the brand itself, as well as events, motor shows, and much more, available in both German and English. Visitors also have easy access to contact the company for specific information, find official dealers worldwide, search the product database, and take advantage of free services such as downloading brochures or registering for the free newsletter.

This online platform is widely used, with over 300,000 page impressions each month and more than 2,500 daily visitors. We encourage you to use the website as an additional communication tool alongside your own. You can keep potential customers informed by inviting them to subscribe to the free newsletter, which is read by over 13,000 registered users globally. Why not feature your latest event or showroom opening in the next issue?

Your benefits for your own online communication:

- Operate a website that represents the brand appropriately. The closer your website mirrors the look and feel of the official international website, www.techart.de, the more easily you will be recognized as an official partner in your region.

We can create a custom landing page for you as part of our official website. This serves as an interim solution, allowing you to begin your branded online communication immediately while your full website is being developed.

Regularly update your website with fresh content. We provide a wealth of information through newsletters, press releases, and the news sections of our site. Please make sure to feature these updates on your own website as well.

Showcase the portfolio with high-quality images and premium artwork. Our Online Image Archive offers a wide selection of stunning, high-resolution images, easily accessible for your use.

Include a link to www.techart.de so your website visitors can access our site for additional information, even if certain details may not be available on your country-specific page.

Provide a link to www.techart.de/newsletter to give your visitors the opportunity to subscribe to the official newsletter. We can also tailor the newsletter to your local audience by adding your contact details or even featuring a custom news article about your upcoming events or motor shows.

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- Provide TECHART PDF brochures and product information available on your website. You can find the PDF files and instructions for using self-updating links in the Online Dealer Section.

Keep us informed. Share your news, events, motor shows, or any other important updates that will engage your customers. We can help spread the word by featuring your news on the official website www.techart.de or in the official TECHART Newsletter, reaching a global audience.

You and your customers can be part of the TECHART world through our social media channels. Access updates whenever and wherever you like. Simply choose your preferred platforms to stay informed with the latest news and developments. Keep up with everything happening at TECHART in communities and feeds, and don't forget to share exciting company news with your own networks.

Follow us on Facebook and Instagram, where over 700,000 fans on Facebook and more than 680,000 followers on Instagram are already part of the community. Stay updated with the latest news and be connected with the brand's happenings.

Enjoy exclusive content on YouTube. Visit the official channel to watch videos including the latest footage, on-board documentation of the Nürburgring Nordschleife with racing driver Uwe Alzen behind the wheel of a GT, test drives, event highlights, and more.

Share your content with us! We'd love to feature your pictures and videos in our official networks on Facebook and Instagram or include them in the regional email newsletter.

One place, easy to remember: all TECHART channels are listed at <http://www.techart.com/follow>

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5. TECHART Advertising

While advertising is your responsibility as a sales partner, we are here to assist you in maintaining consistent and recognizable brand communication. To maximize impact, awareness, and recognition, the typical advertising layout follows the same standards as other communication media, such as brochures, banners, displays, and flags. This layout is clear, easily recognizable, and reflects the high-quality standards of the brand. It can be adapted to different languages and sizes with ease.

We offer you the opportunity to leverage this unified advertising approach, which enhances the effectiveness of your marketing efforts and allows you to benefit from the international premium image associated with the brand.

The Ad Pool, available through the Online Dealer Section at <https://dealers.techart.de>, provides a variety of advertising layouts designed and published by the marketing team. Many of these materials have been adapted for international use to meet the specific needs of sales partners. As a registered user, you will receive updates on new advertising materials via INSIGHT, your exclusive dealer newsletter.

With the TECHART Ad Pool, running your own campaign is simple.

- Choose the artwork and topic that best suit your advertising goals. An overview is available in the Ad Pool. Once you've selected the material, let us know the exact dimensions you need. We can provide high-resolution PDF files for print or banner ads in the required format for online use.

Refer to the ad layout guidelines in the Dealer Area to help create your own ads, especially if you're working with an agency. We can also provide high-resolution images for your advertisements. If you design your ads based on our guidelines, please remember that they must be reviewed by the marketing team before being published.

Keep us informed about your communication objectives and media plans. Please send us copies or scans of your published ads so we can stay up-to-date on your activities.

Reach out if you need specific images to promote a product or if you require any other assistance. We can also create custom artwork and advertisements tailored to your needs.

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6. TECHART Direct Marketing and Post Mailings

TECHART can provide nearly everything you need to plan and execute your own direct marketing campaigns. Our goal is to engage with customers, enthusiasts, and prospective buyers on a personal and premium level, delivering the right amount of information tailored to their individual interests. It's also important to invite these valued individuals to our events and motor shows.

For your direct mail campaigns, we offer a complete package: the printed catalog or product brochure, a cover letter aligned with the campaign's theme, and a premium mailing envelope that complements the brochure and visually conveys the key message before it's even opened.

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7. TECHART Press Activities and Online Press Portal

We are committed to offering the best possible support for your press activities in your region. Our shared goal is to provide comprehensive press materials regularly and offer relevant media editors the opportunity to experience the products firsthand.

A dedicated Press Landing Page at <http://www.techart.de/press> and a password-protected Online Press Section at <http://press.techart.de> provide press releases in both German and English, as well as high-resolution images. These ready-to-use materials can be easily downloaded. All registered editors, journalists, and partners have full access to this content and receive new press releases automatically via email. As a partner, you can access the Press Section with the same username and password you use for the Dealer Section.

However, our goal is not just to provide one-way communication. We aim to establish direct relationships between journalists and the press team. This way, editors know exactly who to contact for additional materials, editorial assistance, or to arrange visits to our facilities, interviews, test drives, or photo shoots.

Use our press work to simplify yours.

- Provide a link to the Press Landing Page (<http://www.techart.de/press>) on your website, in your newsletter, or in any other communication channels you use in your region. If you invite journalists to register for the Press Section, we will ensure they stay updated with the latest information.

Keep us informed about your news, events, motor shows, company updates, or any other important information that may interest your customers. We can help process and distribute your news globally.

Feel free to contact us to arrange appointments with journalists or if you need any specific materials for your press activities.

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8. TECHART digital and printed Sales Literature and Brochures

We offer high-quality printed materials for almost every product, ensuring that even in the digital age, premium customers receive premium information. Our brochures are the ideal way to showcase products in detail, providing a tangible experience that email and online media cannot match. Use these brochures in your showroom, at motor shows, or for your next direct mailing campaign.

Each brochure or product leaflet includes a space for your contact details on the back cover, along with an article number for easy reordering.

Additionally, all brochures are available for download as PDFs, making it easy to feature them on your website.

Let us know how many brochures you need for your customers, direct marketing activities, or motor shows. We will ensure you receive the required quantity whenever a new brochure is released. Since we handle all layout creation in-house, these materials are an affordable way to attract new customers and boost your sales..

Inspire prospects when you get their maximum attention. On their leisure.

- Let us know what you need, and we will gladly arrange for you to receive the required quantities of brochures automatically as soon as they are available.

Distribute them! Brochures should be given out to generate interest and increase sales. Consider how these brochures can benefit you in your showroom, at events, or when hosting journalists at motor shows. They can also serve as a high-quality direct marketing tool by sending them to your current and prospective customers.

Offer them as PDF files on your website. In addition to the printed brochures, make it easy for visitors to learn more about the products in detail online. You can find all PDF files in the Dealer Area under "Sales Literature." If you need any assistance, don't hesitate to contact us.

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9. TECHART Point of Sale Communication and visual Branding

We offer support for your branding and communication needs at your showroom, event venue, or other points of sale. This includes a range of items that you can order directly, such as banners, flags, roll-up displays, wall art prints, countertop displays, freestanding showroom presentation units, wall brackets for steering wheel exhibits, and other similar materials.

In addition to the information provided here, the Dealer Area at <https://dealers.techart.com> offers further examples, images, and a variety of point-of-sale (POS) items for your showroom.

We recognize that every dealer showroom and event location is unique, and therefore requires tailored planning and advice. Branding needs vary by facility, so adjustments may be necessary to integrate visual branding effectively. We offer guidance to help you install signage and other branding elements in a way that suits your space. With our support, you can plan your branding effectively, then have it produced locally, ensuring fast turnaround times, low costs, and minimal effort.

9.1. 3D TECHART lettering for your company building and showroom

9.1.1 Design guideline for Outdoor signage TECHART logos

- construction: Has to be based on original TECHART logo graphic file which has to be

provided by TECHART Marketing. Do not use graphic files from other sources.

Do not make changes to provided graphic files. Always send us the construction drawing of your signage manufacturer before production.

The signage has to be UV and water resistant, consisting of acrylic, aluminum or stainless steel 3D letters with inset light source and cords (industry standard SMD LEDs recommended).

- illumination: White light color. Letters can be front emitting or back-lit to ensure the best possible visual appearance and impact.

- size: a minimum width of 3 meters is recommended for facade mounted TECHART logos. Apart from that, the size of the logo may be chosen according to the individual visual and technical possibilities and requirements.

- colors: Preferred: white color lettering / white illumination

Daytime effect: white color TECHART lettering while unlit

Nighttime effect: white light color (front light emitting letters)

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Alternative for bright color backgrounds: black lettering / white illumination

Daytime effect: black color TECHART lettering while unlit,

Nighttime effect: black logo appearance surrounded by a white light halo
(indirect illumination)

- 9.1.2 Indoor signage TECHART logo (wall mounted or applied to panels, podiums, furniture etc.)
construction: UV resistant acrylic letters
illumination optional
size: depending on requirements, however, a minimum width of 2 meters for wall mounted showroom signage is recommended
color: V1 white color lettering (preferred)
V2 black color lettering (alternative for bright color backgrounds)

9.2. Lightboxes/light frames for branding and interchangeable communication visuals

9.2.1 Free standing lightbox elements

Freestanding or wall-mounted lightboxes are an excellent way to captivate any audience. We provide layouts for eye-catching graphics and stylish designs printed on stretch fabric.

These versatile displays can be used in a variety of settings, including showrooms, reception areas, events, and trade shows. Lightboxes also serve as the perfect backdrop for showcasing an individualized exhibition car.

Freestanding lightboxes are available in single or double-sided versions, allowing visibility from all angles. Numerous sizes and specifications are available, and the frames are typically made from anodized aluminum extrusions. Edge-lit LED lighting strips are integrated into the frame, along the top and bottom edges, which not only conceals the transformer and cables but ensures even, vibrant lighting without visible shadowing. These lightboxes can also be linked together for larger-scale displays.

The fabric graphics come with silicone-edged gaskets (SEGs), making it easy to insert and secure the graphics in the frame, ensuring a tight, smooth fit. Additionally, the graphics can be changed as needed, offering flexibility and cost savings on hardware over time. We can provide the layout files tailored to your specifications and size requirements.

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9.2.2 Wall mounted lightboxes

See above, construction is similar to single-sided freestanding elements. Super slim systems with a frame depth of only 35 mm are available. Also with these systems, you are flexible changing the artwork printed on silicone edged fabric easily whenever you like.

9.3. Slat wall systems for POS product presentation (wall mounted or freestanding)

We recommend slat wall systems for flexible shopfitting, providing an ideal solution for product presentation. Whether you're displaying product exhibits, wheels, promotional materials, or merchandising items, slat wall systems offer a high-quality and adaptable way to showcase everything at your point of sale.

Slat wall panels, along with a wide range of accessories like shelves, hooks, and product supports, are available internationally. This makes it easy to have them produced and installed according to your specific showroom needs. To transform generic slat wall elements into a branded POS system, you'll just need a 3D acrylic logo and optional signage. We can either provide these ready-to-use or supply you with layout files for local production of the logos and signage.

In addition to these display solutions, our marketing program includes communication materials for your showroom or events, such as banners, flags, and displays, as well as products for resale or as valuable gifts for your customers. All materials align with the brand's look and feel, incorporating the correct logos and layouts. You can find the complete POS marketing program and the latest price list in the Online Dealer Section at <https://dealers.techart.de>.

If you need custom POS media with specific dimensions or graphics to promote a particular product, let us know. We can create special artwork or provide the customized materials ready-to-use. If you need to produce your own POS material, it must adhere to the brand's communication guidelines. Please submit your drafts for approval before production.

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How about your TECHART POS package?

- Choose the POS media which are suitable for your showroom and your advertising purpose. An overview is provided in the TECHART Dealer Area.
- Keep us updated. Inform us about your communication aims and your specific requirements.
- Contact us. If you are in need of special media you want to use for your Point of Sale to communicate a specific product or if you need any other assistance, please let us know. We can also create special artwork for you – even if you prefer to get it produced by your own suppliers near you.

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10. TECHART at Motor Shows and Events

Our goal is to present the brand and its products as a premium offering in every aspect. This includes international motor shows and events, where it is essential to be recognized alongside other premium brands, ideally in the company of leading car manufacturers. As such, we place great importance on positioning ourselves in the right environment at these events.

To ensure a successful show, we not only design motorshow booths but also manage the framework and tools required for a seamless experience. Some of the key considerations include: selecting the optimal booth location—ensuring the display is positioned among high-end brands or at least within the premium segment; curating an invitation list; creating and distributing invitations; promoting the event through all relevant media; providing ways to gauge customer interest (such as online registration or follow-up calls); conducting press outreach and advertising leading up to the event, and managing the many other logistical details that make the event a success.

We are happy to assist with planning your event, ensuring that both the concept and construction of the booth reflect the brand's signature look and feel, while also providing support for the additional tasks necessary to make your event a standout success.

We're at your service to create a great Brand Experience.

- Visit us at our events and motor show booths. This is the best way to see firsthand how the brand and its products are presented, and how media, special exhibits, and other materials can enhance product displays. It's also a great opportunity to discover ideas that you might want to incorporate into your own booth in the future.

Keep us informed. Let us know about your event and motor show plans in advance (ideally, provide a list of your events at the start of the year). We can help promote your activities through our online and offline media channels.

Get in touch. Each event presents unique challenges, and we're happy to offer our insights or assist you with the planning process. Whether it's providing booth photos, making suggestions for booth construction, assisting with graphics and artwork, or sharing our experiences, we're here to help.

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11. TECHART Artwork & Photography

To advertise the products and its protected trademarks, TECHART Automobildesign Germany creates and produces proprietary quality photos of its customized car parts or cars displaying these products. These photos are developed and edited by or on behalf of the company.

As a partner, you are exclusively permitted—and encouraged—to use these official photos and artwork in your communications. More than 4,000 official high-resolution images (300 dpi) are available for download through the Online Image Archive in the Partner Area at <https://dealers.techart.de>.

The copyrights for all images are owned exclusively by the company, with international protection under copyright conventions. To maintain the high value and exclusivity of the provided rights, the company will take action to enforce its intellectual property rights against unauthorized commercial use that violates copyright laws.

A picture is worth a thousand words. Use it responsibly.

- Make sure to use our official photos for your communication needs. A wide variety of images are available to suit your requirements. If you need something specific, feel free to contact us, and we will help find the right image for you.

We encourage you to regularly access the Image Archive. It allows you to keep your website, showroom, and other communication channels up-to-date and visually appealing. The archive features high-quality images showcasing the product portfolio as well as background information about the company.

Please refrain from making any changes to the official images. If you need to retouch or modify images for specific purposes, contact us for approval.

Our photos and artwork are not to be shared with third parties. The files should only be used for the purposes agreed upon. We reserve the right to revoke usage rights at any time.

If you are unsure about the proper use of images or trademarks, please reach out to the Marketing Department for guidance.

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12. Trademark Law and Competition

When creating your own artwork and texts, be careful not to infringe on third-party trademarks, in particular trademarks belonging to Dr. Ing. h.c. F. Porsche AG. Please do observe the trademark/copyright laws and competition regulations in your country. In particular, please adhere strictly to the following advise regarding the prohibition of incorrect brand combinations, in particular the designation "TECHART Cayenne" as well as the use of the Porsche crest and Porsche nameplates.

We would like to point out that the designation "Porsche", all Porsche model designations, including but not limited to "Cayenne", "Cayenne S" or "Cayenne Turbo" as well as the Porsche crest and the Porsche nameplates are trademarks and commercial designations of Dr. Ing. h.c. F. Porsche AG. You may not use the designations "TECHART Cayenne", "TECHART Cayenne S" and/or "TECHART Cayenne Turbo" or similar expressions when offering, advertising or marketing vehicles which have been modified by TECHART by means of engine power enhancement and/or conversion with aerodynamic components, chassis and chassis components, braking systems, exhaust systems and/or interiors.

To avoid irritation, please note the following:

- Do not use incorrect brand combinations such as "TECHART Cayenne", "TECHART Cayman", "TECHART Porsche" and the like. Use the correct TECHART designations for the individualization programs such as "TECHART Magnum", "TECHART GrandGT", "TECHART GTstreet RS" etc.
- Use correct phrases to describe vehicles such as "TECHART GrandGT based on the Porsche Panamera" or "TECHART program for the Porsche Cayenne"
- Remove the Porsche crest and factory-applied nameplates when showing modified cars at motor shows, in your adverts or other communication media
- Avoid any impression that could suggest a connection or close relationship between TECHART and Porsche AG. TECHART is an independent company and an independent brand
- Regardless of whether you design and publish your advertising materials under your own authority, we urgently request that you also refrain from the use of any designations which infringe on Porsche AG rights or trademarks
- Please be aware that you are responsible that the applicable trademark law and competition law provisions in your country are complied with

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We're at your Service. Do not hesitate to get in touch with us.

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