

Porsche Panamera Turbo Sonderwunsch débuts in Shanghai

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27/11/2023 The third generation of the Panamera is presented in a unique form. Alongside this completely redeveloped model, Porsche is unveiling 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 programme. This highly exclusive, unique car visualises how a totally personal dream sports car could look for a Sonderwunsch customer.

Individuality is a particular form of modern luxury. Which is why the new Panamera is available ex works with a broad selection of colours, 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 programme. This includes consultation, planning and expert execution of custom colour and material wishes and even the building of customised one-offs. Porsche will be presenting the all-but-unlimited options of the Sonderwunsch programme 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 colour 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. The interior has been deliberately left unfinished until next year. 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 centred around the specially created colour tone Leblon Violet Metallic. This violet colour tone has a hint of chestnut. Using an elaborate production technique, the experts from the Style Porsche and Exclusive Manufaktur units have the striking colour fade into a solid black in the lower third of the car. The door sills and front and rear spoiler lips are in solid black. Tinted headlights, tail lights and windows continue the theme, and the tailpipes are in Bronzite.

The clear coat of the Sonderwunsch Panamera Turbo contains flakes vaporised with real gold, creating a premium look with depth effect. The exterior also features pinstripes in the also newly developed colour Avium Metallic with an integrated Sonderwunsch logo. The face of the 21-inch centre-locking rims and the frames of the side windows 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 programme from the late 1970s, which will enable it to design individualised, 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 colour 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 colours 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 take care of implementation.

The Panamera Turbo Sonderwunsch was created in the Factory Re-Commissioning process in order to clarify this procedure in an actual project and make it possible. Customers can contact the Sonderwunsch Team in the Exclusive Manufaktur unit via their Porsche Centre and order the

subsequent Factory Re-Commissioning of their car by Porsche. The car is then transported to the manufacturer where it will be customised according to the customer's wishes. The market-specific transportation and registration prerequisites will be agreed with each customer individually in each case.

MEDIA ENQUIRIES



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Consumption data

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: 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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