

# CLASSIC DRIVER

## Is this how to sell a classic Porsche in the 21st Century?

### **Lead**

A Porsche 964 Turbo S Lightweight should not need explaining to a potential buyer. That said, one Classic Driver dealer has demonstrated the possibilities of digital 3D technology with an innovative new way of presenting this car for sale...

The [special website](#) was developed by Pannhorst Classics and Kubikfoto Studios, and allows users to almost freely move around the Porsche and zoom into details, as though they were peering over the car themselves. We wonder if we'll be able to explore all the cars in the Classic Driver Market so vividly in the future?

### **Gallery**

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