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EDITION PORSCHE MUSEUM



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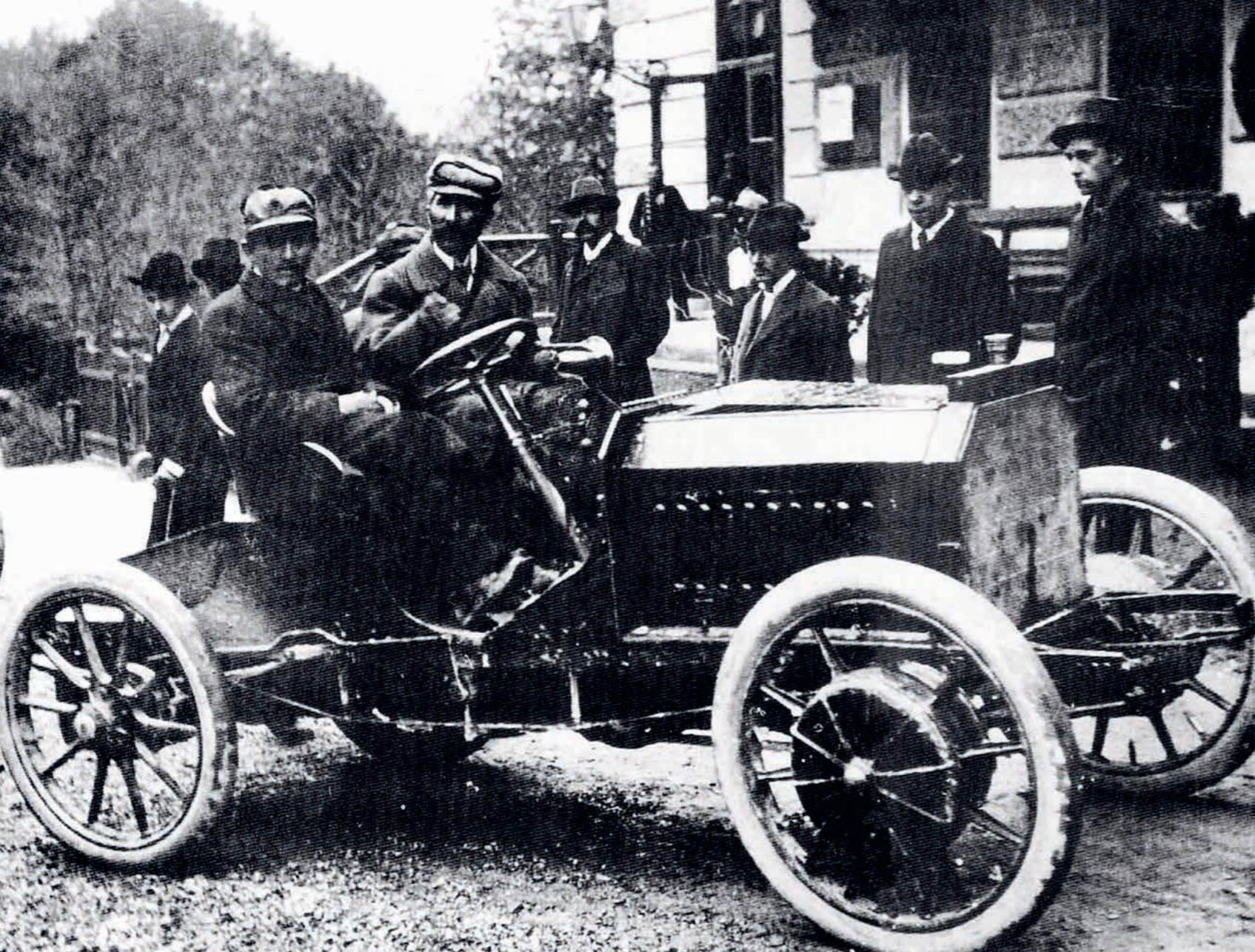
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PROLOGUE

**OUR HISTORY
BEGINS
WITH ELECTRICITY**

OUR HISTORY BEGINS WITH ELECTRICITY

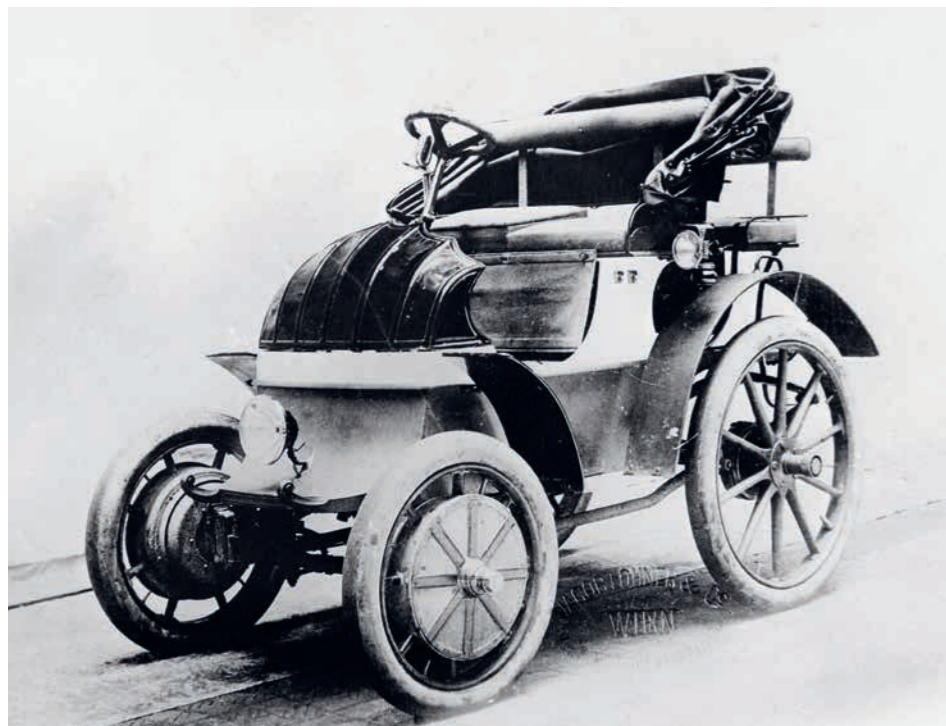


Hybrid automobile pioneers:
Ferdinand Porsche (on the
left) and Ludwig Lohner
(2nd from the left).

Porsche – a name synonymous with sporty premium cars that automobile fans throughout the world have been raving about since 1948. The company's historic roots, however, go much further back. More precisely to 1931, when Ferdinand Porsche established an independent engineering firm in Stuttgart. The company has experienced many highs and lows since then – and has made automobile history from the start: The work undertaken by the small engineering firm in the 1930s ranged from torsion bar suspensions and Auto Union Grand Prix race cars to Volkswagen's "Beetle". With the Type 64 Berlin-Rome race car, Ferdinand Porsche laid the foundation in 1939 for the idea of having his own

sports car bearing the name of Porsche which his son, Ferry, realised in 1948 with the Type 356.

These technical milestones were highlights in the career of automobile designer Ferdinand Porsche. They arose from a broad base of experience in automotive technology extending as far back as the last decade of the 19th century. Ferdinand Porsche's involvement with the design and development of cars began in 1896. In 1898, he was in charge of developing the chassis and drive train of the Egger-Lohner C2 Phaeton model. The first car that would make his name known to the public was an electric vehicle powered by steered wheel-hub



↑
Lohner-Porsche
"Electromobile"
from 1900.

motors named the "Lohner-Porsche", which caused quite a sensation at the 1900 Paris World Exhibition. In the same year, Ferdinand Porsche demonstrated his innovative power in an impressive way: a race car equipped with four electric wheel-hub motors became the world's first all-wheel drive passenger car, which also impressed with four-wheel brakes. No less visionary was Ferdinand Porsche's next idea: also in the year 1900, he combined his battery-powered wheel-hub drives with a petrol engine.

In creating the world's first functionally operational full-hybrid automobile, the Lohner-Porsche "Semper Vivus", Ferdinand Porsche embarked into new technological territory. In this vehicle, two generators coupled to petrol engines formed a charging unit that supplied the wheel-hub motors and batteries with electrical energy. Ferdinand Porsche took his concept of the hybrid drive to production readiness as the Lohner-Porsche "Mixte" and, beginning in 1906, as the "Mercédès Électrique" from Austro-Daimler. 110 years after the first hybrid car, today's Porsche AG again took up its founder's concept and, with three hybrid world premieres, notched it up a gear in 2010.

An absolute highlight was the concept study of a high-performance mid-engine sports car with plug-in hybrid technology under the name Porsche 918 Spyder. With the Cayenne S Hybrid, Porsche presented the first production hybrid in the history of the Porsche brand. In addition, the first hybrid race car from Zuffenhausen made its

debut with the 911 GT3 R Hybrid, featuring an electric front axle drive and flywheel accumulator. These three hybrid models together marked the beginning of a new chapter in Porsche's traditional strategy for more sporty driving pleasure with even lower fuel consumption. The hybrid technology reached a spectacular climax with the Porsche 919 Hybrid, which has been consistently further developed over several generations of vehicles: the race car won the 24 Hours of Le Mans three times in a row from 2015. Following the introduction of plug-in

technology in the premium segment, the path now leads to electromobility with the Taycan.

The continuous increases in efficiency are the quintessence of the brand from Zuffenhausen arising from more than 70 years in sports car construction. The special feature of a Porsche is based on intelligent and innovative ideas for more efficient engines and lighter bodies, for more power with less fuel consumption and lower emissions.



↑
Professor Dr. Ing. h.c.
Ferdinand Porsche
(1875–1951).

→
Porsche Intelligent
Performance in three unique
renditions: 911 GT3 R Hybrid,
Cayenne S Hybrid and the
study of the 918 Spyder.



Varied Porsche hybrid range, from SUVs to a Le Mans winner:
Cayenne S E-Hybrid, Panamera S E-Hybrid, 918 Spyder, 919 Hybrid.

