



Porsche Racing and Austin band A. Sinclair create pitch perfect harmony through teamwork

Description



There's a famous quote from Henry Ford that goes, "Coming together is a beginning. Keeping together is progress. Working together is success." In our new spot for Porsche Racing, there was no better way to demonstrate Porsche's winning team spirit than to mirror that with the synergy of a great rock & roll band.

Footage taken of the entire Porsche team at work during the FIA World Endurance Championship: 6 Hours of Austin race in 2017 shows the sheer amount of manpower required to get their drivers to the winner's podium. Every mechanic in the pit, every manager, every driver and every engineer is an

essential part of their winning team.

The sync with Austin band A. Sinclair is special. Not just because the band is from Austin, and not only because the evocative melodies of their song “Get Out of the City” are the perfect sonic accompaniment to the drone of auto engines. Back in September, the band put the call out on social media, for a unique one-off gig:

<https://www.facebook.com/asinclairmusic/photos/a.440698322625304.109121.153569728004833/178005>

<https://www.facebook.com/asinclairmusic/photos/a.440698322625304.109121.153569728004833/178066>

<https://www.facebook.com/asinclairmusic/photos/a.440698322625304.109121.153569728004833/178088>

In front of a gathering of fans from their local Austin community, A. Sinclair set up and performed live free set at Austin rock venue Continental Club, and the naturalistic, gritty imagery shot during the show is interspersed with their track “Get Out Of The City” and behind-the-scenes racing footage taken from Porsche’s winning race day. The mirrored progression of each set of images only serves to drive home the ad’s message: the greatest moments truly are created together.