

718 Spyder RS Panamericana Special: A tribute to a historic victory

14/10/2024 Porsche honors its legendary automotive heritage with an extraordinary creation: the 718 Spyder RS Panamericana Special. This one-of-a-kind vehicle commemorates the 70th anniversary of the official Porsche team's historic participation in the first era of the Carrera Panamericana Mexico.

As the final piece of a special trilogy celebrating the brand's success in this emblematic Mexican race, drawing inspiration from the iconic 550 Spyder, it will also be auctioned for charitable causes. As a perfect addition, TAG Heuer pays tribute to this legendary race through the release of the limited TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana.

A one-of-a-kind vehicle

Porsche Latin America unveiled the 718 Spyder RS Panamericana Special, a one-of-a-kind vehicle

commemorating Porsche's most significant success during the1954 Carrera Panamericana Mexico. This edition is considered Porsche's most successful among the brand's three participations since 1952. Hans Herrmann, piloting a 550 Spyder, secured an impressive third place overall and clinched victory in the Sport category for cars up to 1500 cc. This remarkable achievement not only elevated Porsche's status in global motorsport but also proved so memorable that—combined with the experiences of 1952 and 1953—it inspired the iconic "Carrera" naming.

Using the 718 Spyder RS as a foundation, Porsche aimed to recreate the spirit of the historic mid-engine 550 Spyder with its lightweight construction—the first vehicle specifically designed for racing that outperformed rivals with larger engines. A Porsche Latin America team, collaborating with Exclusive Manufaktur experts at Porsche's headquarters in Germany, developed this model. Their joint effort completed a trilogy of cars created through Sonderwunsch, Porsche's exclusive personalization program. This trilogy celebrates the 70th anniversary of three remarkable Porsche participations in the Carrera Panamericana.

"From the beginning to the modern era, La Carrera Panamericana Mexico is far more than a competition for Porsche. One only needs to look at the 911 Carrera or the Panamera—both named to honor the events that unfolded here in Mexico 70 years ago. The Sonderwunsch Inspiration cars represent exceptionally special projects, and Mexico was entrusted with three consecutive ones: the 911 Carrera Panamericana Special, the twin 718 Cayman GT4 RS Carrera Panamericana Specials, and this year's 718 Spyder RS Panamericana Special", said Tobias Eninger, CEO and President of Porsche Latin America. “The latter celebrates the legendary 550 Spyder, with which Hans Herrmann achieved remarkable feats. Each car commemorates a successful moment that individually resonated through the years, but collectively, transformed Porsche into an iconic brand."

Celebrating Porsche's Success in Mexico

In 1954, during the final edition of “golden era” of the Carrera Panamericana Mexico, Porsche cemented its legacy in this legendary rally. The brand achieved its best result to date, showcasing the exceptional capabilities of its sports cars in one of the most grueling races in those times. Porsche fielded a team of four official 550 Spyders, driven by an international quartet: Mexico's Salvador López Chávez, Argentina's Fernando Segura, Guatemala's Jaroslav Juhan, and Germany's Hans Herrmann. The race spanned five intense days, covering over 3,000 kilometers from the southern Mexican Border at Tuxtla Gutiérrez in the state of Chiapas, to the northern border at Ciudad Juárez in the state of Chihuahua.

The Porsche 550 Spyder featured the first race use of the 1500 cc four-camshaft engine, which was groundbreaking technology for its time. Combined with the lightweight aluminum bodywork, this engine enabled the car to reach speeds exceeding 200 km/h, allowing it to outperform heavier vehicles with engines more than three times its size. This victory was not just Porsche's first as an official team; it also led to the Fuhrmann engine being dubbed the "Carrera Engine" and later inspired the name of Porsche's most exclusive model line.

Completing the trilogy: the new Porsche 718 Spyder RS Panamericana Special

The Porsche 718 Spyder RS Panamericana Special, distinguishes itself through aesthetic enhancements, exclusive equipment, and historical nods. Centenaire silver adorns nearly all aerodynamic elements, including the carbon fiber components from the Weissach package. This striking color extends from the NACA ducts on the front, through the fascia and lower air intakes, to the rear spoiler in Gurney Flap format. The Magnesium wheels are complemented by high-gloss black ceramic composite brake calipers (PCCB), offering a contemporary twist.

Nostalgic touches pay homage to Hans Herrmann's class winning 550 Spyder featuring Carmine Red stripes on the rear fenders yellow "55" numbers on the doors and rear engine cover. The front showcases the TAG Heuer shield in Seal Grey, while the taillights are entirely red. A 718 logo on the front grille adds a finishing touch.

The interior is predominantly black, with leather adorning the door panels, ventilation system grilles, and instrument panel. Genuine leather inserts enhance high-contact areas, while a Spyder RS Panamericana Special print graces the passenger molding. Full bucket seats in Carmine Red leather feature Carrera Panamericana embroidery on the headrests. Illuminated door sill protectors display the Sonderwunsch inscription and Mexican flag colors on the driver's side, with the 550 Spyder silhouette on the passenger side. The red leather also wraps the steering wheel.

Exclusive Sonderwunsch floor mats and a TAG Heuer shield on the central armrest complete this extraordinary interior. A special feature of the car with the racing number 55 is the uniquely designed and fully integrated watch mount under the center armrest. This component was designed by TAG Heuer and thoroughly implemented through the Porsche saddlery exclusively for the 718 Spyder RS Panamericana Special and is not available to buy. The compartment provides a perfect solution to safely secure the TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana under the center armrest adorned by an embossed TAG Heuer logo.

The TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana

The TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana, with its dynamic case and signature aesthetics, is limited to 255 numbered examples. The '55' is a reference to the winning Porsche 550 Spyder. Featuring TAG Heuer's signature Glassbox design, the watch seamlessly blends the fine-brushed, polished steel case with the curved sapphire crystal, offering a distinctive silhouette. This exceptional racing chronograph is not just a showcase of TAG Heuer's sophisticated design and expertise in watchmaking complications. It's a symbol of the Porsche partnership, a thoroughly modern creation that honors TAG Heuer and Porsche's history of innovation while offering an assertive design.

About Carrera Panamericana

The Carrera Panamericana Mexico, launched in 1950 by the National Automobile Association, celebrated the completion of Mexico's Pan-American Highway section. This legendary race spans two distinct eras: the "Golden Age" from 1950 to 1954, featuring world-renowned drivers and companies like Porsche, and the "Modern Era," which began in 1987 and continues uninterrupted to this day. Porsche has participated in every edition since joining the race in 1952, cementing its place in the mythical event's history.

The Carrera Panamericana's impact on Porsche's legacy is profound, inspiring the "Carrera" name that became a product specification for the 356. Shortly after, Porsche introduced cars such as the Carrera GTS (904) and Carrera 6 (906), which were street-legal race cars. This naming tradition eventually led to the Carrera RS (911) and later models like the 911 Carrera GTS.

A special presentation in the heart of Mexico

To celebrate its participation in the thirty-seventh edition of this iconic rally, Porsche unveiled the 718 Spyder RS Panamericana Special at a gala event in Mexico City. The presentation featured key figures including Tobias Eninger, CEO and President of Porsche Latin America; Karen León, Director of La Carrera Panamericana; and Eduardo León, Honorary President of La Carrera Panamericana. Porsche's official team drivers—Benito Guerra Jr., Diego Cándano, and Fernando Gómez Urquiza—also graced the occasion with their presence.

Continuing a meaningful tradition, Porsche announced that this exclusive model will be auctioned for charity in 2025. The proceeds will support non-profit organizations, highlighting Porsche's commitment to both automotive excellence and social responsibility in Latin America.

"This initiative combines our passion for high-performance sports cars with a positive community impact, proving once again that Porsche's values extend far beyond the automotive realm," remarked Camilo San Martín, Director of Porsche Mexico.

About the Sonderwunsch programme

Porsche 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. The offering has now been expanded. In addition to the ability to commission individual customer colour and material requests directly in production at the factory, this expansion also includes subsequent Factory Re-Commissioning and Factory One-Off services for vehicles that have already been delivered to the customer.

Customers can contact their Porsche Centre for customisations on new cars. If the request is beyond the bounds of what the Car Configurator can offer, the Sonderwunsch experience kicks into gear with an arranged personal customer consultation at Zuffenhausen or one of the international locations, such as Atlanta or Los Angeles. Here, experts from the manufacturer evaluate individual customer requests and take care of the technical approval for the relevant Factory Commissioning area. Typical Sonderwunsch features range from leather in the luggage compartment to painting the whole exterior in multiple colours using different types of paint surface technology.

About TAG Heuer

TAG Heuer, founded in 1860 by Edouard Heuer in the Jura Mountains of Switzerland, is a luxury watch brand that is part of LVMH Moët Hennessy Louis Vuitton SE ("LVMH"), the world's leading luxury group. Based in La Chaux-de-Fonds, Switzerland, and with four production sites, TAG Heuer has 1,860 employees and is active in 139 countries. TAG Heuer products are available online at www.tagheuer.com for select countries and in 260 boutiques and 2,300 points of sale worldwide. The company is headed by Antoine Pin, CEO of TAG Heuer.

MEDIA ENQUIRIES



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Consumption data

718 Cayman GT4 RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.0 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 295 g/km; Stato [StandHeute]

718 Spyder RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 12.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 288 g/km; Stato [StandHeute]

*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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