

# Changi Airport unveils Win With Changi shopping campaign



Travelers will have an opportunity to win Porsche's first all-electric sports car, the Taycan, in the Win With Changi shopping campaign

Win With Changi is the name of Singapore Changi Airport's new airport-wide shopping promotion that rewards shoppers and diners with prizes the whole year round from November 2021 to October 2022.

These include a total of 100 million Changi Rewards points in the form of weekly prizes of 1 million Changi Rewards points (worth S\$5,000/\$3,700) and quarterly prizes of 10 million Changi Rewards points (worth S\$50,000/\$37,100), as well as monthly giveaways of credits from iShopChangi and Changi Eats, the airport's e-shopping and food delivery platforms.

One finalist will be picked each month in the lead up to the Grand Draw event at the end of the campaign period for an opportunity to win Porsche's first all-electric sports car, the Taycan.

To participate in Win With Changi, members of Changi Rewards, Changi Airport's loyalty program, need to spend S\$50 (\$37) at the airport's terminals, Jewel Changi Airport, iShopChangi or Changi Eats to participate.

Shoppers who pay with Changi Airport's recently-launched digital wallet Changi Pay will receive 10x chances.

As Changi Airport starts to welcome more travelers with the gradual expansion of quarantine-free travel, travelers will be able to shop and dine at over 120 outlets in Terminals 1 and 3 transit areas by

mid-November.

Arriving passengers can shop at tax- and duty-absorbed prices on iShopChangi's non-traveler range of products and choose to pick up their purchases at Jewel upon arrival, or have their items delivered to their homes or hotels.

This new shopping campaign lays the foundation for a long-term partnership between Changi Airport Group (CAG) and Porsche, as the two brands collaborate on sustainability with the launch of Porsche's bespoke electric vehicle charging solution, Porsche Destination Charging, at Changi Airport.

Ms Lim Peck Hoon, Executive Vice President of Commercial, CAG said: "As travel gradually resumes, this would be an opportune time to refresh the shopping and dining experience, which is an integral part of the Changi Experience. The brand-new Win With Changi campaign is Changi Airport's anchor shopping promotion and designed to be sure-win for our customers through the weekly, monthly and quarterly draws. With Porsche onboard as our Official Car Partner, we're pleased to present Porsche's first all-electric sports car, the Taycan, as the grand prize of our new shopping campaign.

"We are also pleased to partner Porsche on the journey of innovation to a shared sustainable future. With both brands continuously striving to push boundaries, we believe that this collaboration will enable us to redefine what travelers and customers will come to expect of airports and electric mobility."

By end-December 2021, six Porsche Destination Charging electric vehicle charging points will be installed in Jewel. The chargers are provided in partnership with SP Group, which operates Singapore's largest fast-charging network, and is a customized charging solution for all EV drivers at Jewel.

The collaboration with Porsche extends CAG's sustainability efforts from the airside of the airport to the public sphere. CAG has pledged zero carbon growth to 2030, with emissions to stay at 2018 levels. Since 2017, CAG has been working with ground handlers at Changi Airport to introduce a fleet of more than 100 fully electric baggage handling tractors at its terminals, with the aim to reduce greenhouse gas emissions and carbon footprint.