

New Apple Vision Pro app for the Porsche 911 Spirit

23/04/2025 For the launch of the third Heritage Design model, the "911 Spirit 70", Porsche is offering a new app for the Apple Vision Pro. This allows fans and customers to immerse themselves in the 1970s. They can design their dream vehicle and customize the Porsche 911 Spirit 70 step by step.

"With the Porsche 911 Spirit 70 app for the Apple Vision Pro, we want to give our customers and fans a journey back to the 1970s. This decade was characterized by colors, materials, and many Porsche successes that continue to shape our heritage today," says Boris Apenbrink, Director Exclusive Manufaktur Limited Series & Options. "With this app, our customers gain deep insights into the creation process of the iconic designs of the decade and can digitally customize their dream vehicle," adds Lars Krämer, Manager of Innovations at Porsche.

In addition to showcasing Porsche's heritage design strategy, the app offers inspiration for paint-to-sample options, decorative stripes, unique seating patterns and historic race numbers. More than ten popular Porsche vehicle colours from the 70s are visualised and enriched with detailed descriptions and historical references. Background information on historical decals and race numbers tells the emotional

story of the team behind the "911 Spirit 70" and makes the user a real expert in customising his vehicle.

The app includes interactive tutorials that guide the user step by step through the individualization process. These tutorials are specifically designed to optimize the personalization experience and inspire both enthusiasts and seasoned Porsche connoisseurs. Thanks to the spatial computing capabilities of Apple Vision Pro, high-quality representations of curated colors and materials are projected onto a digital 3D vehicle model in real time.

At the end of the customization journey, the user has the option to further personalize their vehicle in the Car Configurator or to create an Apple Wallet Pass with detailed information.

Info

The Porsche 911 Spirit 70 app will be available for free in the App Store for Apple Vision Pro, coinciding with the launch of the Porsche 911 Spirit 70.

MEDIA ENQUIRIES



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Consumption data

911 Spirit 70 (WLTP)*: Fuel consumption combined: 10.6 – 10.4 l/100 km; CO_2 emissions combined: 240 – 236 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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Media Package
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External Links
https://apps.apple.com/us/app/porsche-911-spirit-70/id6740526354

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