THE IDEA

Porsche already offers expert driver coaching and driving experiences. I'd make that foundation a more visible part of ownership.

A happy Porsche has miles on it.

I'd build The Good Miles Club: start with coaching, then give owners regular reasons to get out and enjoy their cars.

Here's the idea!

MY TAKE

Buying the car is the beginning.

I'd want to understand the car I had bought: its controls, its responses and what I could improve as a driver.

These cars were built to be driven. Helping owners get to know them is a worthwhile part of the ownership experience.

START HERE

First, get to know your Porsche.

In the pilot, Porsche funds the first coached session for participating owners.

Match the instruction to the driver and car, at an approved venue. Give each owner something specific to work on.

The first benefit is confidence built through proper instruction.

KEEP GOING

Then give it some good miles.

Offer regular, noncompetitive road tours and suitable opportunities for further training.

A morning drive. A weekend away. A skill that starts to feel more natural.

At the next gathering, invite an owner to share where the car took them and what they learned.

THE CAMPAIGN

Make the journey the status symbol.

Feature cared-for Porsches with miles and stories behind them.

Let the owner explain why that drive mattered. The odometer can document use; the story gives it meaning.

Keep the programme free of mileage rankings and distance prizes.

THE VALUE

More confidence. More reasons to drive.

Owners gain skill and a community that helps them enjoy the car.

Porsche turns its driving promise into an ongoing experience, with the coaching foundation it already has.

A happy Porsche has miles on it. I'd help make those miles worthwhile.

that's the point.