



PORSCHE



# The 911 Targa 4S Heritage Design Edition

Press Kit

---

## Contents

Porsche presents its first Heritage Design model

**Paying tribute to tradition: the 911 Targa 4S Heritage Design Edition** 4

Porsche 911 Targa 4S Heritage Design Edition, in detail

**A state-of-the-art 911 in the spirit of the 50s and early 60s** 7

The details of the Porsche 911 Targa 4S Heritage Design Edition

**Renaissance of Cherry Red and corduroy** 11

The details of the Porsche 911 Targa 4S Heritage Design Edition

**The legendary Fuchs wheels** 13

The details of the Porsche 911 Targa 4S Heritage Design Edition

**When necessity becomes a virtue: vehicle concept for the Porsche Targa** 15

The details of the Porsche 911 Targa 4S Heritage Design Edition

**How the Porsche Crest was created** 17

The details of the Porsche 911 Targa 4S Heritage Design Edition

**Porsche Heritage Design Strategy: re-interpreting classic design elements** 20

## Fuel consumption and emissions

**911 Targa 4S:** Fuel consumption – urban 15.0–13.3 l/100 km, extra-urban 8.0–7.6 l/100 km, combined 10.3–9.9 l/100 km; CO<sub>2</sub> emissions combined 235 – 227 g/km

All information refers to the EU model.

The consumption and CO<sub>2</sub> emission values were calculated according to the new Worldwide Harmonised Light Vehicle Test Procedure (WLTP). The NEDC values derived from this must continue to be specified for the time being. These values cannot be compared with the values calculated on the basis of the previously used NEDC test. Further information on the official fuel consumption and official, specific CO<sub>2</sub> emissions of new passenger cars is available in the publication entitled "Guidelines on fuel consumption, CO<sub>2</sub> emissions and power consumption of new passenger cars", which is available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH (DAT).

---

Porsche presents its first Heritage Design model

## **Paying tribute to tradition: the 911 Targa 4S Heritage Design Edition**

Porsche presents the 911 Targa 4S Heritage Design Edition, a state-of-the-art 911 with design elements from the 1950s and early 60s and the first of four collector's pieces of the Heritage Design strategy. Historical exterior and interior design elements have been reinterpreted and combined with the latest technology in a special limited edition from Porsche Exclusive Manufaktur. The new model is available to order now and will be in dealerships from autumn 2020. Only 992 examples will be built, matching the internal model series code. Along with the introduction of the special edition, selected interior elements will be available as part of the Heritage Design package for all current 911 models. Porsche Design has also created a high-quality chronograph, to be built in restricted numbers as well, exclusively available to purchasers of the new limited edition model.

"With the Heritage Design models, we are evoking memories of the 50s, 60s, 70s and 80s in customers and fans alike. No brand can translate these elements into the modern day as well as Porsche and, in this way, we are fulfilling the wishes of our customers. We are also establishing a new product line that represents the lifestyle dimension in our product strategy with these exclusive special editions," says Oliver Blume, Chairman of the Executive Board of Porsche AG.

Exclusive paintwork in Cherry Metallic or the four other exterior colours that are available, combined with gold logos, creates an authentic look in true 50s style. The exterior of the 911 Targa 4S Heritage Design Edition features stylish livery in white, with a historical design. The spear-shaped graphic motorsports elements on the front wings are particularly striking, recalling the early days of Porsche competition history. A further highlight is the Porsche Heritage badge on the luggage compartment grille, which is reminiscent of the one that was awarded back in the day when a Porsche 356 reached the 100,000 kilometres mark. This seal of quality from the past – with a modern twist – will grace the rear of all four Porsche Heritage Design models. The connection between past and present is also emphasised by the 1963 Porsche Crest on the bonnet, steering wheel, wheel centres and vehicle

key. The historical motif is also embossed on the head restraints and key pouch. Further emphasis is provided by the new model's standard 20/21-inch Carrera Exclusive Design wheels and classic-look brake callipers finished in Black.

The interior also pays tribute to the past with the exclusive two-tone leather interior combining Bordeaux Red leather with OLEA club leather in Atacama Beige or Black leather with OLEA club leather in Atacama Beige. The use of corduroy on seats and door trims signals the return of a material used in the Porsche 356, reviving the zeitgeist and fashion of the 50s. The classic looks of the green-illuminated rev counter and stopwatch underline the emotive nature of the concept in the same way that the perforated roofliner in microfibre fabric and extensive Exclusive Manufaktur leather trim do. A metal badge on the trim panel of the dashboard records the individual limited edition number.

The first Heritage Design model is based on the new 992 generation 911 Targa introduced just days ago and has been equipped with the latest technology for chassis, assistance systems and infotainment. It is powered by a high-tech 331 kW (450 PS) biturbo boxer engine which, in combination with the eight-speed dual-clutch transmission, accelerates the 911 Targa (with Launch Control) from 0-100 km/h in less than 3.6 seconds on its way to a top speed of 304 km/h.

## **Porsche Heritage Design strategy: re-interpreting classic design elements**

The Heritage Design models emphasise the lifestyle dimension that represents particularly emotive concepts within the Porsche product strategy. In this case, the Style Porsche design department and Porsche Exclusive Manufaktur are reinterpreting iconic 911 models and interiors of the 50s through to the 80s, bringing period characteristics of those times back to life. The Heritage Design package for the 2019 911 Speedster provided an initial preview of this strategy and Porsche will, in time, produce a total of four special limited edition models.

## **911 Targa 4S Heritage Design edition chronograph: the watch to match the car**

In the 911 Targa 4S Heritage Design Edition Chronograph, Porsche Design has created a high-quality timepiece exclusively for owners of the new car. This mechanical watch has an elegant and clean design and, just like the car, is limited to 992 units. Again just like the car, the designers have drawn

their inspiration for many of its details from the legendary Porsche 356 and iconic Porsche 911 Targa. For example, the design of its watch face, with its white second hand and Phosphorus Green rings, is inspired by the cars' speedometer and rev counter while the hours on the watch face are inscribed in a font that is deeply characteristic of Porsche. The new watch's strap is made of genuine Porsche interior leather and the way that 911 is embossed in it is a further tribute to the iconic sports car.

---

Porsche 911 Targa 4S Heritage Design Edition, in detail

## **A state-of-the-art 911 in the spirit of the 50s and early 60s**

The 911 Targa 4S Heritage Design Edition is aimed at collectors and design-oriented enthusiasts alike with its unique combination of exquisite materials, detailed craftsmanship and historical design elements from the 50s and early 60s.

"It's important for us to emphasise the lifestyle nature of the brand more strongly in future. With their positioning and timeless coolness, Heritage Design models represent an intentional supplement to contemporary and future hybrid and electric vehicles, where the emphasis is more on technical innovations," says Boris Apenbrink, Head of Special Vehicles at Porsche Exclusive Manufaktur. "Porsche set benchmarks in terms of design and styling from the outset – vehicles from different eras are style icons nowadays. "We're bringing back these iconic looks and thus proving that Porsche is staying true to its roots, even in the age of electrification," adds Ivo van Hulten, Head of Interior Design Style at Porsche.

The first Heritage Design model from Porsche Exclusive Manufaktur is based on the new, recently launched 911 Targa 4S of the 992 generation and features the latest chassis, assistance and infotainment technologies. It's powered by a 331 kW (450 PS) biturbo engine. Combined with the eight-speed dual-clutch transmission, the high-tech boxer engine can reach a maximum speed of over 304 km/h and accelerates the 911 Targa 4S (with Launch Control) from 0 to 100 km/h in less than 3.6 seconds.

The equipment fitted as standard is extensive, as is typical for Porsche. Lots of options from the 911 model range are available, too. These include the sports exhaust system (silver or black tailpipes), Porsche Ceramic Composite Brake (PCCB) with brake calipers painted black (high-gloss), rear axle steering, Porsche Dynamic Chassis Control (PDCC), the Sport Design package and the Burmester® High-End Surround Sound System.

The 911 Targa 4S Heritage Design Edition is now available to order and will be in dealerships from autumn 2020. The edition is limited to 992 models, matching the internal model series abbreviation.

## The exterior: Exclusive exterior colour and “Spears” motorsport graphics

The Cherry Metallic exterior colour exclusive to the 911 series takes up the style of the 50s in a modern interpretation with its slightly brown shade. Alternatively, two solid colours (Black and Guards Red), a metallic colour (GT Silver Metallic) and a special colour (Crayon) are also available for the special model. Porsche also offers selected individual colours on request for customers wanting to design the exterior of their car for maximum individuality.

One striking design element is the “Spears” motorsport graphic on the front wings: high-quality white livery in the shape of a spear. These “spears” recall the early days of Porsche motorsports. At first, the race cars were painted after collisions to hide any marks. Later, the spears were used as a kind of “warpaint” and were one of the first design elements customers used to personalise their vehicles. There are also motorsport graphics with a historical design on the sides of this special model, quite deliberately conveying a high level of recognition of the 911 Speedster Heritage Design package of 2019. The sporty look can be supplemented by race numbers from 0 to 99 on request.

Gold-coloured lettering at the rear and on the targa bar, as well as the historic Porsche crest on the wheel hub cover and the bonnet, complete the overall picture. The 911 Targa 4S Heritage Design Edition has 911 Carrera Exclusive Design wheels in Black high-gloss (or, optionally, in Platinum satin gloss) in the 20 or 21-inch format and black-painted brake calipers with the classic look. Other design features include the Porsche Heritage badge on the luggage compartment grille and silver sports tailpipes.

## The interior: Comeback of corduroy

The special design of the exterior is also reflected in the interior. Even as you get in, the brushed aluminium panels bearing the words “911 Targa 4S Heritage Design Edition” indicate the vehicle's exclusivity. The Heritage Design floor mats are a matching detail.

The Bordeaux Red two-tone leather upholstery and Atacama Beige OLEA club leather were designed exclusively for this edition. To match the rather muted exterior colours, customers can also choose two-tone leather upholstery in Black and Atacama Beige. Corduroy, a fabric already used in the



Porsche 356, makes a comeback and brings the fashion style of the 50s back to life. This soft ribbed fabric is used on the centre panels of the seats and in the door panels. "Old colour and equipment cards, museum vehicles, design elements from the corresponding era – we took all this as our inspiration to reinterpret the design language of the past," explains van Hulten. The overall look of the interior is rounded off with perforated Alcantara® in Atacama Beige on the headlining and the A and B pillars.

The modern instrument cluster with two high-resolution seven-inch displays creates historical bonds in many ways: the analogue rev counter has a classic pointer. When the engine is started, the colour of the hands and digits changes from white to green. The equally green scale lines are another blast from the past – derived from the Porsche 356. The clock from the standard Sport Chrono package on top of the instrument panel also has green digits.

The historic Porsche crest is also reflected in the interior. It underlines the exceptional craftsmanship on the headrests and steering wheel, together with the embossed "Porsche Exclusive Manufaktur" lettering on the cover of the stowage compartment. The individual limited-edition badge on the decorative panel above the glove compartment is applied by hand. The car key painted in the exterior colour and the key pouch made of two-tone leather, also enhanced with the historic Porsche crest, are further examples of the attention to detail. The leather document folder and the specifically designed indoor car cover underline the vehicle's aim of being a true collector's item.

## **The Heritage Design package: Selected interior elements for all 911s**

Along with the introduction of the 911 Targa 4S Heritage Design Edition, selected interior elements will be available for all current 911 models.

### **The Pure Heritage Design package includes:**

- Two-tone leather upholstery in Black/OLEA club leather in Atacama Beige or Black/Black
- Seat centre panels and door panels in corduroy
- Instrument cluster in Heritage Design

- Heritage Design Sport Chrono clock (in conjunction with the optional Sport Chrono package option)
- Historical Porsche crest embossed on the headrests
- "Porsche Exclusive Manufaktur" logo embossed on the cover of the stowage compartment
- Seatbelts in Atacama Beige (in combination with the interior Black/Atacama Beige leather)
- 911 badge in silver
- Door sills in aluminium with embossed 911 logos

---

The details of the Porsche 911 Targa 4S Heritage Design Edition

## **Renaissance of Cherry Red and corduroy**

Timeless colours and materials: the Cherry Metallic exterior of the Porsche 911 Targa 4S Heritage Edition echoes the style of the 1950s with its intense red colour. Back then, dark red was a very popular exterior car colour. The Porsche 356 colours were called Pascha Red (colour code Reutter 523, 524), Ruby Red (Reutter 702) and Polyantha Red (Reutter 604). On the early 911 models, the colour was known as Burgundy Red. The Porsche literature of the 50s – Driver's Manuals and books – was also produced in dark red and white. The lettering for workshops, Porsche retailers and dealerships also radiated in a strong red colour. Just like the corduroy fabric, the colour red has been modified and adapted to modern times. Intense and in high quality, Cherry Metallic creates a harmonious impression in combination with the silver Targa bar and the gold-coloured logo.

### **Spears and start numbers: Motorsport graphics as high-quality wraps**

Another striking design element is the spear motorsport graphic on the front wings: a high-quality white decal in the shape of a spear. The spears are a reference to the early days of motor sport. Back then, racing cars were painted after crashes to hide any traces of damage. Later, the spears were used as a kind of war paint and were one of the first design elements in motor sport.

The sides of the Targa Heritage Edition also feature motor sport graphics with historic designs. If desired, the sporty look can be supplemented with start numbers, which can be selected individually from 0 to 99.

### **Corduroy: fabric with special feel**

Corduroy, a softly ridged fabric, has already been used to trim the seat centre panels of the Porsche 356 from 1952 onwards. Soft and elegant, corduroy represented the spirit of the times and the fashion of the decade. It was also confirmation of the cars' quality because it provided better seat ventilation as well as being more slip-resistant and thereby safer.

“Corduroy, Pepita, Pasha and Tartan. These are all historic fabrics and patterns that we are reviving in the interior of the new Heritage Design models,” reports Volker Müller, Head of Colour & Trim. “Fabric and haptics are very important and bring back memories, perhaps of childhood, of bygone days – of the Porsche cars of yesteryear ...” says Müller. “It was particularly exciting to study and test the old fabrics and patterns. We then reinterpreted the materials to meet current safety and comfort requirements and had them produced,” explains Stéphanie Kleiböhmer, Colour & Trim Designer.

In the 911 Targa 4S Heritage Design Edition, corduroy in Atacama Beige finds its place as a style-defining element on the seats and door panels. “However, the relatively high wool content in the original fabric no longer met today’s requirements,” says Volker Müller. Alternative fibres were therefore used, resulting in a sharper look.

Cord is a woven fabric in which a second warp or weft thread is introduced. The fabric is held together by loops which end in a fibre pile. Typical for all cord types are the longitudinal ribs which vary in spacing and number. The term cord is derived from the English corduroy.

In Central Europe, cord is also commonly known as Manchester. The first looms were set up in this town in the northwest of England at the end of the 18th century.

---

The details of the Porsche 911 Targa 4S Heritage Design Edition

## **The legendary Fuchs wheels**

The 911 Targa 4S Heritage Design Edition runs on 20- and 21-inch wheels of an exclusive design in high-gloss Black. The faces of the wide spokes and the rim flange are polished and thereby stand out against the black-painted rim and black sides of the spokes. The wheels are designed in the shape of a wing, or cloverleaf, and are reminiscent of the legendary Fuchs wheels that were first used on the 1967 Model Year Porsche 911 S.

### **The Fuchs wheel: the cloverleaf-design first forged wheel**

In period, Porsche simply referred to these rims as alloy wheels, which were part of the sports car's standard equipment. The designation of the aluminium wheel is modest, but it reflects a logical idea, which was that the new Porsche 911 S was to have lighter wheels than the series-production 911 in order to reduce unsprung mass. The specification for this more powerful version of the 911 demanded that its wheels weigh around three kilograms less than their steel equivalents.

This was initially an insoluble challenge for traditionally produced cast aluminium wheels, which were just as unable to withstand loads as wheels made of several parts. The contradiction could only be resolved thanks to an innovation by Otto Fuchs KG, an alloy foundry in Meinerzhagen in the Sauerland region of Germany, who were able to supply a wheel that was light and yet able to meet every requirement. The company implemented a new production process for this purpose, in which the blank was forged from one piece while the complete rim area from outer to inner horn was rolled.

The ALMgSi1 aluminium alloy used is 97 per cent aluminium, supplemented by magnesium, silicon, manganese, titanium and other ingredients – a formula that is still valid today.

The original design of the wheel, with connecting webs that taper to a point, was created in May 1965. However, Ferdinand Alexander Porsche modified the wheel in favour of a more harmonious appearance. The minutes of the meeting note the following: "Contrary to our proposal, Mr. Porsche Jr.

had changed the shape of the five connecting webs between hub and rim for style and visual reasons. While our design was well adapted to the contours of the discontinued series-production vehicles, the shape developed by Mr. Porsche Jr. appears more harmonious on the new vehicle”.

### **Porsche Classic: classic Fuchs wheels are still available**

The wheels of the 911 Targa 4S Heritage Design Edition are available for all current 911 models as part of the Porsche Exclusive Manufaktur range. However, almost all variants of the classic Fuchs wheel are also available for historic Porsche models as the wheel designed by F. A. Porsche is part of the Porsche Classic product range.

Since meeting the high standards of quality and safety of Porsche is the top priority, the wheels are subjected to extensive testing at the Porsche Development Centre in Weissach.

An example of these stringent test requirements for Porsche original spare parts is that the wheel trims featuring embossed and coloured Porsche Crests from the “Porsche special request programme” of the 1980s passed the cross-cut test with flying colours.

In this test, a cut is made in the wheel trim down to the base material, so that a grid-like pattern is created onto which a standardised adhesive tape is stuck, pressed on and then removed in a predefined period of time and at a specific angle. This test is designed to demonstrate the high quality of the Porsche Classic hub cap, as there is no peeling or flaking of the surface, and means that the wheel centre is ready to face the next 30 years.

The details of the Porsche 911 Targa 4S Heritage Design Edition

## **When necessity becomes a virtue: vehicle concept for the Porsche Targa**

The invention of a whole new type of car: The Targa was the reaction of Porsche to a discussion held in the early 1960s on the importance of the US market. From Detroit to Dallas, open-top cars were suddenly considered dangerous as they were said to provide insufficient protection for occupants in an accident. Dark clouds were brewing over the future of the convertible.

This development was naturally not well-received in Stuttgart-Zuffenhausen as most of the 356s shipped overseas had a fabric roof. The Swabians did not want to lose their customers in the sunshine states of the USA as the sales department was vehemently insisting on an open-top variant. Something new was therefore required: a smart solution in keeping with the company's style that would overcome the apparent contradictions of being visually attractive but functional in form.

Once again, motor sport provided the inspiration. It had long been common practice among racing customers to fit open-top sports cars with a roll-over bar - the battle for seconds and positions can also end in a double somersault. However, the designs that were developed for the track did not look particularly attractive. Furthermore, the designer of the 911, Ferdinand Alexander ("Butzi") Porsche, was not even particularly enthusiastic about a cabriolet version of his design-of-the-century fast-back - so a clumsy tubular frame was out of the question. However, it was thought that the bar could perhaps be given an attractive shape and made from stainless steel to give a sporty yet elegant look with plenty of charisma. The basic idea for the "safety cabriolet" was born.

When the curtain was raised on the great new hope at the International Motor Show in Frankfurt in September 1965, it had already had been named. Just as the iconic Carrera name referenced Porsche's early success at the famous Carrera Panamericana in Mexico, the name of the new roll hoop-equipped 911 was also intended to evoke motor sport connotations. Le Mans or Monza were the obvious choices, but both were already taken.

The Swabians had just won a renowned endurance race on Sicily for the fourth time in five years, the Targa Florio. For a short time Targa Flori was discussed as a possibility but Harald Wagner, the domestic sales manager, was concerned it might be shortened to just Flori and decided the matter by asking the question: "Why don't we just say 'Targa'?" A generic name for vehicles with a removable centre roof section was born.

## **One of the world's most spectacular race circuits: the Targa**

The Targa Florio was a motor race on public mountain roads through the Madonie Mountains of Sicily. From 1906 to 1977, racing cars with up to 600 PS thundered round hairpin bends and through picturesque mountain villages. Since 1978 it has continued as a rally. The original circuit, conceived by Vincenzo Florio (see below), initially led from Cefalù through Cerda, Caltavuturo, Castellana, Petralia, Geraci and Castelbuono.

But with Big Circuit, Medium Circuit, Small Circuit and Sicilian Lap, alternative routes established themselves over the years. The Big Circuit, for example, was 148 kilometres long and, with an altitude difference of over 1,000 metres, a special challenge for man and machine.

Between 1956 and 1973, Porsche won the Targa Florio 11 times. The road race brought Porsche its first victory in a Manufacturers' World Championship event when, in 1956, Umberto Maglioli won the 1,000 kilometre race driving a Porsche 550 A Spyder in scorching heat, just eleven days after the model's racing debut at the Nürburgring. More about the history of Porsche at the Targa Florio here.

## **The prize as the source of the name: Targa means shield**

The Florio family achieved enormous wealth with Marsala wine, chemicals, tuna processing and shipping. The founder's grandson Vincenzo (1888 - 1958) had to leave the management of the company to his brother Ignazio. As consolation, the latter gave him the first car in Sicily but, in a comparison, a horse proved to be faster. From 1906, Vincenzo organised a race in the mountainous hinterland of Palermo to encourage the state to build roads and petrol stations. As a prize he donated a silver shield (Italian: "Targa").



The details of the Porsche 911 Targa 4S Heritage Design Edition

## **How the Porsche Crest was created**

A distinctive horse with sweeping tail: on the 911 Targa 4S Heritage Design Edition, a historic Porsche Crest adorns the wheel centres and the bonnet. It can also be found inside the car on the headrests, a detail that is available on all current 911 models as part of the Heritage Design package.

The strong red-orange colour is characteristic of this crest, which dates from the time of the original 911 (1964 – 1973). The Porsche logo has a gold base colour and uses wide letters, while the word Stuttgart is embossed on a recessed background. The horse is particularly powerful, with a prominent shoulder joint and a sweeping tail.

### **The Porsche Heritage badge: a tribute to an earlier design marking reliability**

A Porsche Heritage badge is fitted to the grille of the rear engine cover. The design and lettering of it are reminiscent of the legendary 100,000-kilometre badge from the Porsche 356 era, which was presented by Porsche in the mid-1950s to every driver whose car clocked up this distance on its original engine.

### **The history of the Porsche Crest. Focus on horsepower**

While the Porsche logo had already been used on the brand's first vehicle in 1948, the Porsche Crest was not created until 1952.

In March 1951, Porsche launched a competition for German art academies, offering the generous sum of DM 1,000 for the creation of a company logo. However, none of the designs met the management's expectations. Towards the end of 1951, Ferry Porsche visited New York and was asked for a logo by the American importer Max Hoffman, with the result that work on a logo also started internally within the company.

In early 1952, Franz Xaver Reimspieß, a highly talented designer who had already designed the Volkswagen logo in 1936, created a fantasy crest. It symbolises the roots of the company and at the same time illustrates the quality and dynamics of its products, with a prancing horse taken from the seal of the city of Stuttgart depicted within the contours of a golden shield. Together with the name of Stuttgart above it, a clear commitment is made to the home of the company, while the surrounding red and black state colours and the stylised antlers are taken from the traditional crest of Württemberg-Hohenzollern. Finally, the Porsche logo forms a protective arch over the entire design.

After registration with the German Patent Office, the Porsche Crest was first seen on the horn button at the end of 1952, before being incorporated into the characteristic bonnet handle of the Porsche 356 Speedster in November 1954. As of 1959, it also adorned the hubcaps of the Zuffenhausen sports cars and, since then, every Porsche vehicle has featured this seal of quality on its bonnet.

In the meantime, the copyright-protected Porsche Crest has become one of the most famous trademarks in the world and may only be used commercially with the express permission of Porsche AG.

### **The Porsche Classic crests: true to the original design and with proven quality**

The original Porsche Crest is available from Porsche Classic for a wide range of historic models and is manufactured with special tools according to original drawings. As in period, it is gold-plated and the application of its colours and enamelling are performed by hand. Unlike today's crest, the Porsche logo at that time was only embossed and not also finished in black. In addition, the red colour used to tend more towards orange, as in the state colours of Württemberg-Hohenzollern.

In order to meet high quality standards, the new release of the classic Porsche crest was subjected to extensive testing, including a climatic cycle test carried out at the Porsche Research and Development Centre in Weissach.

Over the years, the Porsche Crest has undergone careful design changes. The crests available through Porsche Classic are differentiated as follows:

- from 1954 for the Porsche 356 and from 1964 for the 911 also in another size. For design details, please see Page One.
- From 1974, the Porsche logo shines in gold; Stuttgart is embossed on a recessed background and the colour in the Porsche Crest radiates a red-transparent glow.
- From 1994: the Porsche logo is characterised by slim Black letters. the word Stuttgart is recessed; the Porsche Crest is red-transparent and the horse is portrayed elegantly.

### **Gold-coloured logos: a distinguishing feature of all Heritage Design models**

With the gold-coloured logos on the rear and on the Targa bar, Porsche is recalling another historic design feature. While the first Porsche models still carried silver-coloured logos, they were gold-coloured on the rear from the mid-1950s onwards, creating an exclusive appearance.

With the introduction of the Porsche 912 in 1965 and the Porsche 911 T in 1968, the gold-coloured logos were gradually replaced by silver and black anodised lettering.

However, the gold-coloured logos are now making a return as a distinguishing feature that will embellish all future Heritage Design models.

---

The details of the Porsche 911 Targa 4S Heritage Design Edition

## **Porsche Heritage Design Strategy: re-interpreting classic design elements**

Porsche Exclusive Manufaktur is working on an extraordinary concept together with the “Style Porsche” design department. As part of the Heritage Design Strategy, the partners are re-interpreting exclusive 911 models with iconographic elements stemming from Porsche vehicles dating back to the 1950s through to the 1980s. Equipped with cutting-edge sports car technology, these special models introduce the “Lifestyle” dimension, representing particularly emotive concepts with references to history within Porsche’s product strategy.

The 911 Speedster with Heritage Design Package that Porsche showcased in mid-April at the New York Auto Show gives an initial outlook on the design of these “Lifestyle” vehicles. Additional special models will follow as of next year – at certain intervals and in limited numbers. Selected elements from the corresponding decades will also be available for 911 models as part of “Heritage Design Packages”.

“To us it is vital to transport the brand’s values into the future. Heritage Design models represent an intentional addition to contemporary hybrid and electric vehicles as part of which technical innovations are in the focus”, says Boris Apenbrink, Director Exclusive Manufaktur Vehicles at Porsche AG. “Porsche set benchmarks in terms of design and styling from the outset – vehicles from different eras are style icons nowadays. We bring back these iconic looks and thus prove that Porsche will stay true to its roots, even in the age of electrification”, Ivo van Hulten adds as the Director Interior Design Style Porsche.

Heritage Design models put special colours and materials in the spotlight. In addition to special paintwork and liveries, they characterise the special models’ iconic appearances. “Old colour and equipment cards, museum vehicles, design elements from the corresponding era – we took all this as our inspiration to reinterpret the design language of the past”, van Hulten explains. The interior textiles

played a particularly vital role in this process. Stylistically dominant elements, such as corduroy, the Pepita pattern, the Pasha pattern or tartans are redesigned, comprehensively tested and produced with cutting-edge material characteristics for the special models.

“Individual memories that are brought back to life by certain colour schemes, a feel or patterns – this is a trend we are also witnessing in fashion or interior design and it forms the fundamental idea of our approach”, van Hulten adds. An example of the opposites between tradition and innovation will be positioned centrally on the bonnet: the first special model that will be presented next year will bear the traditional Porsche logo dating back to the 1960s.

Porsche Design is also developing matching timepieces exclusively for the owners of Heritage Design vehicles. True to the spirit of Professor Ferdinand Alexander Porsche, the designer of the 911 and founder of Porsche Design, iconographic designs are being brought back to modern times. “The different ways of processing titanium and the corresponding, individual, Porsche Design-like chronograph function are characteristic for this series. In conjunction with specially interpreted patterns, such as Pepita or tartan, this results in a unique timepiece collection that pays tribute to the brand’s history”, says Gerhard J. Novak as the General Manager at Porsche Design Timepieces.