

Buads Red

**CHRI
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EDITION

#Preface

#It has arrived. The rebirth of a legend. The eighth of its kind. The new Porsche 911. Generation 992. More muscular. More powerful. More sustainable. Distinctive. It lifts the pure feeling of driving, digitalized, into a new era. A true high-performance car. The best Porsche of all time. Once again. Proof of the right path into the future; tradition and innovation going hand in hand. The 911 is ahead of its time. At the same time, it is committed to its origins. And an invitation to reflect on a few keywords.

#Generations.

A symbol of shared origins. The passing down of genes is the basis of all life. Along the way, they learn to adapt and change. All life strives to make progress, confronting challenges and overcoming change. Children carry on the values of their parents into a new era, and yet are defiantly individual at the same time. They are given existence, after which they forge ahead as unique individuals. Yet they will always be defined by where they have come from. Every Porsche 911 is a descendant of the original. Since 1963, it has been the worthy successor of the 356, the first sports car to bear the name 'Porsche.' All subsequent generations, although unmistakably heirs to the throne, have also been shaped by their respective times. Thus every 911 becomes the guardian of its own history. But there is one thing common to them all: they are all carrying on the legend.

#Timelessness.

Time is marked by a beginning and end. Natural limits. Within that, there is room to act. Products are victims of nature. Myths are not. It's hardly surprising, then, that the art of escaping the unchangeable is appreciated. One strength of the Porsche 911 is its ability to provide trailblazing solutions to the needs of the moment. It is true, however, that the individual car is at the mercy of time, although it is worth noting that more than 70% of all Porsches ever built are still being run today. And, even if they are not being driven, the memories, the feelings and stories that are attached to the 911 are always alive. They are timeless.

#Icons. Success. Contrasts.

Images. In ancient Greek: eikón. Icons. True, convincing representations of abstract thoughts, intangible constructs and feelings. "Icon 911" — a bit over the top, some might think. Misuse of a historical cultural heritage, sleazy marketing, unabashed self-congratulation, flagrant lack of all subtlety. But what drives our customers? What leads them to spend their money on a car? Success, independence and freedom, fine engineering, striving for something better. A powerful need for forward progress, for perfection. Dissatisfaction with mediocrity. The combination of exclusivity and social acceptance, restraint and discipline. It is the contrasts that make the myth of the 911 a passion. The credo of historical mission and uncompromising progress: Icon 911.

#Feeling.

Feeling for a car. What sounds like the beginning of a mediocre joke based on stereotypes is actually reality. Getting a feel for a car begins with how you feel inside it; driving a Porsche 911 is an escape from the outside world. Time seems to flow. Everyday drudgeries begin to fade away. The 911's practical functionality is enhanced by its beauty and quality. It is the epitome of a sports car — a luxury product and a work of art.

#Commitment.

Every 911 is the best in the company's history. What may appear to be criticism of the eighth generation 911's unquestionable resemblance to previous iterations is actually a testament to the work and skill of the car's designers. Recognizable features from earlier models are a nod to past triumphs. The roots of success remain. When developing its vehicles, Porsche always makes the distinction between things that are time-honoured and things that are simply obsolete. Never be afraid to change and adapt, however radically.

But preserve what's worth keeping. Retain what's inspiring. This school of thought is not one of mindless conservatism; reliable and timeless technology will always manage to fend off new developments. Evolution instead of revolution. This is Zuffenhausen's mission statement.

What began in 1963 with the birth of the 911 finds — once again — its ultimate form. And yet is never finished.

Dr. Josef Arweck



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#A marvelous model

The 911 is an iconic sports car without parallel. Throughout its more than five decades, it has not merely grown along with the demands of its customers and environment — but in fact has consistently shifted the horizons and defined the limits of possibility. This has enabled the 911 to be both remarkably mature yet fresh at the same time. The Porsche 911 is the epitome of the German sports car. As such, it has been a highly prized top import from the start. It is a dream car, admired and coveted while at the same time appreciated almost without envy. A self-employed 911 owner can visit customers without sparking excessive envy. And while sports cars from other makers usually bear a grim expression, the 911 has always worn a friendly smile. Added to this is the interplay of forms, with virtually perfect proportions and desirable curves.

The 911 functions as a vintage antique, as a classic car, as a used car or as a new car. The price of the 6-cylinder boxer sports car ranges from that of a factory-new compact car to the price to buy a yacht or luxury property.

And a 911 is more versatile than any other sports car. It copes without a murmur or complaint with the demands of daily life — and of course with „occasional use as a leisure vehicle or sports car.“

The 911 is available as a thoroughbred racing car or can range from a rather minimalist sports car to an opulently equipped luxury car. Power is supplied to the rear wheels — with plenty of traction — or to all four wheels — with even more traction. Power is always supplied by a 6-cylinder boxer engine, originally one with two liters of displacement. The volume of the combustion chamber in the most powerful 911 engine is twice this size. Its standard engine power output, intended for road traffic, ranges from 110 hp to a phenomenal 700 hp. The 911 comes with an aspirated engine or a supercharged engine. As a “turbo,” the sports car from Zuffenhausen has made turbocharging technology fashionable and brought it to maturity. It has long since become the standard for today’s environmentally friendly, efficient and low-emission combustion engines.

The 911 has a streamlined body and is contoured with curves of various widths. The body always fits like a perfectly tailored sheath. Each generation of the 911 redefines the standard of beauty. Regardless of the model line, a 911 is always attractive — visually and otherwise. And without making its predecessor suddenly look old. A 911 is always sex appeal in automotive form.

The various body versions also add to the versatility of the 911: as a Coupé, a targa or a Cabriolet. And the sports car that originated in 1963 as the sole model and meanwhile has been available in three versions — the 911 SC, targa and turbo — has long since become a model series with two dozen different model variants, not including special limited series products. At the same time, the extensive list of selectable options and the equipping of each vehicle with individual and unique details and colors offers unprecedented possibilities for customization.

As a result, the 911 can seem thoroughly contradictory. Yet it is a straightforward, uncompromising, loyal companion. And has been for more than five decades. In eight generations. More than one million units produced and coveted billions of times over. And incidentally, not only at full scale but also in miniature — as a scaled-down replica that reproduces almost every variation of the 911 theme, true to scale. In this spirit, I hope you enjoy browsing, looking at, reading about and journeying through the history of the marvelous one: the 911.

Jörg Walz



Tangerine

#Generation I

(901 and 911)

#The Erl King



Porsche T8 901 "bat" prototype, 1962
Masterpiece of automotive culture; Obermembach, Bavaria

Olive Green



#New cars can generally do everything better than their predecessors, which makes the predecessor look old from one day to the next. So it is easy to understand why car manufacturers are always careful to present their new creations to the public only when they are ready for the market and for production. And since the product creation process requires a substantial amount of time, including an extensive test phase on public roads, the industry traditionally cloaks and conceals its prototypes with bulky attachments, adhesive films and other means of camouflage. These cloaked prototypes are colloquially called "Erl Kings" by Germans. This is loosely based on the poem of the same name by Johann Wolfgang von Goethe: "Who's riding so late through th' endless wild?..."

In a kind of game played between car manufacturers and car magazines, the media have for decades used drawings and computer representations to decipher photographs of camouflaged prototypes. This is usually to the annoyance of the carmakers, who still need to deliver the current predecessor model to their

customers. **But sometimes the situation is different, as was the case of the Erl King photos that were leaked to the media in the run-up to the IAA Frankfurt in 1963. They showed a new sports car from Stuttgart — appearing slightly out of focus and therefore authentic.** They were not captured by an Erl King photographer, but instead were intentionally staged on a road between Weillimdorf and Münchingen, not far from Weissach, the future headquarters of the Porsche development center. With these photos, the Porsche press chief at the time, Fritz Huschke von Hanstein, drew attention to the successor to the aging 356, and secured prominent coverage of the car that would be one of the stars of the Frankfurt Motor Show in late summer 1963. This was a way to arouse the curiosity of potential customers.

The originally white Erl King, hastily and carelessly painted over in matte green, featured an air intake on the front hood, covered side windows at the rear, a central support over the rear window, and a rear attachment spanning the fenders and hood with two large fins, which made

its profile view appear sedan-like. This hid the original contours of the eventual production vehicle from curious eyes. **The two wing-like fins also gave the prototype its nickname: "bat." This was the second of a full dozen prototypes that Porsche produced for the 901.** Testing and development drives began in autumn 1962. The prototypes were continuously modified and ultimately went the way of almost every prototype: At the end of 1964, the bat was also scrapped. Series production of the new 6-cylinder sports car began at that point — after some delay. Porsche spent around 15 million marks on its development and acquired the Reutter body shop in Stuttgart for an additional 6 million marks. The considerable investments were also a cause for concern, however, as the future of the young sports car brand was riding on the success of "the newcomer." The success of its decades-long career and millions of units sold could not be foreseen in the mid-1960s.



Porsche 901/911, 1963
Minichamps; Wolfenbüttel

Champagne Yellow



#And they're off and running!

#Stuttgart was already thinking about a successor to the 356 by the second half of the 1950s. But the company was small, the production numbers were still low and the costs for developing a new car were high. It would take until the end of the decade for the 901 or 911 project to take concrete shape — and at that time, there was no discussion of the 911. The projects that were to lead to a modern four-seater vehicle went by the numbers 695 and 754. In 1961, Ferry Porsche, son of design genius Ferdinand Porsche and founder of the post-war sports car brand, specified that the new model should have a wheelbase of 2.20 meters, 20 centimeters shorter than originally planned. This meant the concept of a four-seater was off the table. Two-plus-two would have to suffice. **“Others can do four seats better,” Ferry Porsche is quoted as saying.** A new engine with six cylinders and two cooling air blowers was being built under the project code

745. Starting in 1963, young engineer and Porsche grandson Ferdinand K. Piëch began helping navigate the way out of this dead end. The result was a new air-cooled 2.0-liter 6-cylinder boxer with the name 821. However, because the engine was not yet finished in September 1963, the champagne yellow vehicle for the IAA exhibition was left with a gaping hole. The car for the fair was a stationary model. Yet this did not dampen visitor enthusiasm — even if the new Porsche did not meet with unanimous approval. The focus of criticism, aside from the price, was on the shape of the car. This was based on the 356 but was still completely new. “The austere shape was daring at the time, in part because many people were still attached to the shape of the 356,” Wolfgang Porsche recalled. His father Ferry Porsche swiftly responded to the critics: “When you like something tremendously from the start, it doesn’t last.” The lines bore the signature of Ferry’s

son Ferdinand Alexander Porsche, nicknamed “Butzi.” The design was created in 1961. **In the first sales brochure, the company described the 901 as “solid workmanship of tasteful materials on a virtually handcrafted basis.”** In fact, the new 6-cylinder sports car was being produced in homeopathic doses. And it was late, since pilot production first began in spring 1964. Porsche was finally able to deliver the first production car on October 27. The last of a total of 82 Porsche 901s would be completed in mid-November. The 6-cylinder-2+2 was then delivered as the 911. At the end of the calendar year, Porsche’s books showed only 232 units of the 911 had been produced. And the company was also not able to achieve the price that Porsche had mentioned at the IAA. Instead of the DM 23,900 initially announced, the price was reduced by DM 2,000 at the launch of series production. It was a rocky start.

#In 1967 Porsche extended the model range of the 911 with the 911 T. **T stands for "Touring" and a great way to get your foot in the door with a 6-cylinder engine reduced to 110 hp.** That was still enough for a respectable top speed at that time of 200 km/h. The power reduction was achieved by reducing combustion chamber compression compared to the more powerful model. Just 5,800 rpm was also enough for the 6-cylinder engine to mobilize maximum power. An automatic transmission entered the stage as an additional comfort feature. The reason for this could once again be found in the USA, where studies showed a generation growing up in the local market without having learned how to handle a clutch pedal. Porsche knew how to help itself: **With the help of the supplier Sachs, the sports car manufacturer developed its so-called "Sportomatic."** Strictly speaking, this was a semi-automatic transmission that eliminated the clutch pedal, but the driver

still had to select the gears. A servo motor disconnected the clutch as soon as the driver touched the gear shift for the 4-speed transmission. Extra charge: DM 990. Purists shook their heads. They also didn't care for the five kilograms of added weight and the five km/h reduction in top speed.

Porsche tried to give the new automatic a sporty look by participating with the Sportomatic 911 in the Marathon de la Route, an 84-hour endurance race at the Nürburgring (the predecessor of the legendary 24-hour race on the Nordschleife). Jochen Neerpasch and Vic Elford completed this mission with a victory. The irony of the story: The automatic version has ultimately proved more popular in Europe than across the pond.

The previous 911 with 130 hp received a new designation, specifically, the appendage L for "luxury." In the sum of its parts, the 911 is a well-rounded package

that consisted of exactly 9,675 individual parts — that, at least, was what was written in the sales literature at the time.

A further concession to the requirements of the New World was the notable introduction of an emission control system, which Porsche would be offering from late summer of this year. And without any loss of performance. California's mandatory emission control was a must for Porsche, since the company depended largely on US exports for its livelihood.

#Harmonious and well-mannered



Leaf Green

Porsche 911 T, 1967
WhiteBox; Tennenloher Forst

#Terrorists and the avant-garde



911 S targa (2.2), 1969
Atlas; Regensburg

Caramel Brown



#At the end of the 1960s the 911 was the dream car of the car-manufacturing Germans: its speedometer ranged up to 250 km/h, and the 180-hp 911 S, with its 2.2 liter engine and fuel injection, is in fact capable of reaching 225 km/h. It's definitely capable of occupying the left lane on the highway, where it doesn't really have to fear competitors. **The 911 is the car of choice even for the radical left-wing RAF terrorists and the Baader-Meinhof gang. Andreas Baader liked to use a 911 targa, which he stole from the famous motorsport photographer Rainer Schlegelmilch.** After Baader was arrested and the Porsche seized by the police, Schlegelmilch immediately identified his eggplant-colored 911: The door pocket still contained documents from his trip to the Monaco Grand Prix. The sports cars from Stuttgart are perfectly suited for the long trip — "Grand Turismo" in the truest sense of the word.

The targa, with its sturdy roll bar and large panoramic rear window, fits well visually into the 1970s, where the 1968 protest movement had pushed its way into daily life. The open 911 embodied a certain relaxed attitude that customers appreciated. targa drivers were willing to put up with the necessary fumbling when folding and stowing away the roof section. Wind noise and small leaks also had to be accepted. But all that was nothing compared to the roof constructions of roadsters and convertibles from other manufacturers and model years.

As far as the model mix is concerned, in the 1970s there were two targa models for nearly every three 911 Coupés. Competitors of the 911 S include the eight-cylinder Alfa Romeo Montreal and Lamborghini Urraco, the 6-cylinder mid-engined Italian Maserati Merak and Dino 206, and the 246, respectively, as

well as more comfortable models such as the Mercedes-Benz SL and SLC and BMW coupés (3.0 CSL). But none of these vehicles is as versatile as the Porsche — a piece of sporting equipment and everyday car in one. Well, as a targa it is more at home on the highway than the racetrack; its body is noticeably softer than that of the Coupé. But along with the increase in displacement to 2.2 liters achieved starting in September 1969, the torque also increased, and with it, its driving capabilities on country roads and in the city also improved. The straight lines of the 911 had already benefited the year before from extension of the wheelbase by a good five centimeters. Wider tires and rims were also among the driving stabilization measures. **The 1970 model of the 911 S was listed at a price of DM 29,980. A surcharge of 2,220 marks was added for the targa.**

#Can high power ever be wrong?

#Two years after the 2.2-liter engine appeared, Porsche engineers gave the 6-cylinder engine a further displacement boost. **The air-cooled unit now had 2,341 cc displacement and, depending on the model, achieved 130 hp (as a 911 T), 165 hp (911 E) and 190 hp (911 S).** The reason for this precision work on the engine was its adaptation to the emissions legislation in North America, which prescribes operation with regular gasoline. Thanks to the increased combustion chamber volume of its cylinders, the engine of the 911 S now delivered 190 hp despite running on normal gasoline, accelerating the car up to 230 km/h. The improved elasticity and pulling power of the 2.4-liter models were also a plus. As the saying goes: nothing can replace displacement — except more displacement...

But increasing the power as well as reducing compression also had its price. After all, an average of 15 to 20 liters of fuel flowed through the fuel injection system for every 100 kilometers. In response, Porsche also offered an optional tank that had been increased by almost 20 liters to a total of 80 liters. The necessary space was created with a foldable spare wheel. The emergency spare tire can be inflated with the help of a small can of compressed air.

The most distinctive detail of the 2.4-liter 911 S is its front spoiler. This aerodynamic component, which had previously been tested on the racetrack, had a positive effect on directional stability and from that point on was a popular retrofit in the other 911s. Also new was a cast aluminum rim, whose

sharp-edged appearance gave it the nickname "meat chopper." In fact, the majority of 911 customers preferred the forged Fuchs aluminum rims.

In the 2.4-liter model, Porsche rearranged the gears of the five-speed transmission. Now the first two gears were on the same level. Also new was the exhaust, now made of stainless steel. This was another form of sustainability. Customers appreciated that they were rustproof and were thus a durable detail.



Bahama Yellow

911 S (2.4), 1971
Jouef, Strasbourg

“Cars have made us independent for 100 years. One makes us dependent,” was the title of the advertisement for the anniversary model of the 911 in 1993.

Big headlines and bold colors were the style of the new campaign by the freshly selected creative agency Jung von Matt. Bold colors were also a striking feature of the model range at the beginning of the '90s. Under the direction of chief designer Harm Lagaaij, the zeitgeist — in an environmentally friendly and water-soluble form — was sprayed onto the car bodies. Names of the fashionable paint shades included Raspberry Red Metallic, Star Ruby, Violet Blue Metallic, Amazon Green Pearl Color, Dragonfly Turquoise Metallic, Riviera Blue and Iris Blue Pearl Color Metallic. The color of most anniversary edition 911s is Viola Metallic (with an interior in Rubicon) — it appears dark and noble, gleaming purple in the sun. And the gleam is accentuated by the lavish curves

of this special 911, which wore the factory turbo look with a body that was 12 cm wider. The flared fenders intensified the already seductive light reflections on its sheet metal shell. **The special “30 years of 911” model was allowed to go without the tail fin of the turbo.** It was also able to pull it off, because — like (almost) all naturally aspirated 964s — it also has the electrically extendable spoiler. Starting at a speed of 80 km/h, it automatically stretched towards the sky. Or at the push of a button. Simply because you want to do it, or to ensure that police officers can't use the “aerodynamic driving stability aid” as involuntary proof of a possible speeding offense. M096 was the order number for the special model that was limited to 911 units. Historians count only 896 vehicles produced in the model years 1993 and 1994 — its successor, after all, had already been unveiled. **The price for the anniversary edition was DM 145,900.**

#Declaration of dependence



Viola Metallic

Porsche 911 “30 Years of the 911” (964), 1993
Minichamps; Niederrdorf

#Generation III (964) and Panamericana



Porsche 911 Carrera 4 (964), 1989



Porsche 911 Carrera 4 targa (964), 1990



Porsche 911 Carrera 2 Cabriolet (964), 1989



Porsche Panamericana, 1989

#Generation III (964) and Panamericana



Porsche 911 Carrera RS 3.8 (964), 1992



Porsche 911 Carrera RS (964), 1992



Porsche 911 turbo 3.6 (964), 1993

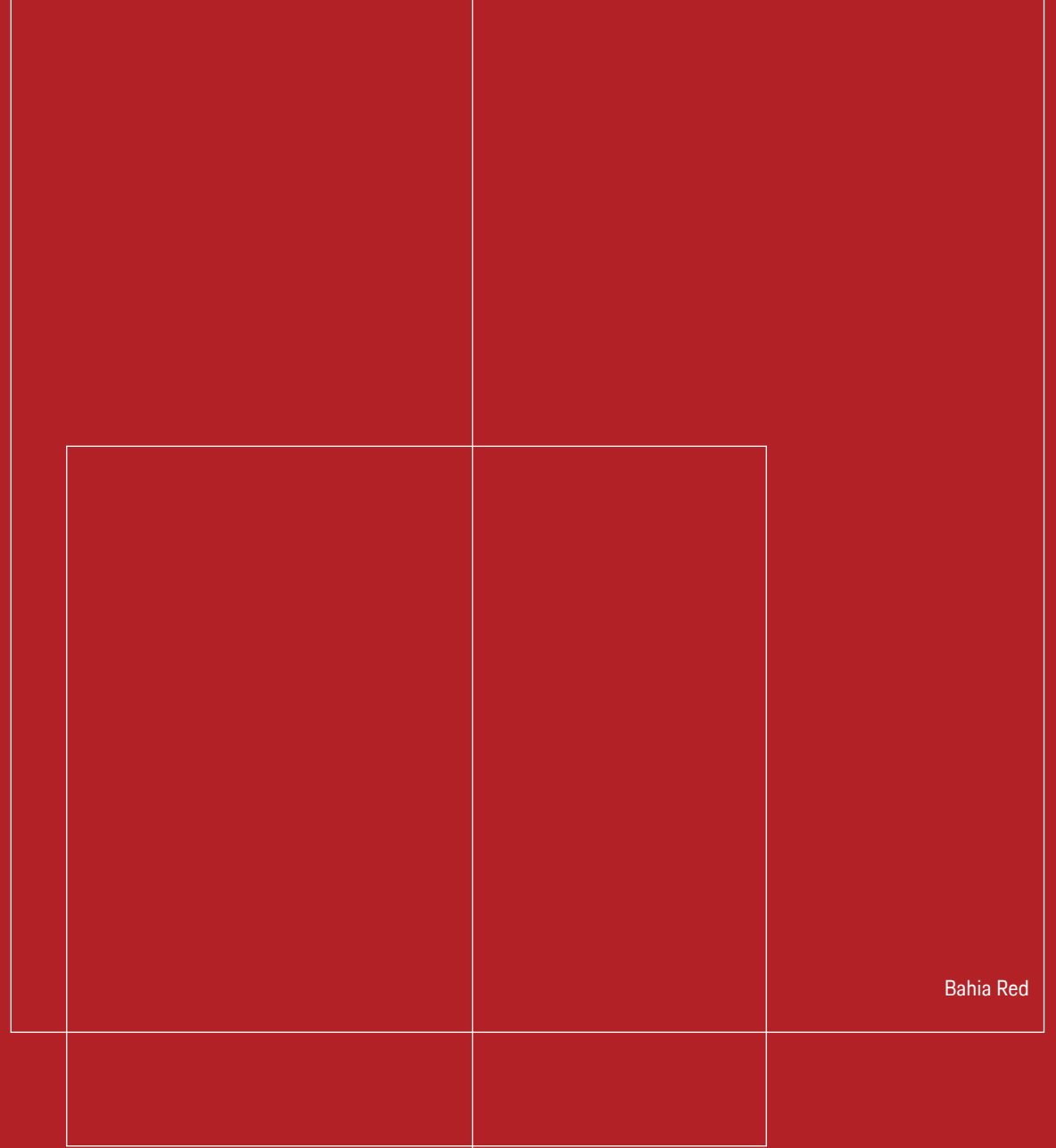
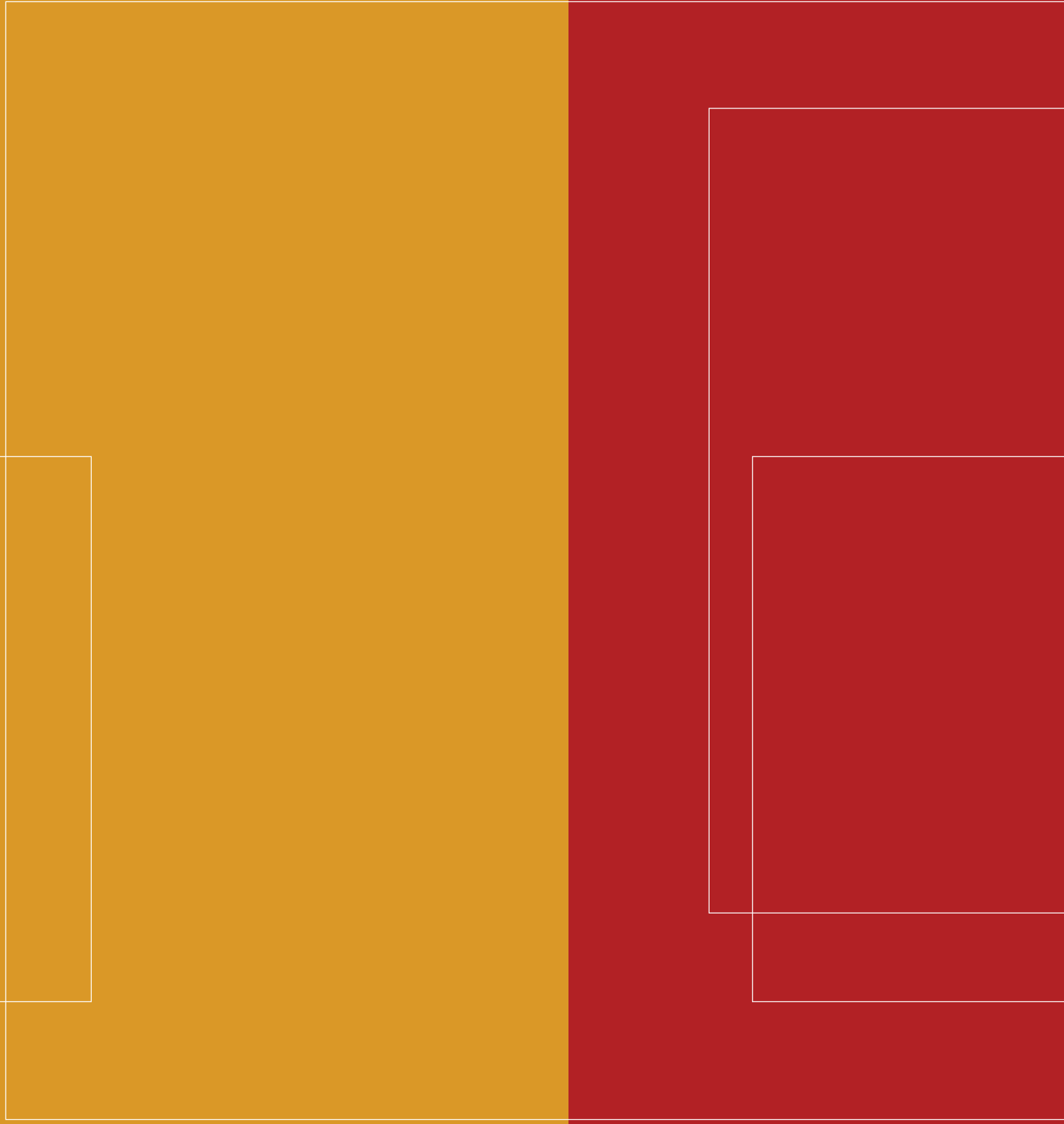
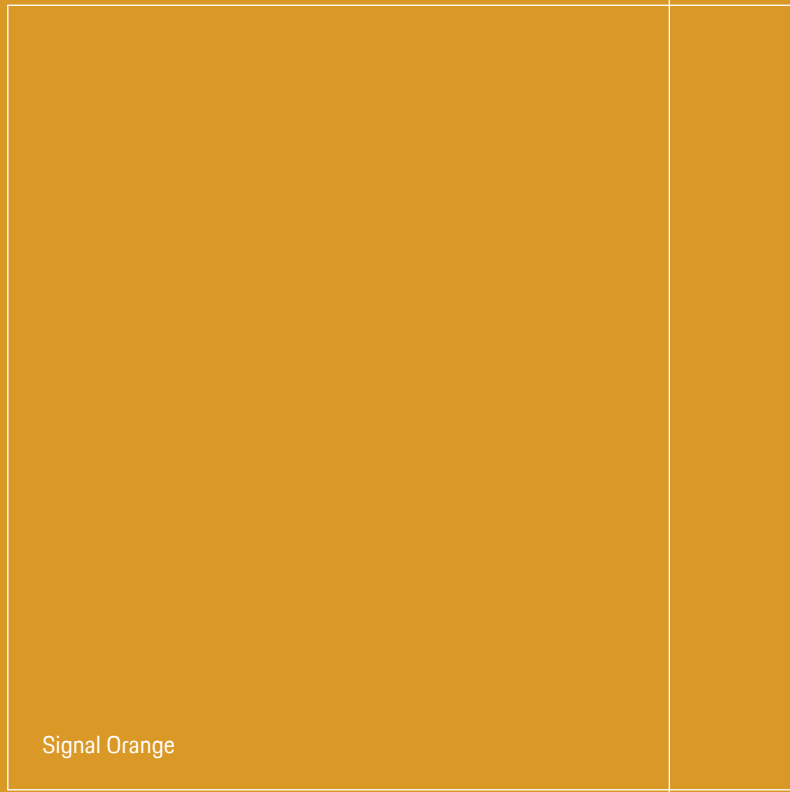


Porsche 911 turbo S Lightweight (964), 1992



Porsche 911 "30 years 911" (964), 1993





Signal Orange

Bahia Red