

PORSCHE | SCAD

*Enova*

Concept Storyboard



*Enova*

MEET

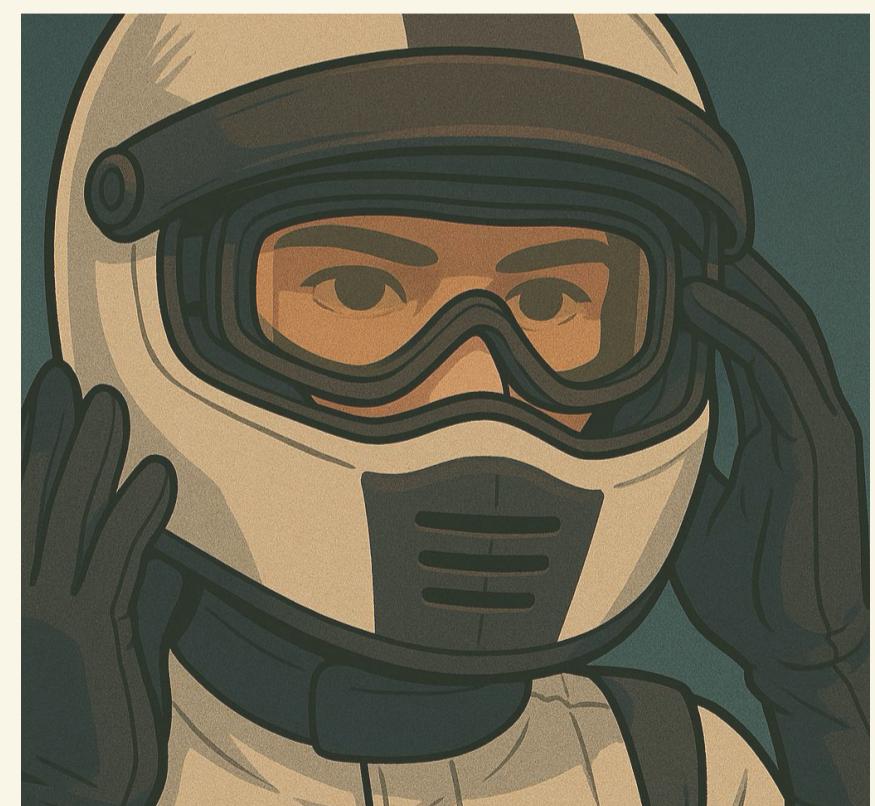
# Marissa



# PORSCHE



Marissa isn't just a driver—she's a believer in the feeling behind the wheel. For years, she balanced a daily commuter and a track car—both powered by combustion, both built for different versions of her life. And like many, she doubted an EV could ever deliver that same connection. That same thrill.



But then came the Anova. An EV engineered for every road she takes— From her morning commute to her next lap around the track. No more compromise. Just possibility.

This is a day in the life of Marissa and her Anova.

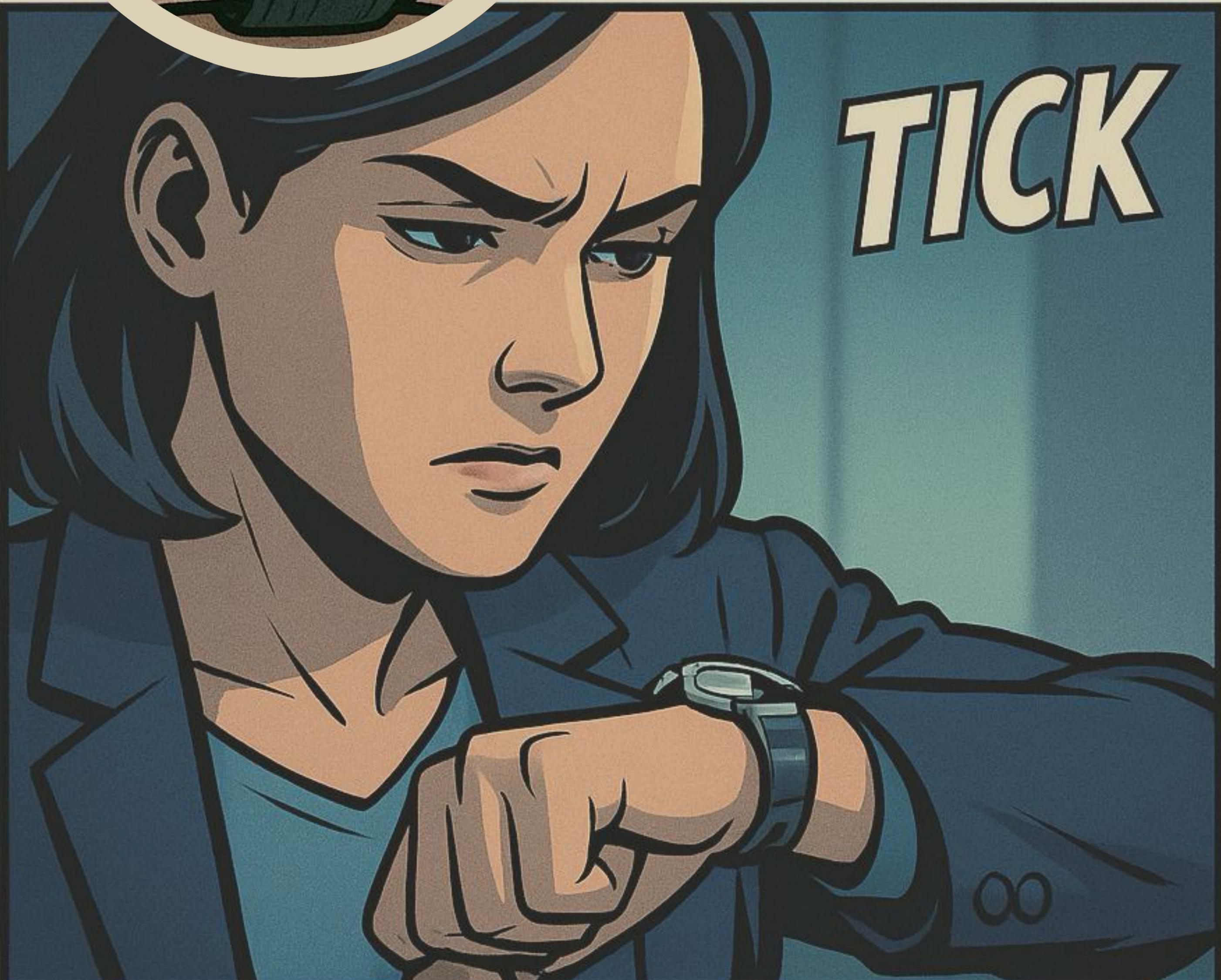
Soft office chatter...

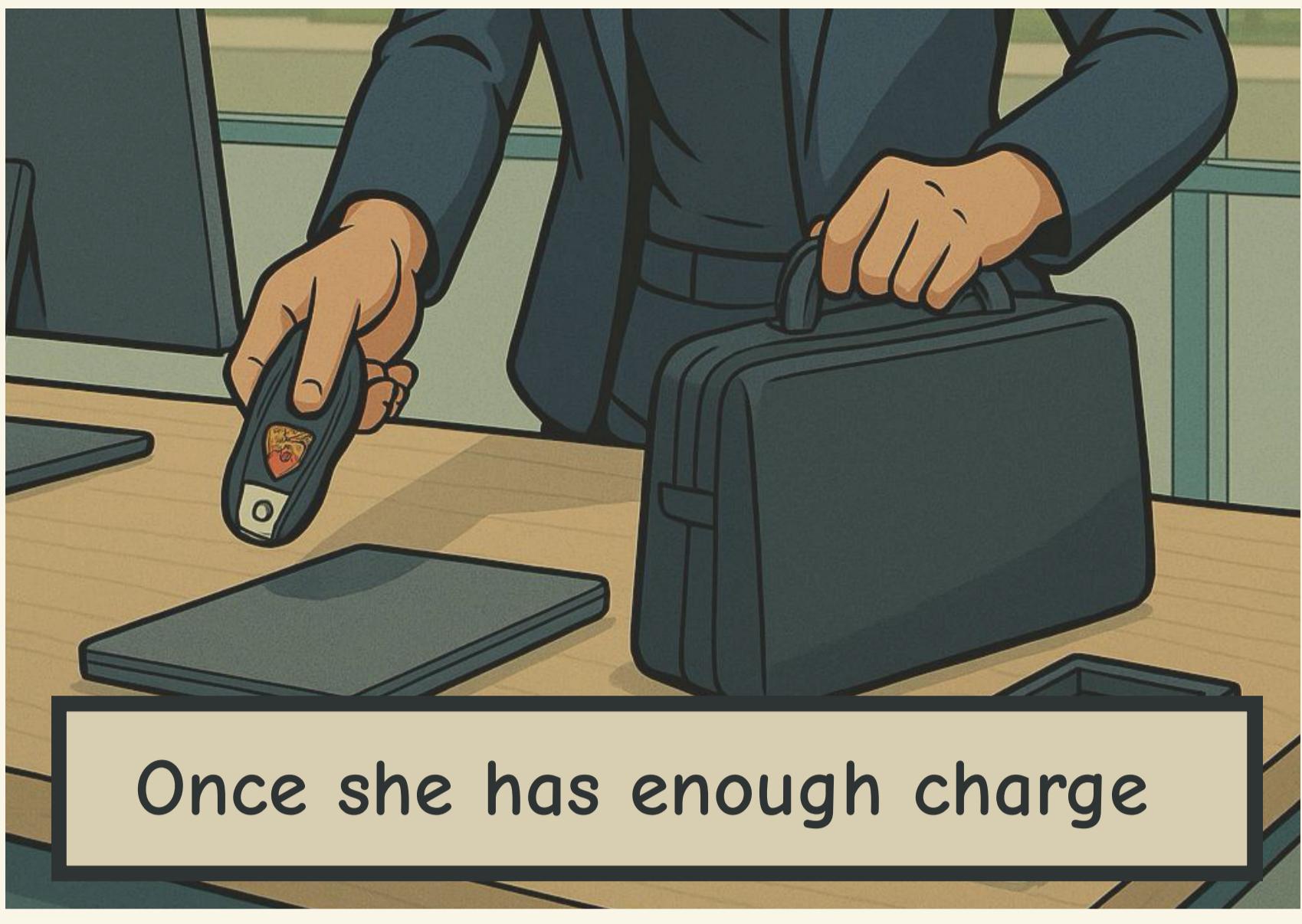
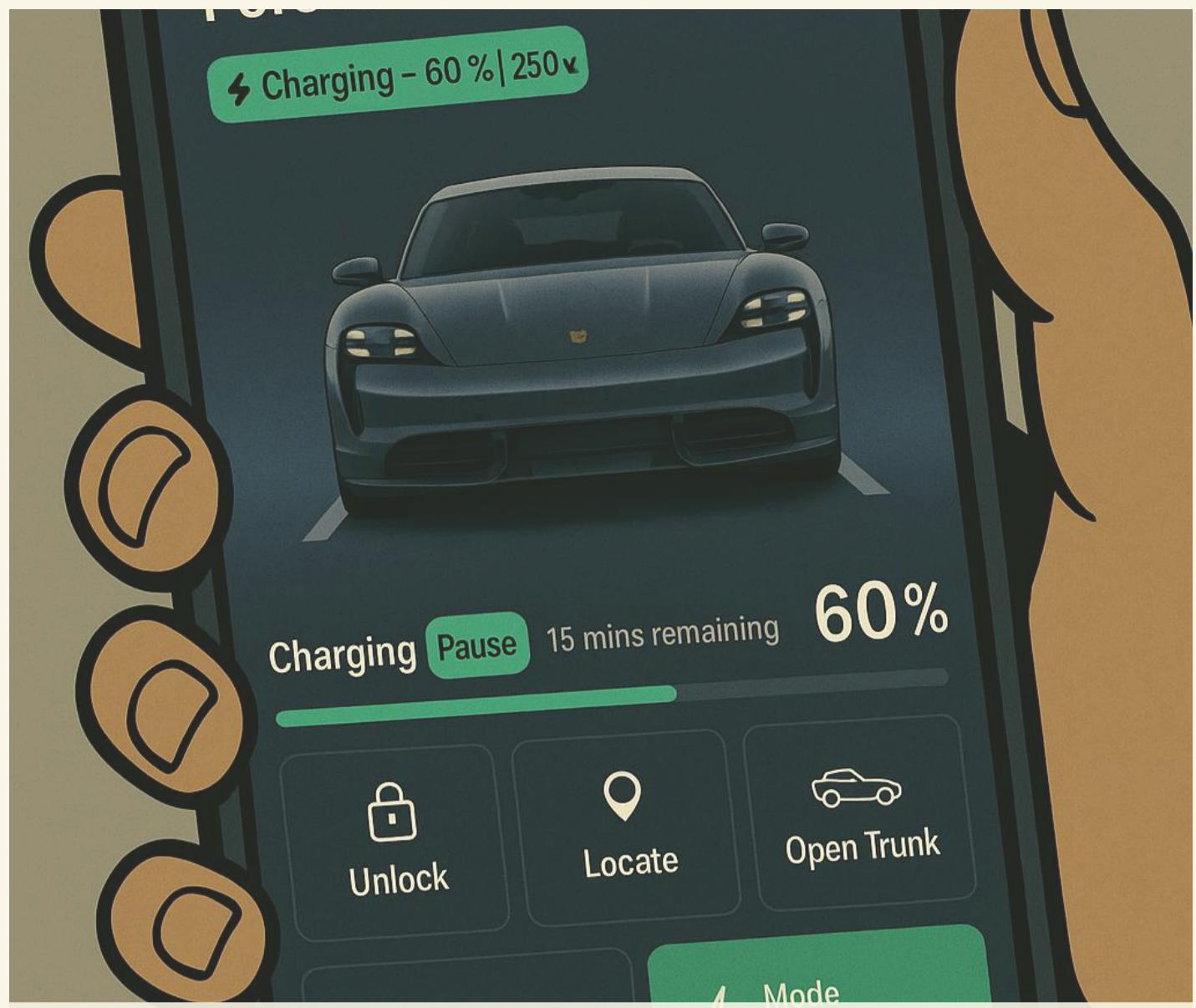
Tick.

Tick.

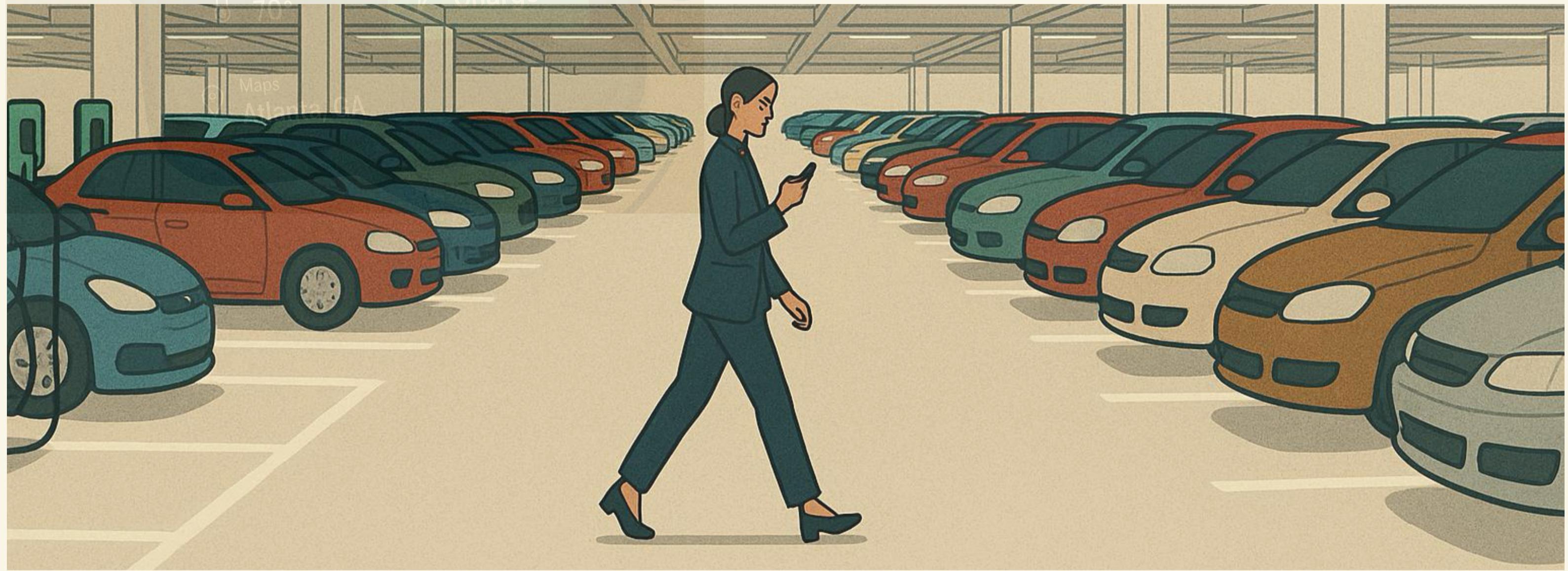


TICK

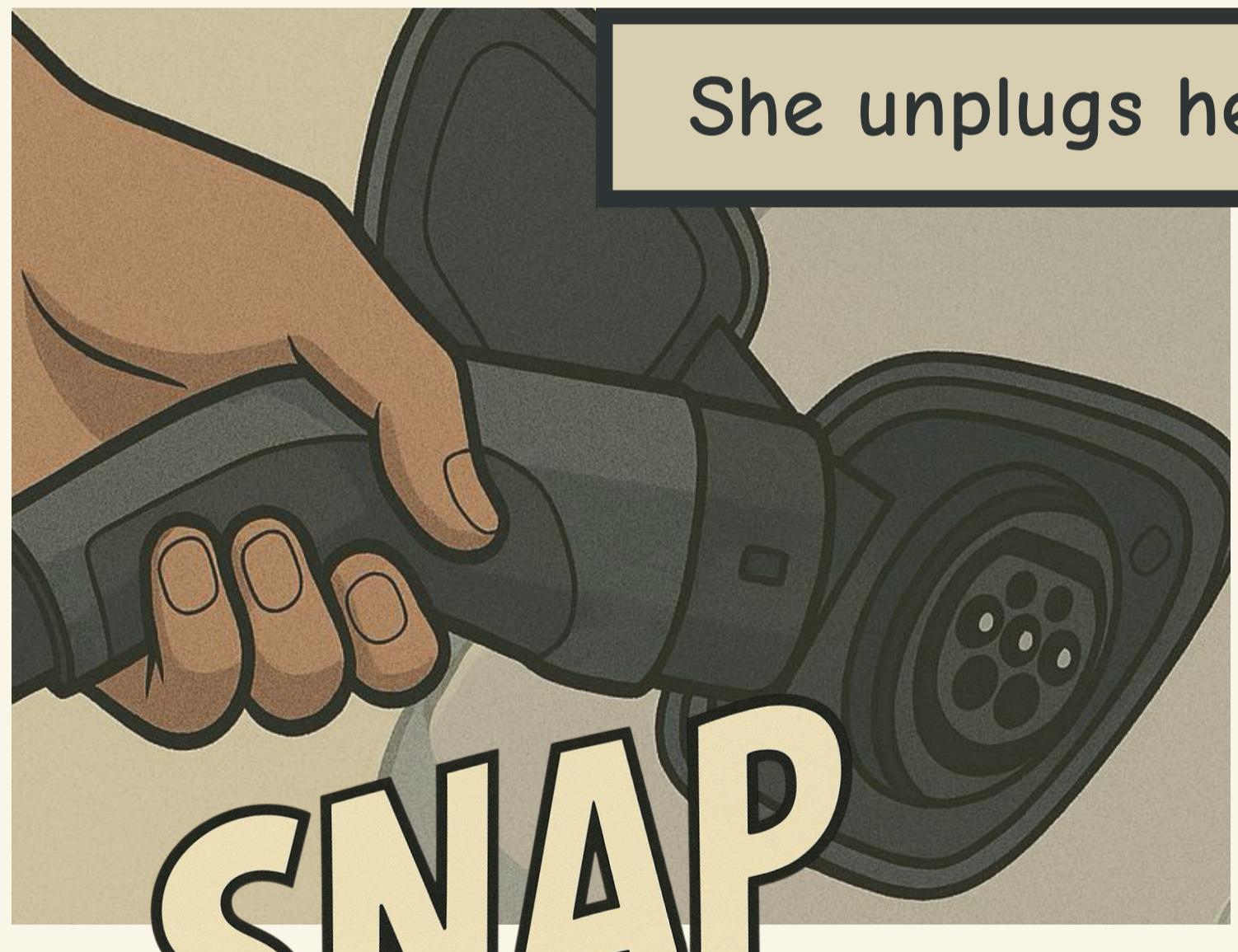




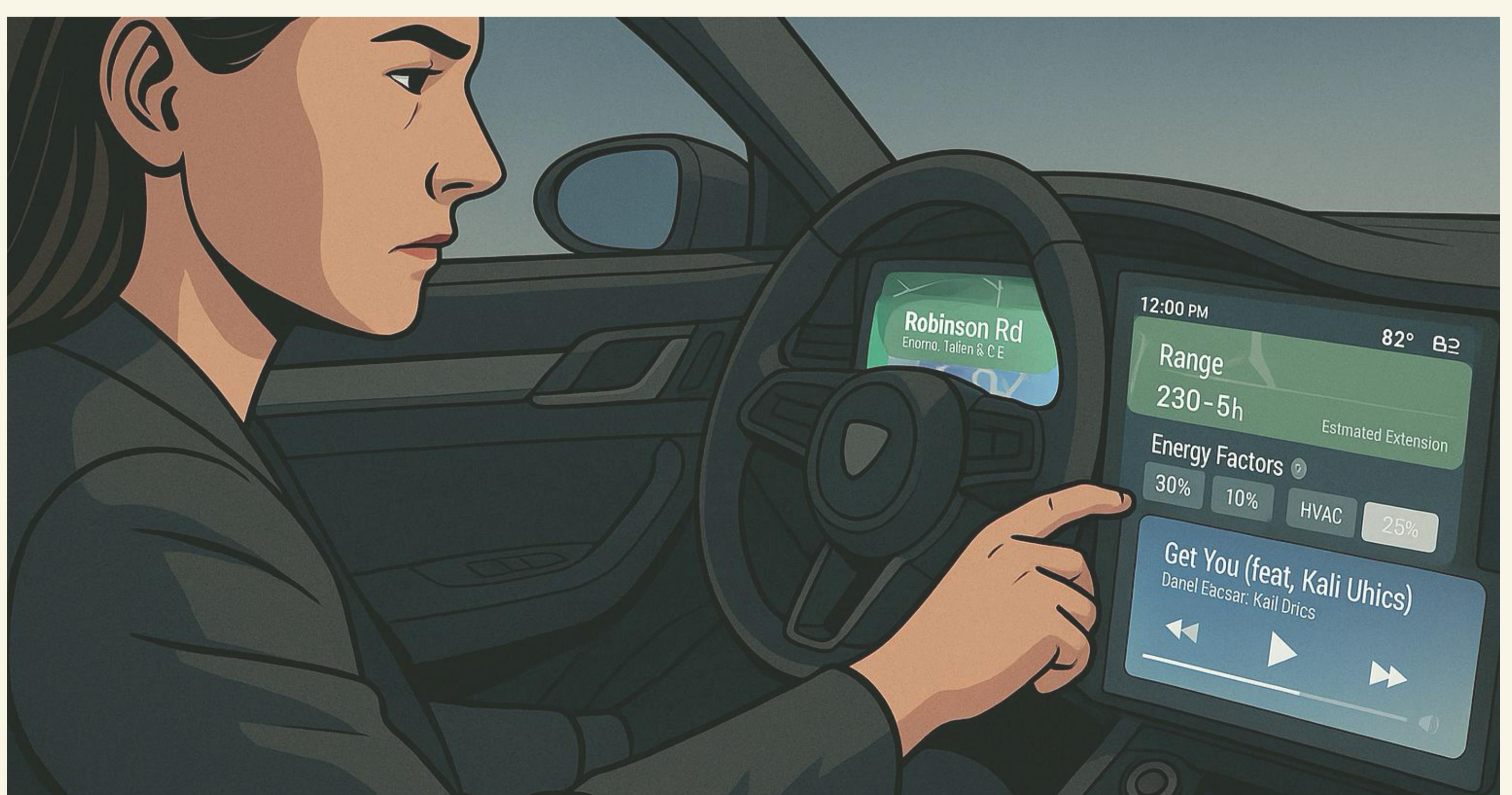
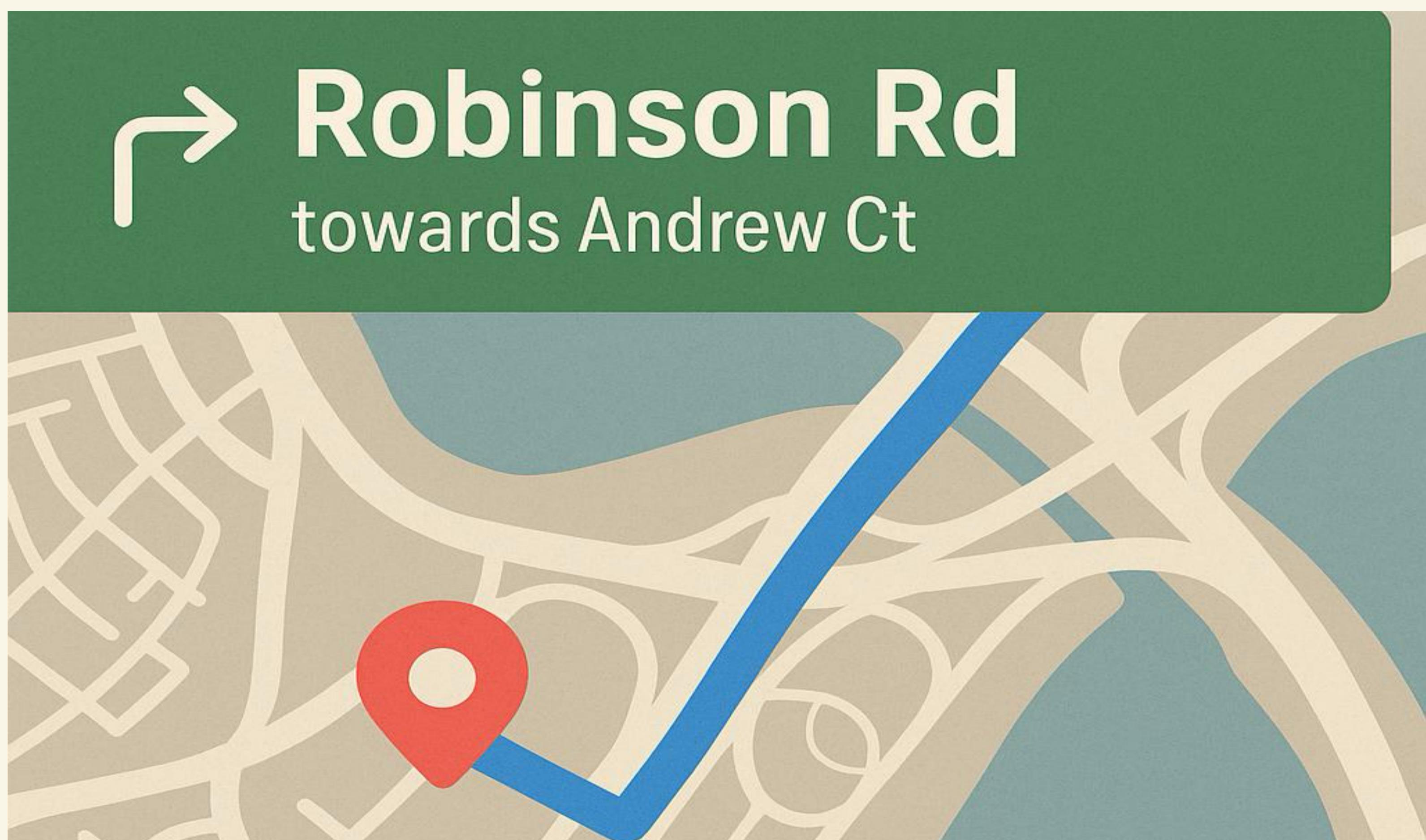
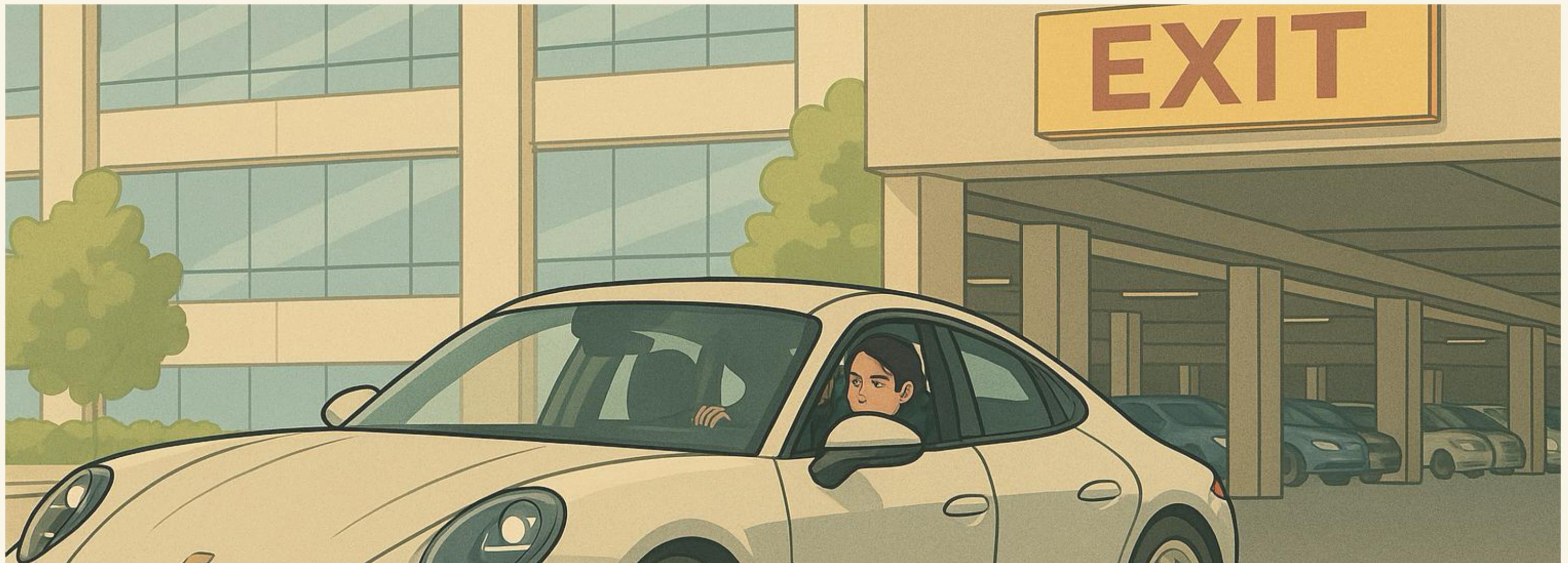
Once she has enough charge



She unplugs her maglock charger

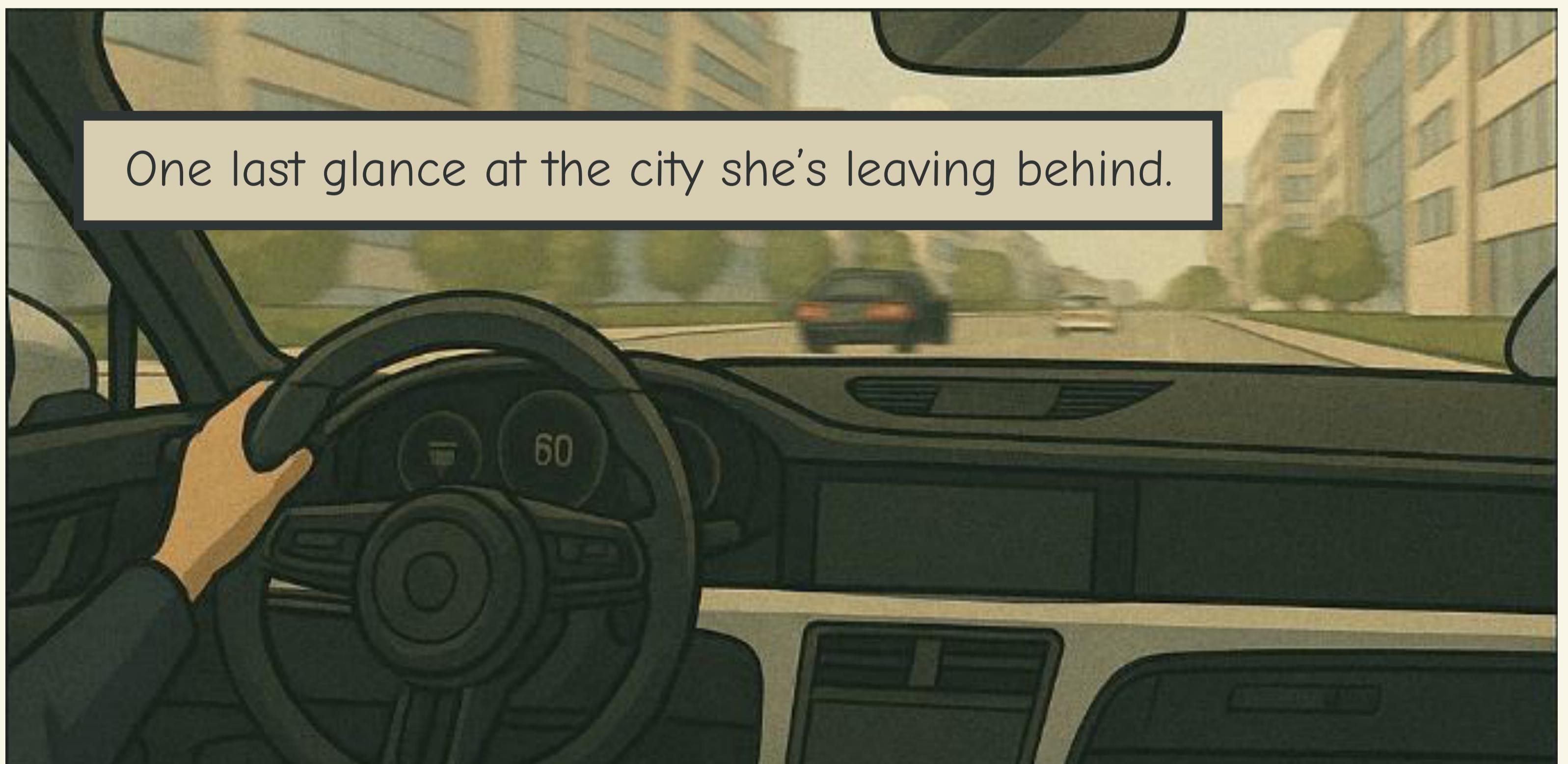


Her directions are already set in the nav

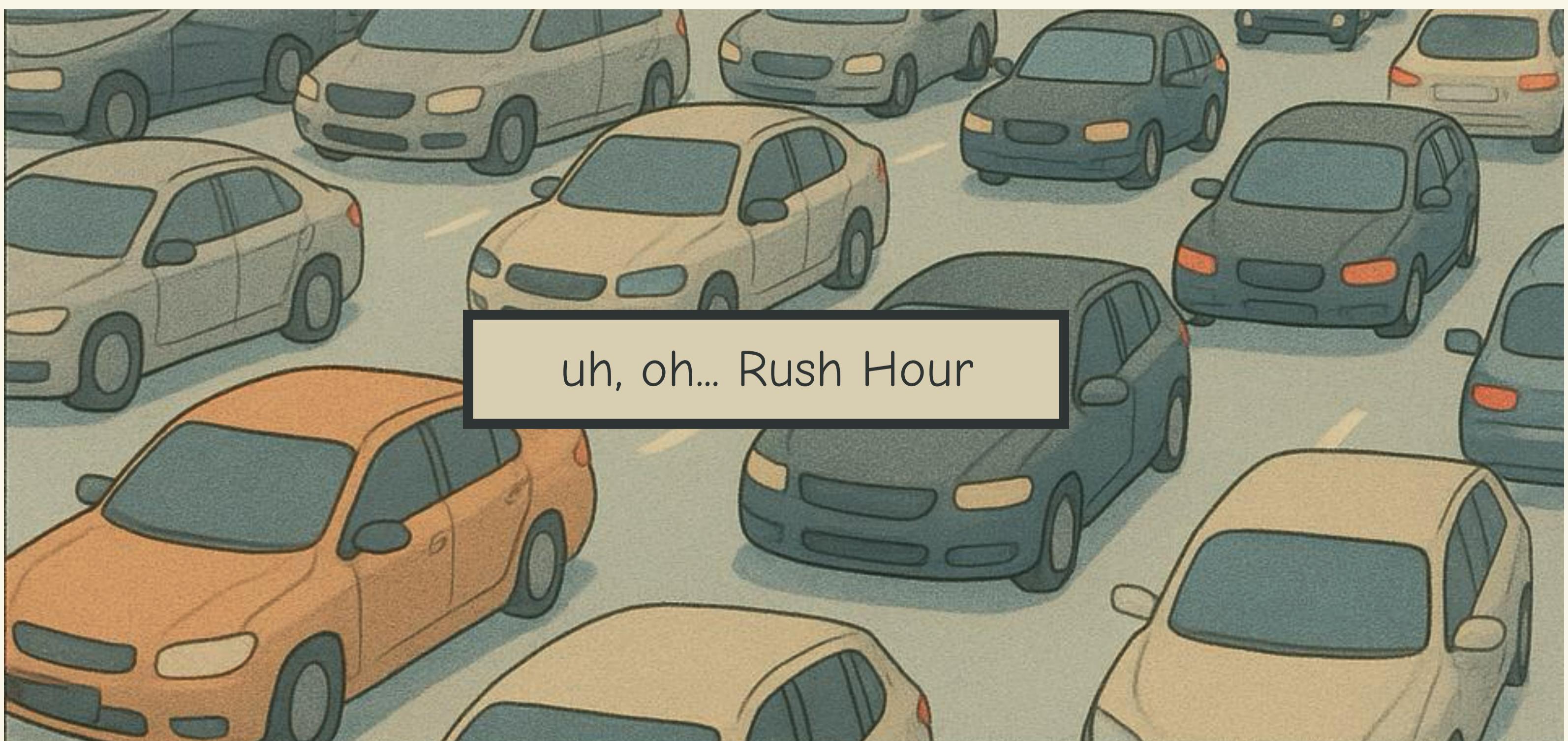
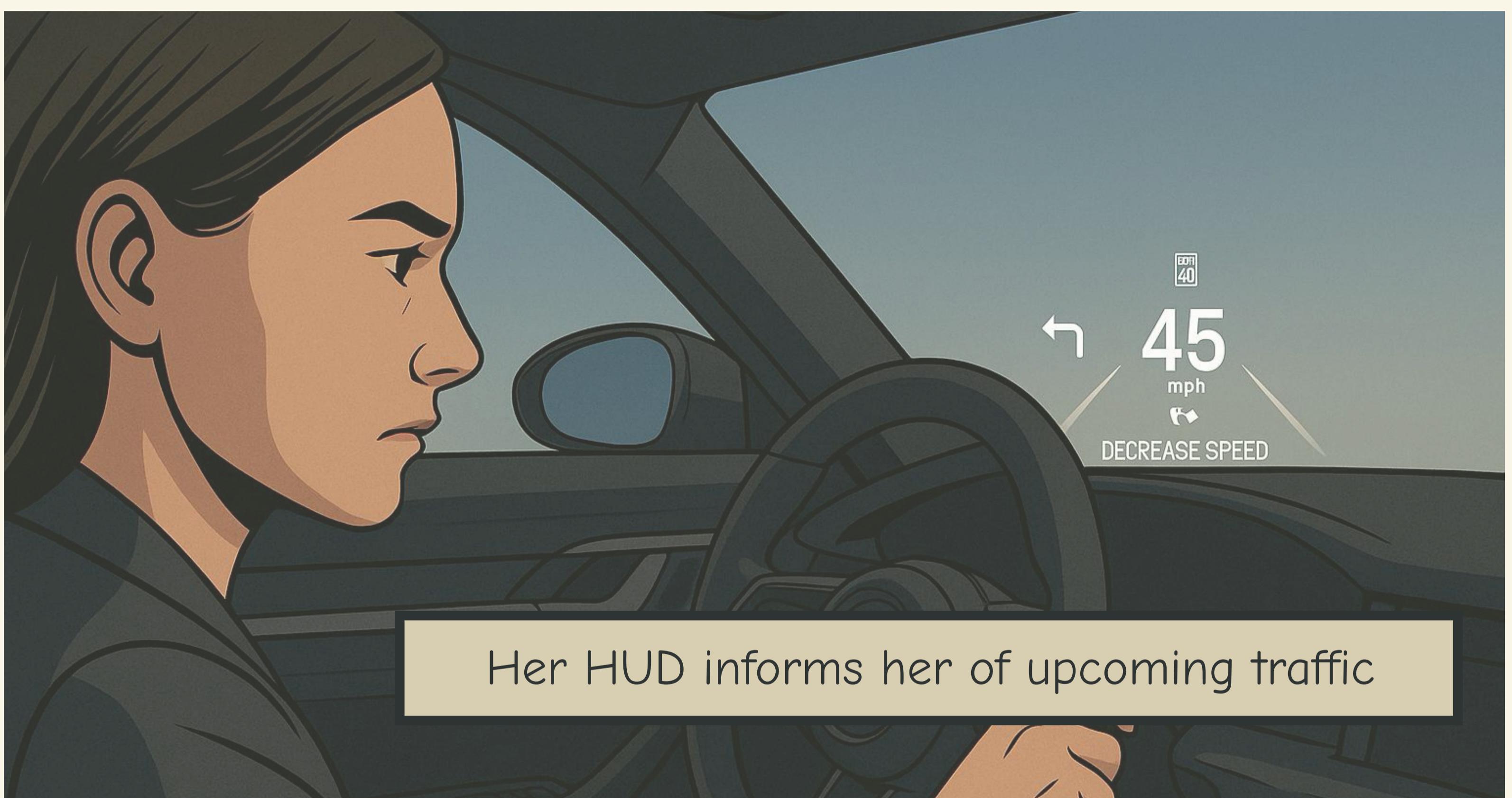




She gets a little thrill before the track



One last glance at the city she's leaving behind.





Seat massagers ease the tension.

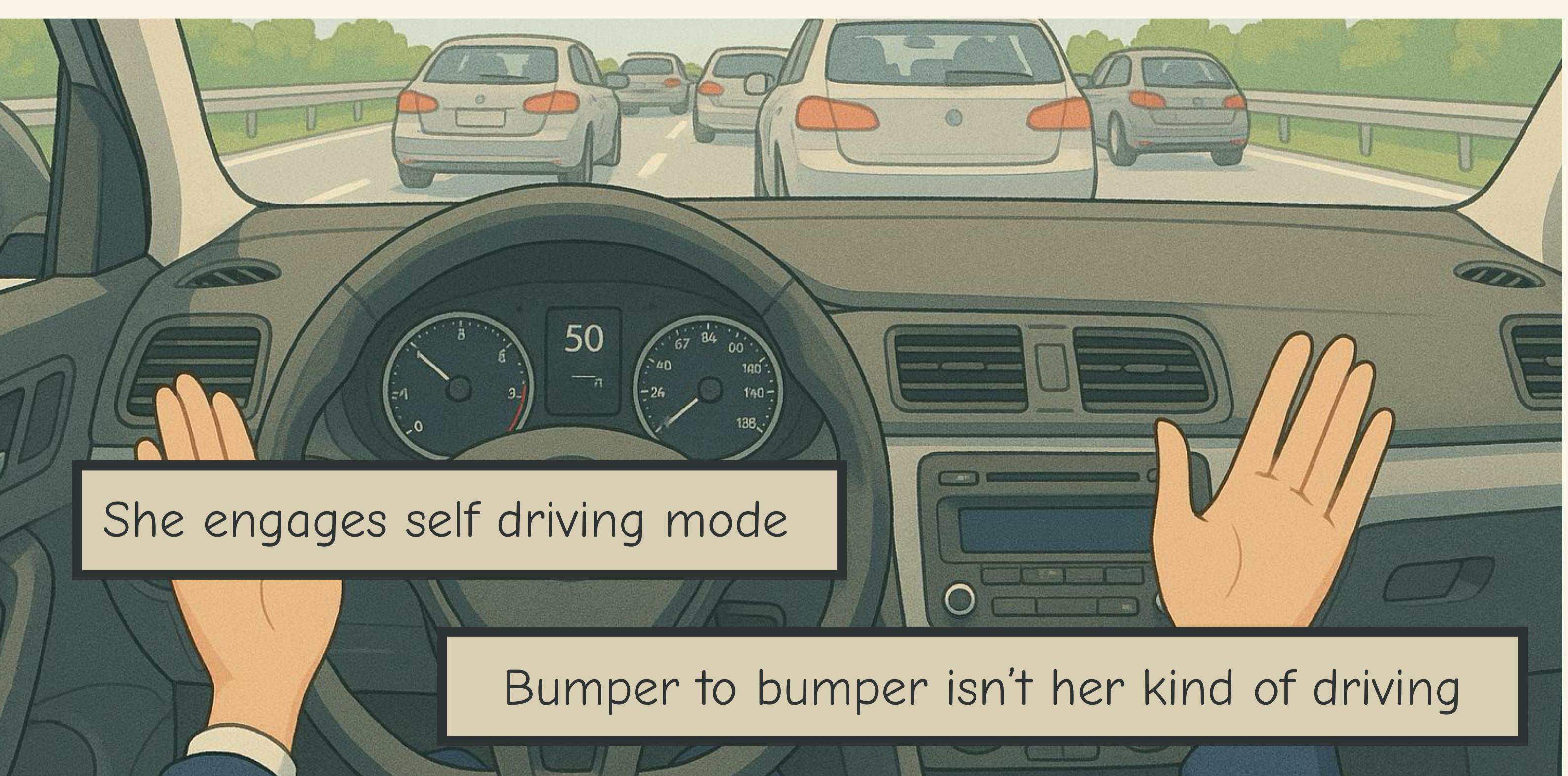


Waterfall

Show



Lavender scent auto-activates to reduce stress in traffic.

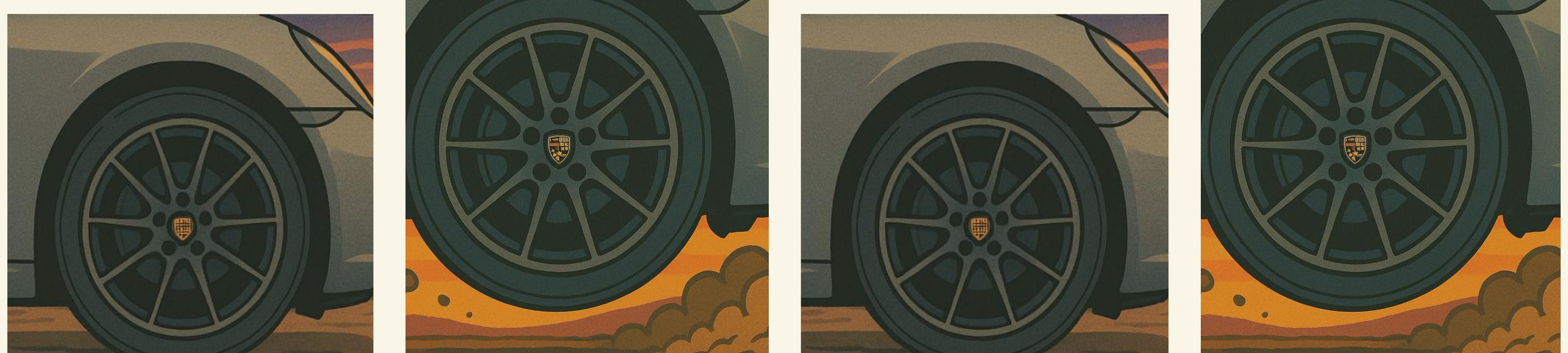


She engages self driving mode

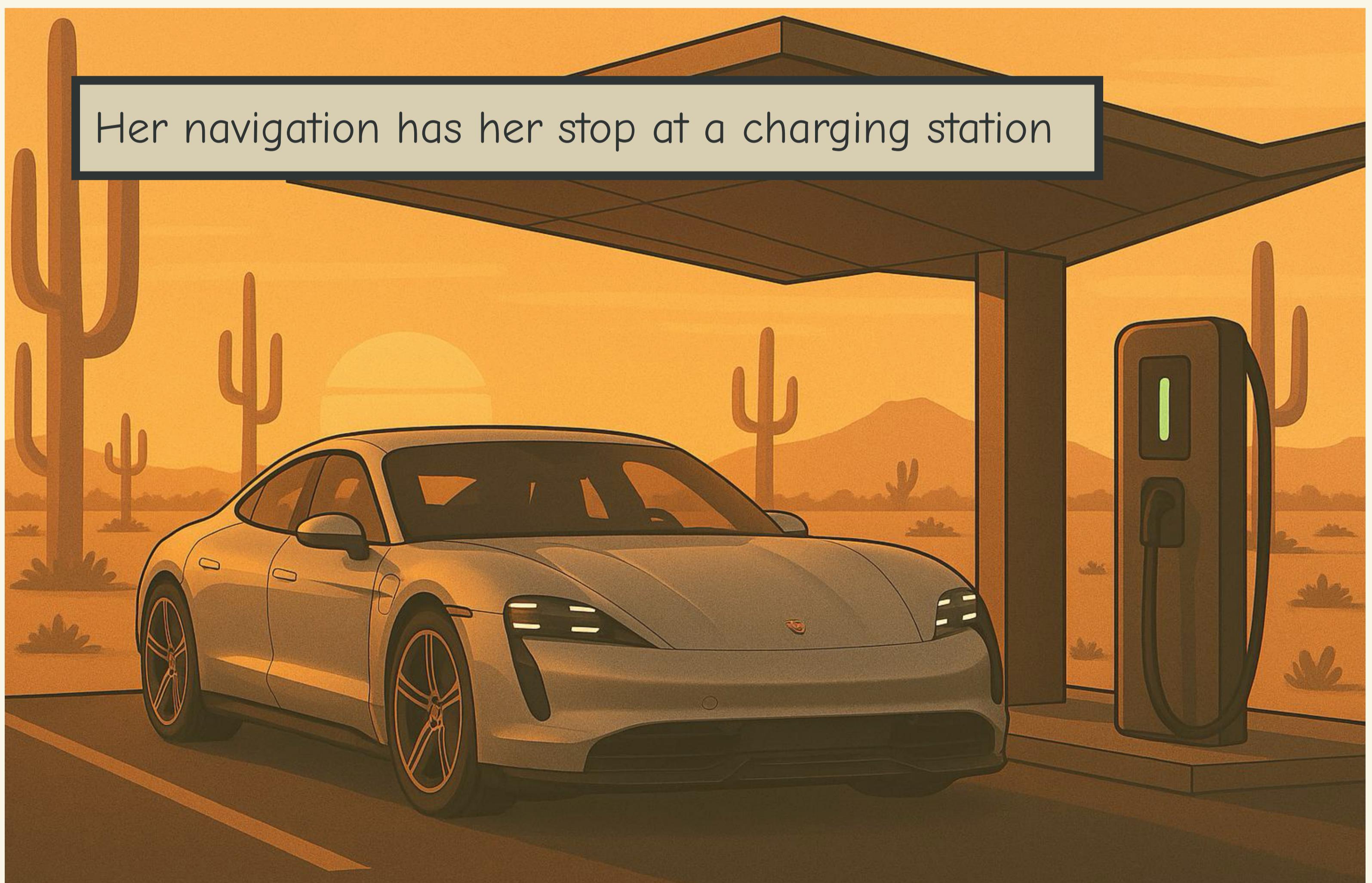
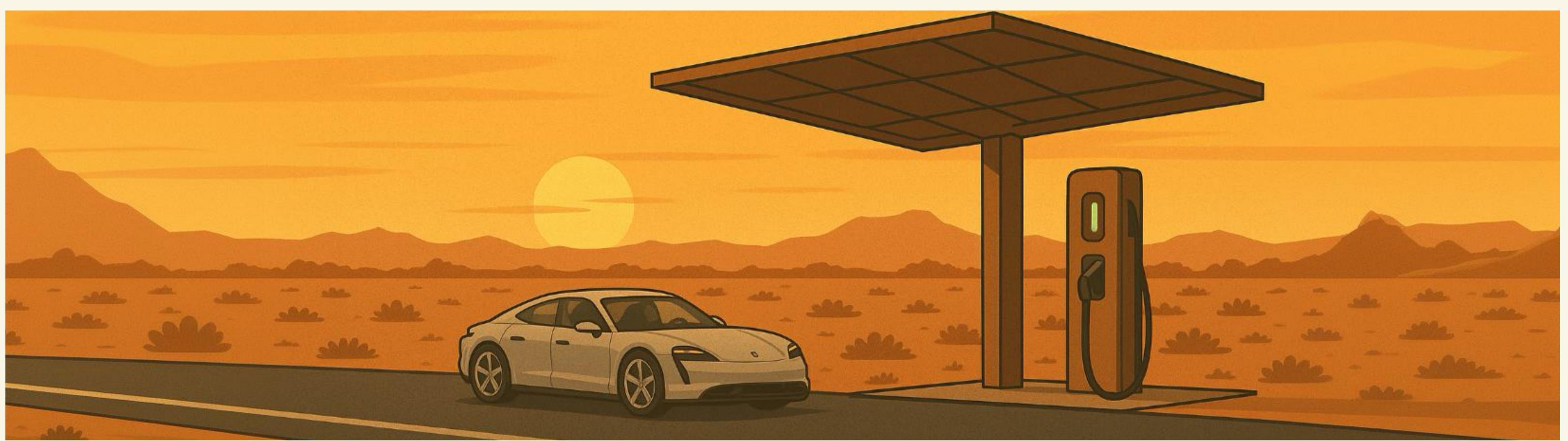
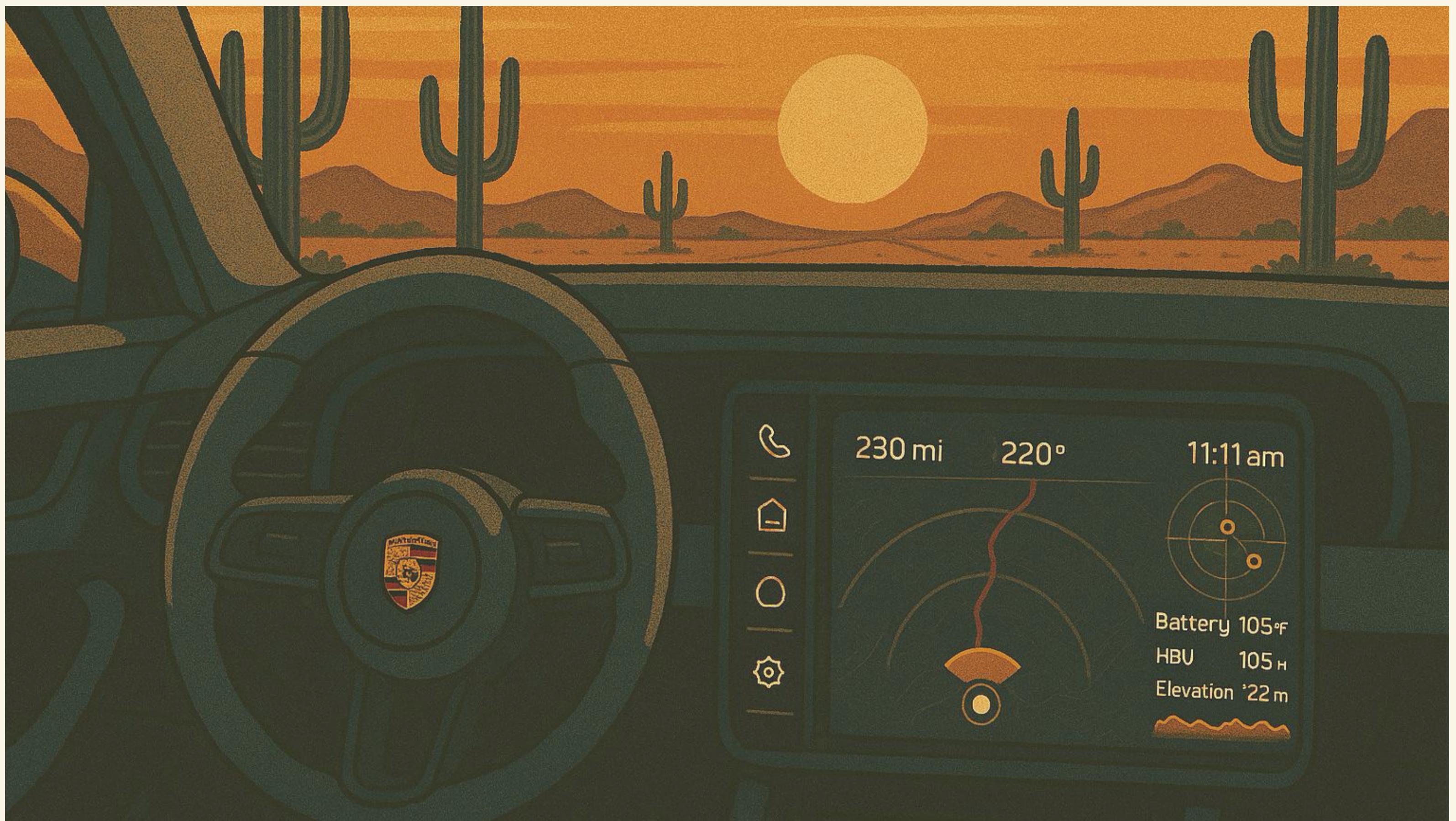
Bumper to bumper isn't her kind of driving

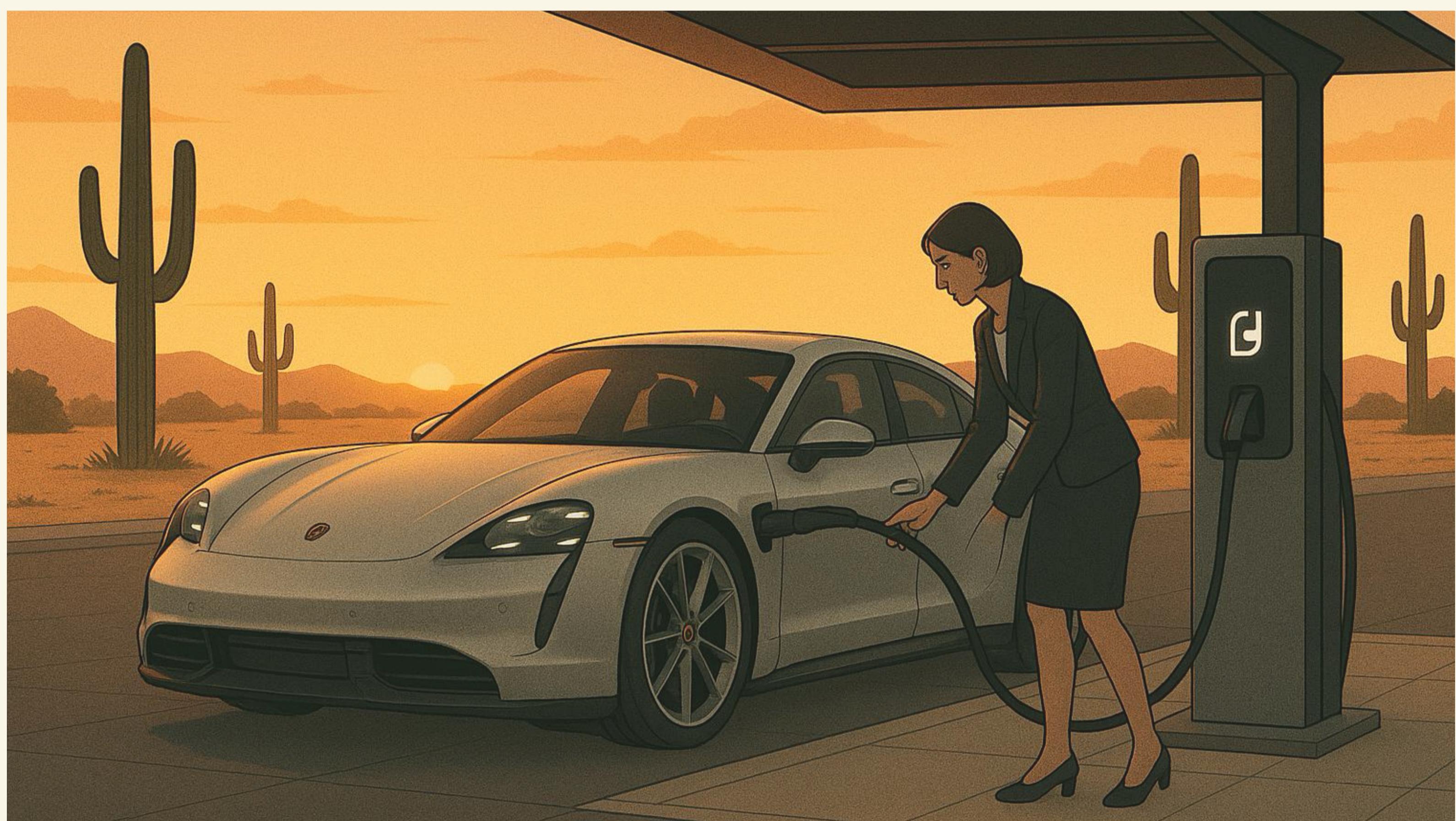
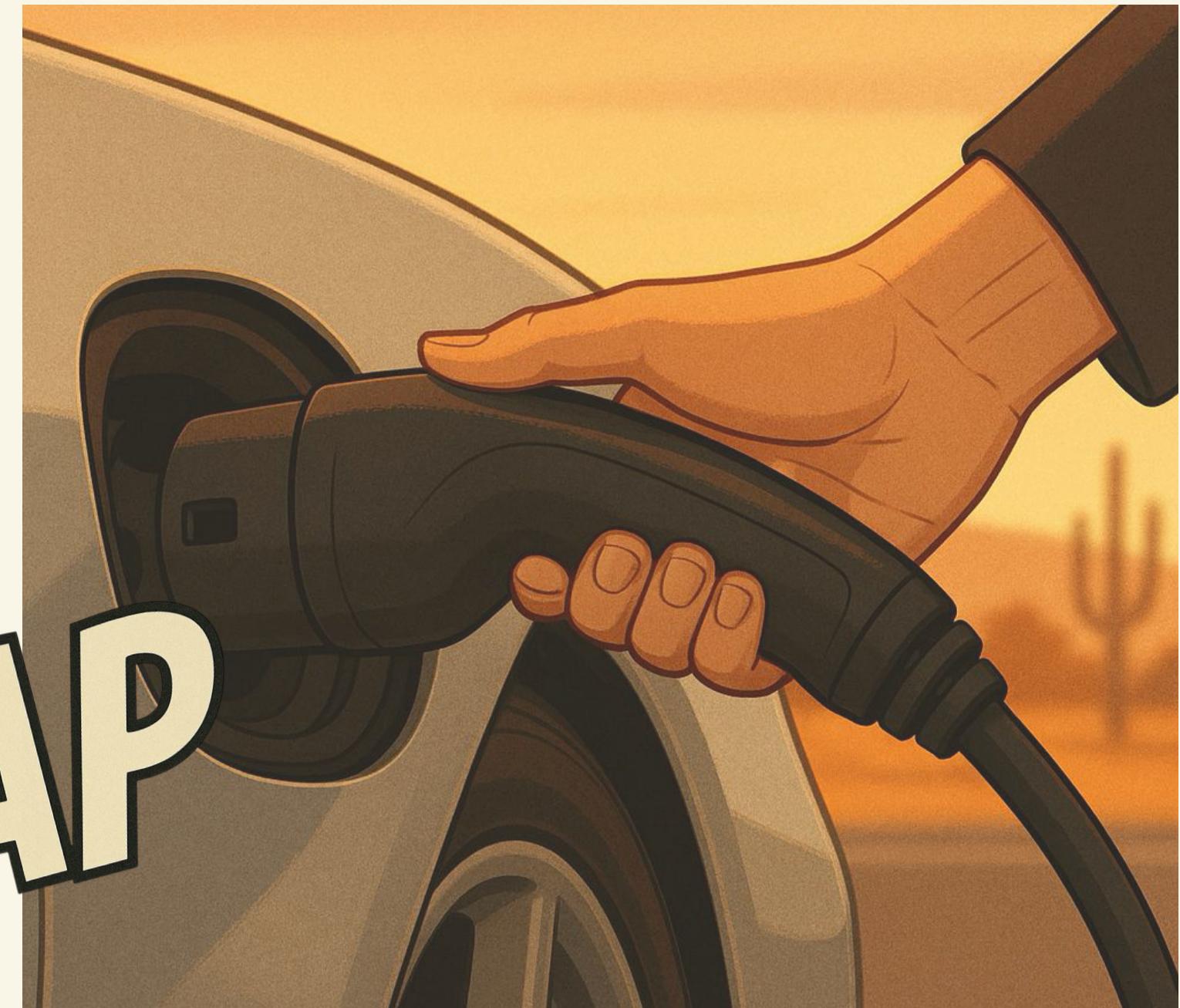


She takes a shortcut off-road



The suspension handles every bump with grace.





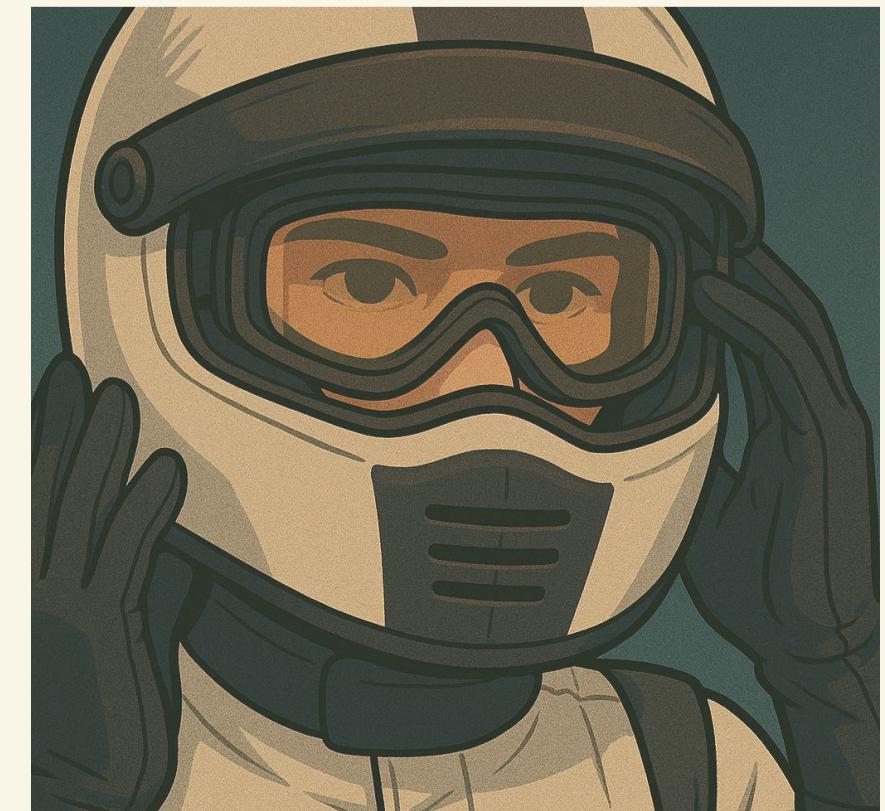
Charging 15 mins remaining 60%

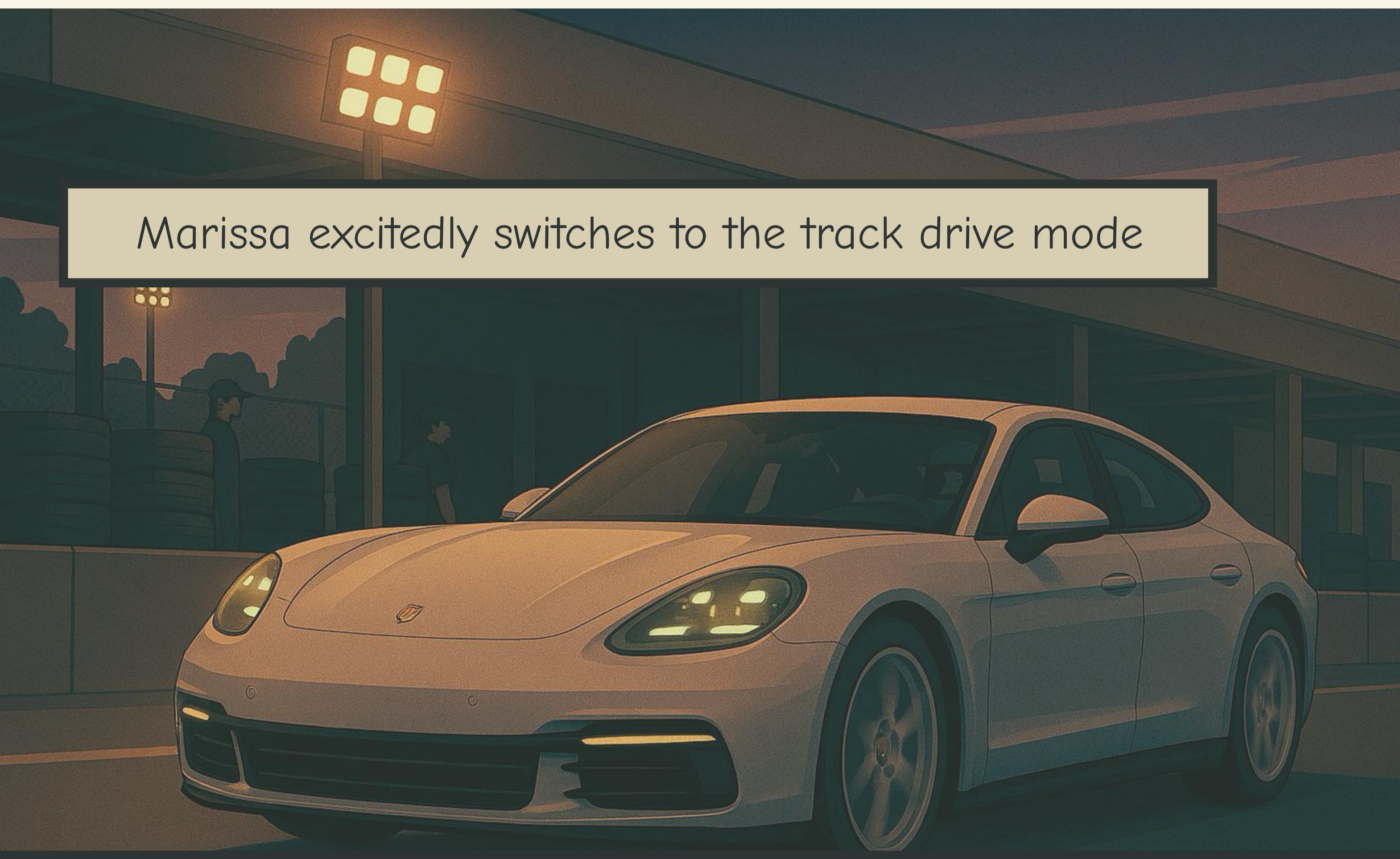


# OCTANE RACING



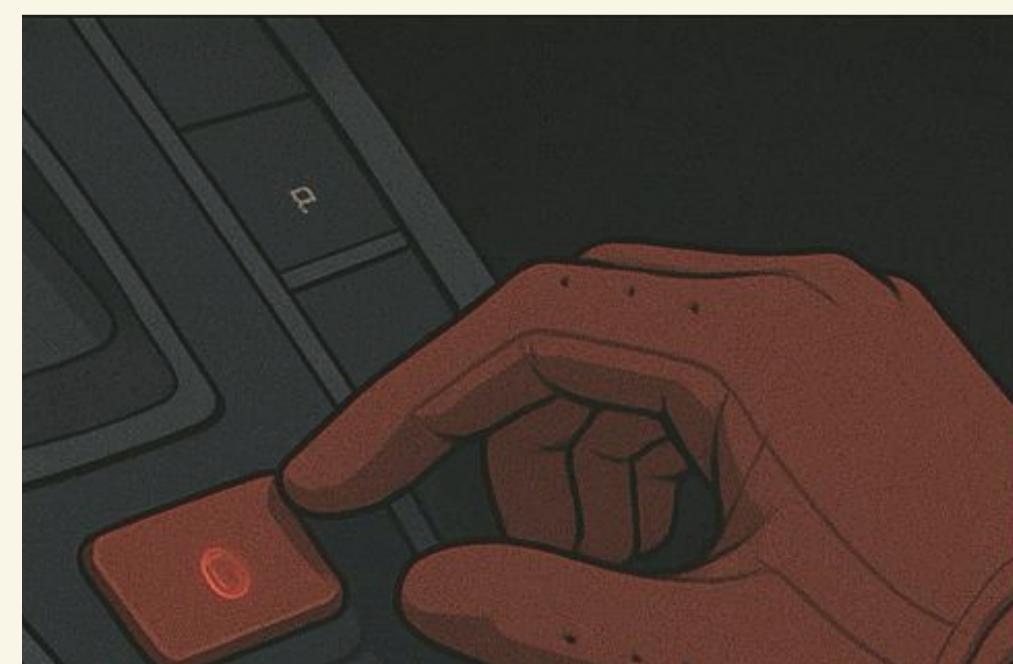
She shares her track metrics with friends



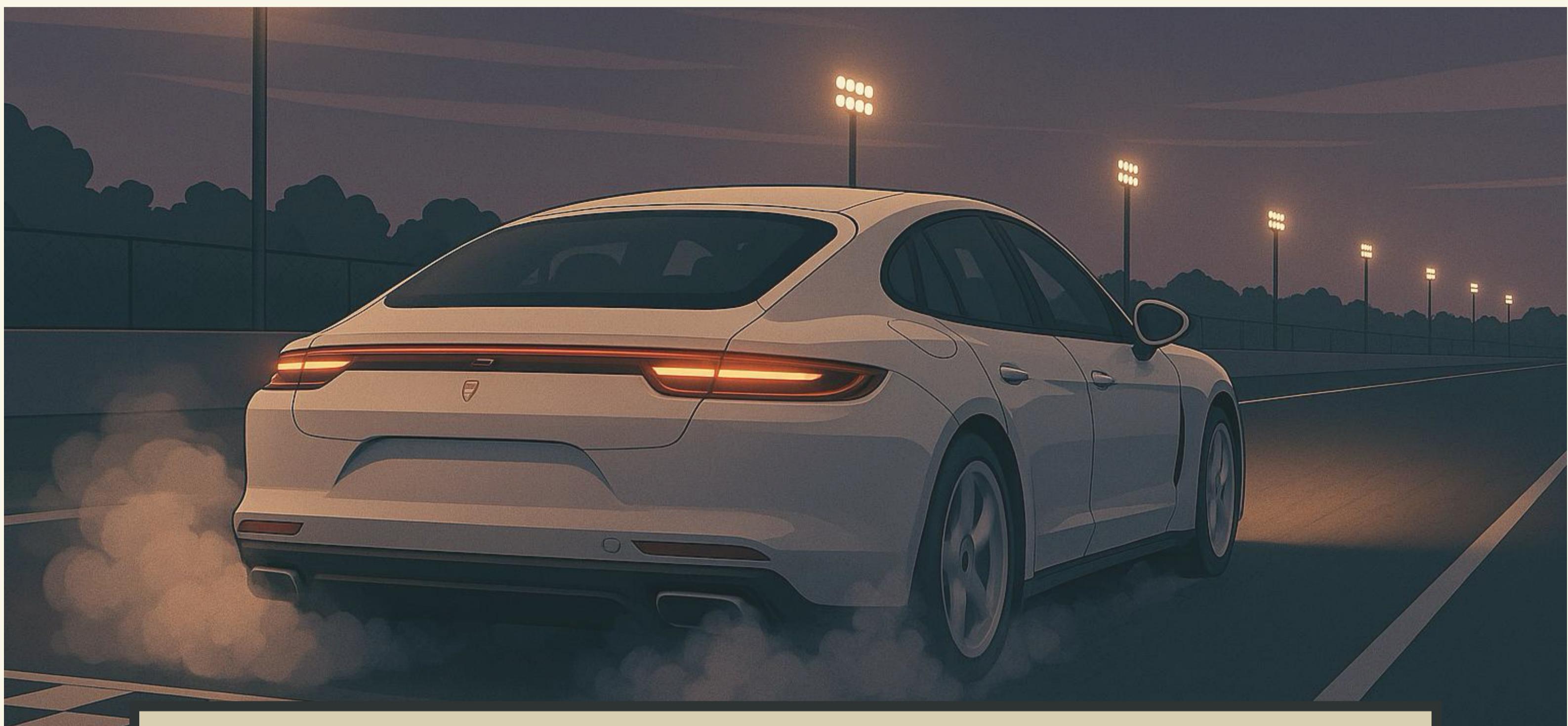


Marissa excitedly switches to the track drive mode

Track mode gives her driving, turning and performance metrics



Her cabin glows Racing Red.



This is the thrill she never expected from an EV.



But it's here. And it's electric.



