

Porsche Panamera Turbo Sonderwunsch debuts in Shanghai

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- One-off car demonstrates the possibilities of the Sonderwunsch program
- The exterior of the new Panamera customized to the last detail
- Exclusive color design in very high-quality craftsmanship

The third generation of the Panamera is presented in a unique form. Alongside this completely redeveloped model, Porsche unveiled a specially created one-off car in Shanghai. The Panamera Turbo Sonderwunsch shows the attention to detail with which Porsche Exclusive Manufaktur implements the Sonderwunsch program. Sonderwunsch is German for "special wishes", highlighting the high degree of customization available via this program. This highly exclusive, unique car visualizes how a totally personal dream sports car could look for a Sonderwunsch customer.

Shanghai. Individuality is a particular form of modern luxury. Which is why the new Panamera is

available from the factory with a broad selection of colors, upholstery, decors and accentuating details. For those with even more individual and highly exclusive expectations for their personal dream car, Porsche offers its customers the Sonderwunsch program. This includes consultation, planning and expert execution of custom color and material wishes and even the creation of customized one-offs. Porsche will be presenting the vast array of options of the Sonderwunsch program during the world premiere of the new Panamera in Shanghai.

“Our customers value the option of adding their personal touch to the design of their car. The Panamera Turbo Sonderwunsch based on the new Panamera Turbo E-Hybrid shows how flexibly and precisely we can fulfil these wishes as a vision of a customer's dream. Specially created color tones, individual accents, and planning down to the last detail have transformed the Panamera into a genuinely unique car,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing. “The exterior of the car has been designed by experts from the Style Porsche and Exclusive Manufaktur units. This one-off car will inspire people to make their own very personal dream of a highly individual Panamera a reality.”

Porsche Exclusive Manufaktur has painted the inspiration model in a two-tone finish centered around the specially created color tone Leblon Violet Metallic. This violet color tone has a hint of chestnut. Using an elaborate production technique, the experts from the Style Porsche and Exclusive Manufaktur units have the striking color fade into a solid black in the lower third of the car. The doorsills and front and rear spoiler lips are in solid black. Tinted headlights, taillights and windows continue the theme, and the tailpipes are in Bronzite. The clear coat of the Sonderwunsch Panamera Turbo contains flakes vaporized with real gold, creating a premium look with depth effect. The exterior also features pinstripes in the also newly developed color Avium Metallic with an integrated Sonderwunsch logo. The face of the 21-inch center-lock wheels and the side window surrounds are also finished in Avium Metallic. Craftsmanship and attention to detail are evident in the meticulously finished logos on the rear.

About Porsche Exclusive Manufaktur

Porsche Exclusive Manufaktur and Porsche Classic enhance and restore unique sports cars with a combination of skilled craftsmanship and attention to detail. As part of its Co-Creation strategy, the sports car manufacturer is reinterpreting its legendary Sonderwunsch program from the late 1970s, which will enable it to design individualized, one-off cars – co-created by the customer and professionally produced by Porsche.

This range of services encompasses the areas of Factory Commissioning for individual customer color and material requests directly in production, as well as subsequent Factory Re-Commissioning, and Factory One-Off after vehicle delivery to the customer. Whereas Factory Re-Commissioning is all about individual colors and materials, the Factory One-Off service is a systematic new technical development. Depending on the vehicle's age, the technical experts at Porsche Exclusive Manufaktur or Porsche Classic manage implementation.

The Panamera Turbo Sonderwunsch was created in the Factory Re-Commissioning process in order to showcase this process in an actual project. Customers can contact the Sonderwunsch Team in the Exclusive Manufaktur unit via their Porsche Center and order the subsequent Factory Re-Commissioning of their car directly with Porsche Cars North America. The car is then transported to the manufacturer where it will be customized according to the customer's wishes. The market-specific transportation and registration prerequisites will be agreed with each customer individually in each case.

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