

From the Camel GT Challenge to a special one off

24/03/2026 Porsche Sonderwunsch evokes memories of the 1973 Camel GT Challenge with a unique 911 S/T. In a Swiss collection, the modern reinterpretation meets its historic inspiration.

Although the condition of this 1972 911 S/T today could certainly be described as perfect, its orangey-red paintwork didn't quite survive its rich racing history unscathed. Between 1973 and 1978, the car competed in the Camel GT Challenge on some of the most legendary circuits in North America: Sebring, Daytona, Indianapolis and many more. The details of a total of 27 race entries can be found in the archives for this Phoenix Red 911 S/T.

Colourful racing history

The 911 RSR, which was supplied from the factory prepared for racing, was difficult to get hold of in the early 1970s. That's why Canadian team Equipe de Course Marc Dancose opted for a standard 911 S/T, which was then further optimised for racing by the renowned Brumos Racing team. Some of these

modifications were particularly noticeable, with several solutions that were as distinctive as they were functional; for example, while the model's standard wheels were retained on the front, Brumos fitted wider wheels – with a totally different design – at the rear. Brumos finished the bodywork in eye-catching Phoenix Red paint. As dazzling as the car's colour and racing history may be, the Dancose 911's competitive career came to an abrupt end in 1978 following a racing incident. Its final outing was cut short after a third-lap crash at the Trois-Rivières circuit in the province of Québec.

Despite its misfortune, the Phoenix Red 911 S/T lived up to the name of its paint colour. Many years later, in its new home in a Swiss car collection, this special car was resurrected – like a phoenix rising from the ashes. But that's not all. For its current owner, this special car also became the inspiration for a new one-off 911 S/T commissioned through the Porsche Sonderwunsch programme. The aim was not to simply produce a copy of the classic 911 S/T but to create an artistic reinterpretation.

An eye for the extraordinary

Through the course of this project, the experts in the Porsche Sonderwunsch department once again demonstrated their keen eye for detail. Just as with the 911 S/T built in 1972, the original Signal Yellow paintwork on the 2025 S/T is now visible only on selected parts of the car – most notably on the front bumper. The majority of the bodywork is finished in gleaming Phoenix Red. The period-correct sponsor decals from the Camel GT Challenge weren't carried over to this contemporary 911 S/T. Instead, designer Grant Larson – who was responsible, among other projects, for the Carrera GT and the first-generation Boxster – played with the base tones of Phoenix Red and Signal Yellow to create a flowing colour pattern that was painstakingly applied by hand.

A look back

Of course, the motorsport history of the original car from the 1970s found its way into the Sonderwunsch one-off. The Camel GT Challenge was a series for sports cars and prototypes organised by the International Motor Sports Association (IMSA), held from 1971 on circuits across the US and Canada. The races ranged from short sprint events to endurance races lasting up to 24 hours. From the second season in 1972 onwards, the tobacco company Camel became the title sponsor.

As ubiquitous as tobacco advertising was in the 1970s, the topic is a little taboo when it comes to a Sonderwunsch model made in 2025. Nevertheless, the iconic camel – along with outlines of the racetracks of Sebring, Daytona, Indianapolis and Lime Rock Park – found its way into the 911 S/T in several delicately crafted details: on the bespoke embroidered headrests, the interior trim pieces and the door sills, as well as in the embossed motif on the lid of the storage compartment in the centre console. The logo projector in the doors also illuminates the ground with an image of the iconic camel at the wheel of a racing car. The camel has, however, kicked the smoking habit.

Intentional asymmetry

The Sonderwunsch team has also incorporated the visual asymmetry of the wheels into the design of the new reinterpretation. On the rear wheels of the new one-off, the Manthey Racing aerodiscs developed for the GT3 RS are used – only when stationary, however, as these parts are not officially homologated for the 911 S/T. The Aero Discs can simply be removed for driving on the public road.

As with all Sonderwunsch creations, every modification meets the high quality standards that all Porsche cars are required to fulfil. This unique 911 S/T is perfectly suitable for everyday road use as well as for the racetrack. The numerous fine detailed features – some of which aren't immediately noticeable at first glance, including the intricate paintwork – have all been applied with exceptional craftsmanship. Together, they make the S/T not only a striking one-off but also a perfect example to showcase the possibilities of the Porsche Sonderwunsch programme – even the revival of historic colours like Phoenix Red.

MEDIA ENQUIRIES



Christopher Golombek

Spokesperson Product & Individualisation Offering
+49 (0) 1523 / 911 4476
christopher.golombek3@porsche.de

Consumption data

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: 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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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart