



PORSCHE

Press Release

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Special exhibition “50 years of Porsche Development at Weissach”

Special insights into the ideal birthplace of all Porsche sports cars

Stuttgart. Every Porsche model comes from the same birthplace: the Weissach Development Centre. The area, which covers around 100 hectares, is synonymous with cutting-edge technology as well as passion, engineering skill and innovation. On the occasion of the anniversary, the special exhibition “50 Years of Porsche Development at Weissach” will take place in the Porsche Museum from 10 August to 5 December. The Development Centre, which started operations in 1971, includes the areas of design, motorsport, various test rigs and the in-house test track. These will be highlighted in detail in the special exhibition. “Sports cars for the road and thoroughbred race cars have been developed in Weissach for half a century. Dreams are designed, created and tested in the middle of idyllic countryside,” says Achim Stejskal, Head of Porsche Heritage and Museum.

The museum in Zuffenhausen is taking a look behind the scenes of the birthplace of all Porsche sports cars as part of the special exhibition. The exhibition is centred around a highlight exhibit where visitors can digitally experience various topics using Augmented Reality (AR) applications. Among other things, they can look back on the site development over the past five decades. The company owes the decisive tip for the later premises of the Development Centre to its then employee and racing driver Herbert Linge. In January 1960, he drew Porsche’s attention to the overgrown piece of ground in Weissach and Flacht, which appeared to be of no value for agriculture. The ground-breaking ceremony then took place one and a half years later. In 1962, a test track was put into operation there, and nine years later the Research and Development Centre was opened.

In order to honour the highly developed departments of the Weissach Development Centre, the special exhibition is divided into the following areas: First Steps, Test Rig/Wind Tunnel, Porsche Engineering, Design, Motorsport and Centre. The first steps cover the history of the Development Centre and the ground-breaking ceremony in 1961. Afterwards, young and old visitors pass by selected models, such as a bus from the Weissach works fire brigade from 1972. The test rig area starts with the wind tunnel and a Taycan AR app. At this station, guests also gain an insight into all the things that employees do at test rigs: from testing and developing keys through to vehicle safety, cold chambers and testing and development of innovative materials. Design, Porsche Engineering and the Motorsport detail area await with fascinating stories, vehicles and innovations for all those interested.

At the centre, visitors can get to know the prominently positioned Weissach model via iPads and AR software. Analogue interactions are also possible throughout the special exhibition. For example, there are shelves with exhibits, models and 3D printed items, as well as mechanical flaps behind which there is exciting information about the Development Centre. A few days before the start of the special exhibition, the summer holiday programme for children will start as part of Porsche 4Kids. Here, girls and boys can go on a journey of discovery and look behind the otherwise closed doors of the Development Centre.

The current hygiene regulations of the Porsche Museum can be found on the website: www.porsche.com/Museum

Further information, film and photo material in the Porsche Newsroom: newsroom.porsche.com