

Concept cars, unique pieces and special requests: Porsche at the "Fuori Concorso"

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23/05/2022 Rare concept cars and unique pieces from the Porsche Museum, one of the first appearances by the new 911 Sport Classic, and the extensive range of individualisation and 'Sonderwunsch' (special request) options attracted many car lovers to the third Fuori Concorso, which was held last weekend.

The exclusive event took place just a few minutes' walk from the centre of Como on the western shore of the Italian lake. In the vast garden shared by the Grumello, Sucota and Olmo villas, Porsche presented 20 special vehicles from five different decades. Italian fashion label Larusmiani has been organising the event since 2019, working closely with MAUTO (Museo Nazionale dell'Automobile di Torino), a museum

with a rich tradition.

“We are delighted to have again supported this exceptional event, with its exciting assortment of historic and brand new sports cars,” says Alexander Fabig, Vice President Individualisation and Classic at Porsche AG. “With such an incredible atmosphere, it is the ideal setting for us to showcase the automotive dreams of our customers, fans, designers and engineers under the ‘Sonderwunsch’ banner.”

"Fuori Concorso is a community that brings together car enthusiasts of the world in a specific place where they can enrich their automotive cultural knowledge, and, at the same time, experience it all at the maximum level of quality, a typical treat of the Italian way of living. And Lake Como is the perfect place to showcase the best cars ever made, and that's why Fuori Concorso is fully committed to create an annual Lake Como car week”, says Guglielmo Miani, organiser of Fuori Concorso. “Being obsessed with handmade skills, we curated a unique selection of Porsche Exclusive Manufaktur cars, that have been and are today at the pinnacle of the capabilities of the "in house" atelier of Porsche. A truly unique and never seen before selection was possible thanks also to the fantastic people working at Porsche AG, that have in their mantra a "do the impossible" approach. A rare find in today's world, and that is why I am confident to say that Porsche is truly able to make car enthusiasts dreams come true with their Sonderwunsch programme."

A presentation of the new 911 Sport Classic from Porsche Exclusive Manufaktur, limited to just 1,250 examples, rounded off the event. The second of a total of four collector’s items from the Heritage Design strategy, it made one of its first appearances on the public road as part of the Fuori Concorso. In addition to this exclusive model, sports car fans at Lake Como were able to experience several other highlights, among them a 911 Turbo S with spectacular Chromaflair-effect paint in the colour Urban Bamboo, a 911 Speedster with the Heritage Design package, and the 911 Targa 4S Heritage Design Edition. Rare prototypes from the Porsche Museum were also on display. Another high point was a talk held with Alexander Fabig, Michael Mauer, and designer and vehicle collector Luca Trazzi. The experts provided fascinating insights into the brand’s diverse and extensive range of customisation options.

With its decades of experience, Porsche has been one of the pioneers of factory customisation. Now that there are more than 700 additional options across all model lines, the sports car manufacturer has more than doubled its programme in this area since 2012. In addition, Porsche Exclusive Manufaktur produces limited editions such as the Heritage Design models, which embody the particularly emotive vehicle concepts within the Porsche product strategy. As part of what is known as its Co-Creation strategy, the sports car manufacturer is now reinterpreting its legendary Sonderwunsch programme from the late 1970s and thereby enabling the production of customised, one-off cars.

Individualisation: countless factory options

Unique sports cars are created in Porsche Exclusive Manufaktur based on an interplay between craftsmanship, attention to detail, and state-of-the-art technology. Specially trained Porsche employees turn the various models into something even more extraordinary than they already were.

The range of services extends from individualisation options for new vehicles and personal customer consultations during the configuration process to the creation of personalised one-off cars and limited-edition models. Paintwork in Custom Colours, and Custom Colours Plus with historic, iconic or highly personal colours for all model ranges, round out Exclusive Manufaktur's range of services for new vehicles. What's more, the Tequipment range offers numerous accessories and retrofit options to complement the personalised vehicle of the customer's choice.

Porsche Centres provide advice on the range of products and options offered by Porsche Exclusive Manufaktur as the first point of contact alongside the online Car Configurator. Around 100 Exclusive Manufaktur partners are available to customers all over the world to help fulfil their highly individual wishes. These are Porsche Centres that are specially equipped and trained to provide advice on the Exclusive Manufaktur product range. In addition, consultations at the heart of the brand in Stuttgart-Zuffenhausen are available for all models.

Sonderwunsch programme: dreamed up by the customer, built by Porsche

As part of its Co-Creation strategy, Porsche is offering a reinterpretation of its legendary Sonderwunsch programme from the late 1970s, which will make it possible to design individualised, one-off cars – co-created by the customer and professionally produced by Porsche.

This extensive 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 of Porsche Exclusive Manufaktur or Porsche Classic take care of implementation.

New Porsche 911 Sport Classic: back to the future

The 911 Sport Classic resurrects the style of the 1960s and early 1970s. Limited to 1,250 examples, sales of the Porsche Exclusive Manufakturlimited edition were launched on 28 April 2022, and will commence at European dealers from July 2022. Other markets will follow.

The wide body – otherwise reserved for the 911 Turbo models – along with a fixed rear spoiler in the legendary 'ducktail' design and the double-bubble roof underscore the distinctiveness of the new 911 Sport Classic. When deciding on the exclusive Sport Grey Metallic paintwork for the limited edition, the designers drew inspiration from the Fashion Grey colour available on the early Porsche 356. Twin stripes painted on the bonnet, roof and rear spoiler in light Sports Grey emphasise the car's dynamic appearance. In the interior, the iconic Pepita houndstooth pattern can be found on the door panels and

seat centres, while the two-tone, semi-aniline leather upholstery in Black/Classic Cognac provides an elegant contrast with the exterior colour.

The powertrain concept is equally unique: the 3.7-litre, twin-turbo flat-six engine transmits its 405 kW (550 PS,) to the road solely via the rear wheels. In combination with the seven-speed manual gearbox, the new 911 Sport Classic is the most powerful manual 911 available today.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

911 Turbo S (Modello precedente)

*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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