



PORSCHE

News Release

November 29, 2021

No. 106/21

## Paint to Sample program expands

All model lines available in historic colors, increased capacity at factory allows more PTS orders per year

**Atlanta.** Porsche is expanding capacity for its popular “Paint to Sample” program to meet increasing demand and improve ease of access for customers. With the newly revamped “Paint to Sample,” more than 160 pre-approved colors will be available with the option to specify a totally bespoke color through “Paint to Sample Plus,” which requires extensive feasibility testing. These colors are in addition to the wide selection of paint choices Porsche already offers, including several no-cost, non-metallic colors, and additional-cost metallic colors ranging from \$650 to \$840 depending on the model. Special color options are also available for between \$2,580 and \$3,270 depending on the model.

“Individualization is at the core of Porsche. Customers have been making special requests to personalize their cars since our earliest model, the 356,” said Kjell Gruner, President and CEO of Porsche Cars North America. “Paint to Sample is integral in satisfying that demand. With this offering, we bring many historic colors back to life and expand the catalog to a total of more than 160 choices.”

The array of colors on offer is extensive and varies depending on the model and production facility. More than 100 additional colors beyond the standard offerings are available for the 911 and 718 variants. Panamera, Macan and Cayenne, have access to more than 50 Paint to Sample color choices. The Taycan has 65 color choices.



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The expansion is possible thanks in large part to a new color mixing bank that went online this year in the Zuffenhausen plant where the 911, 718 and Taycan model lines are assembled. For example, Paint to Sample capacity for 911 models will increase from roughly five cars per day to about 20 cars per day. The Paint to Sample process does not increase the time required for overall production.

Customers can specify Paint to Sample through their local Porsche dealer. In the future, it will also be possible to visualize the extensive Paint to Sample color palette on the Porsche Car Configurator. Pricing depends on the model and variant. Paint to Sample costs \$11,430 for most 911 and 718 models. For 718 GT and 911 Turbo, Turbo S as well as the 911 GT3 models, the price is \$12,830.

For unique color requests, Porsche Exclusive Manufaktur offers Paint to Sample Plus on all models except Cayenne. In these cases, the customer provides a color sample to their dealer that is sent to Porsche AG and subjected to extensive quality and feasibility testing. The customer car is not finished in the bespoke color until feasibility testing – up to 11 months in certain cases – is complete. If the paint color is not feasible, Porsche covers the cost of the feasibility study. Pricing example for Paint to Sample Plus: \$22,860 for most models, and \$25,660 for 911 Turbo and GT models as well as 718 GT models.

***Further information and photos can be found on the Porsche Newsroom: [newsroom.porsche.com](https://newsroom.porsche.com)***



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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, 718 Cayman, Macan, Cayenne, Panamera and Taycan. 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 193 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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