



PORSCHE

News Release

January 30, 2020

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## **Porsche Exclusive Manufaktur expands for personalization of the Taycan**

*Around 90 finishing options are now available for the vehicle*

**Atlanta, Georgia.** The first all-electric sports car from Porsche can be painstakingly hand-finished with high-quality components and special equipment packages for the exterior and interior to achieve an even higher degree of personalization. The highlights among the 90 exclusive options offered by the company's own factory in Zuffenhausen include the Sport Design Package in three variants and 21-inch Taycan Exclusive Design Wheels with Carbon Fiber Aeroblades. The LED-Matrix Design Headlights with elements in Glacier Blue are particularly eye-catching.

The Porsche Exclusive Manufaktur in Zuffenhausen has extended its capacities to coincide with the launch of the Taycan: The factory space was expanded by a third to 21,500 square feet and four new lifting platform workstations were added. 1,600 square feet of storage space was also created and vehicle logistics were optimized with a direct connection to the finished vehicle loading facility. The team has also grown with additional vehicle finishing experts.

### **Exterior: Headlights with daytime running light elements in Glacier Blue**

For an even more dynamic look, three variants of the Sport Design Package are available: they differ with respect to the inlays in the lower front fascia, in the side skirts and in the side fins of the rear diffuser. Depending on the package, these are painted in the exterior color, in high gloss black, or are made of carbon fiber.

The LED matrix design headlights with Dynamic Light System Plus (PDLS Plus) are available with a three-dimensional circuit board inspired graphic in the headlight housing



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as well as daytime running light elements in Glacier Blue from the Porsche Exclusive Manufaktur. The 21-inch Exclusive Design forged alloy wheels can be equipped with aeroblades made from carbon fiber, combining excellent aerodynamics with lightweight construction: the weight reduction per wheel set is more than 6.6 pounds when compared with the normal forged 21-inch Exclusive Design wheels.

### **Sporty, high-quality interior**

The carbon fiber interior package is inspired by motorsports: large areas in the front and rear doors as well as trim elements on the sides of the center console are finished in matte carbon fiber. The accent package also offers a choice of contrasting colors in the interior, with the front and rear door trim painted in the exterior color. The sporty character of the Taycan can be accentuated by seat belts currently available in Graphite Blue, Truffle Brown, Limestone Beige, Chalk, Slate Grey and Bordeaux Red. Additional seat belt colors Blackberry and Meranti Brown will be offered in the near future.

### **Porsche Exclusive Manufaktur Partner Dealerships**

The customization of production vehicles is the core competence of Porsche Exclusive Manufaktur. It relies on the interaction between perfect craftsmanship and technology to create highly personalized customer vehicles. A small group of US dealerships have the title of Exclusive Manufaktur Partner, where they have access to a wide range of resources to personalize options for the exterior and interior. Exclusive Manufaktur Partners enable Porsche clients to personalize their dream Porsche right at the ordering stage, almost as if they were at the factory. Step into one of these dealership's Fitting Lounges and see a wide range of high-quality materials such as leather, carbon fiber, aluminum and elegant wood finishes for interior elements. Customer wishes not covered by the 600 options in the online configurator can be realized by Porsche Exclusive



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Manufaktur for selected models while still meeting requirements for quality, technology, road safety, and compliance with international laws.

Besides the special customer cars, the Porsche Exclusive Manufaktur also manufactures limited production runs, such as the recent 911 Turbo S Exclusive Series. The Manufaktur has specialized in factory personalization since 1986. The sports car tradition is stylishly transported into the future for upcoming models, with an authentic reference to Porsche history and great attention to detail. As part of the Heritage Design strategy, the Porsche Exclusive Manufaktur works together with the Style Porsche design department on designing exceptional vehicle concepts, which combine the footsteps of history with the contemporary cars of today. The objective is to give exclusive sports cars the finishing touch using contemporary interpretations of design elements from past icons from the 50s, 60s, 70s and 80s.

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### **About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster and 718 Cayman; Macan and Cayenne; and Panamera. Headquartered in Atlanta, Georgia, since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6-mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 191 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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