

Limited Sneaker Edition as a Tribute to the 911 Turbo

22/08/2024 Porsche is celebrating the 50th anniversary of the first 911 Turbo with a special highlight for all Porsche enthusiasts: an exclusive series of twelve different sneaker designs, limited to 911 units per model, in collaboration with sportswear manufacturer Puma.

Two models in the sneaker series have a historical connection to iconic Porsche models and are inspired by their iconic design elements. The design of the “Turbo No. 1” sneaker is based on the legendary Porsche that was presented to Louise Piëch on her 70th birthday. The design of the “Turbo 930” sneaker was developed in honor of Dr. Ferry Porsche's Turbo vehicle from 1976.

A Classy Homage

Inspired by Louise Piëch's Porsche car, the “Turbo No. 1” sneaker was created in metallic silver. Inside, the sport shoes feature the iconic red and blue tartan pattern of the interior of the first 911 Turbo model.

The “Turbo 930" sneaker in Oak Green Metallic is inspired by Dr. Ferry Porsche's Turbo from 1976. The inner lining of the shoes is designed in the green tartan pattern of Dr. Ferry Porsche's Turbo. The finest full-grain leather in the “Turbo No. 1” sneaker model and nubuck leather in the “Turbo 930” sneaker model guarantee optimum comfort.

Dynamic vintage turbo lettering on the outside and a subtle Porsche logo are the key elements of all versions. Sneaker fans will particularly enjoy the heel section, which picks up on the characteristic “whale fin” of the rear spoiler and the vehicle's horizontal red tail lights.

The heel features a tonal Porsche Crest in 3D print. The front of the lacing is adorned with a removable plaque with 50th anniversary lettering. The brand-new motorsport-inspired Puma “Road Rider” sneaker silhouette was chosen for all models.

Exclusive country editions available

Additionally, ten exclusive country editions are being launched. Each inspired by a specific Porsche 911 Turbo car from a selected market around the world and exclusively available in the respective market in a limited edition run of only 911 sneakers each. For the designs, the selected countries - Germany, France, Poland, the Netherlands, the UK, Japan, Singapore, Taiwan, the U.S. and Canada - have chosen one of thirty available exterior colors from the original Porsche color charts from 1975 to 1977.

The 50th anniversary Porsche 911 Turbo limited sneaker editions “Turbo No. 1” and “Turbo 930” will be available from August 29th, 2024 at 9:11 a.m. (CEST) at a price of 169 Euro (RRP) at shop.porsche.com and in the Porsche Museum Shop* in Stuttgart, Germany. Customers will receive the limited edition sneaker together with an additional set of black laces for an even more individual look. An exclusive black Porsche Puma sports bag with zipper and adjustable shoulder strap serves as packaging, underlining the exclusive character of this edition.

**Opening hours of the Porsche Museum Shop: Tuesday to Sunday, 10 AM to 6 PM.*

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