

Greater individualisation: Porsche fulfills dreams in full colour

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29/11/2021 For years, the demand for individually painted Porsches has been growing strongly. With the "Paint to Sample" and "Paint to Sample Plus" options, the sports car manufacturer has therefore expanded the already extensive range of standard and special colours.

Currently, more than 170 colour shades are possible across all model ranges. The focus is on the availability of iconic Porsche colours, recognisable from over the years. In addition, it is possible to create completely individual colour shades according to the customer's wishes.

Painting a limited number of vehicles in Paint to Sample colours in the usual high Porsche quality is costly. A high degree of manual labour and experienced employees are required: Every colour must be deemed suitable for many different surfaces and materials. Perfect colour matching is what is wanted," explains Alexander Fabig, Vice President Individualisation and Classic. "That is why we have established

a unique process of manufactory production and industrialisation. In addition to the large colour range, customers benefit from this through the exceptionally high paint quality."

The main plant in Stuttgart-Zuffenhausen specialises in individual paint finishes: Werk 1 has the largest collection of Porsche colour samples and sample vehicles painted in Paint to Sample. There is also a colour mixing bench there, where paint specialists blend several dozen ingredients down to the last milligram in order to achieve the desired shade. Each batch is divided into two paint pots for bodywork and add-on parts.

The areas to be painted on the vehicle consist largely of aluminium, plastics and carbon/fibreglass composites. This mix of materials and the different application methods and drying temperatures require slightly different paint compositions, depending on the component. Batch comparison plates are painted and serve as colour reference samples during the final inspection of the vehicle.

Paint to Sample: Iconic colours are possible again

“Individual Paintwork” has been renamed “Paint to Sample”. This category includes predefined colours that have already been technically approved by Porsche's paint specialists. Examples include Maritimeblue, Rubystar and Mintgreen. These colourful choices from the 1990s enjoy cult status among Porsche fans. In the past, they were offered on the 911 (Type 964). As part of Porsche's enhanced individualisation strategy, the legendary paint shades have now celebrated their comeback. Thanks to Paint to Sample, current Porsche models can be painted in these eye-catching classics.

The overall range is really diverse and depends on the model series and production location. For the 911 and 718 model series, there are 118 additional paint colours to choose from, while a further 116 colours complete the range for Taycan customers. For the Panamera, Macan and Cayenne, there are more than 50 paint options.

Paint to Sample can be ordered as part of new vehicle configurations at Porsche Centres as well as in the Porsche Car Configurator. It adds about three months to the delivery lead time compared to standard colours. Online filter options, for example by colour family, and background information on the individual colours are available.

Paint to Sample Plus: extensive feasibility check

For especially individual colour requests, Porsche goes a step further: with Paint to Sample Plus, the paint finish can be chosen almost entirely freely. The procedure is as follows: the customer hands over a sample of their desired colour to the Porsche Centre – anything is conceivable, from a handbag to a nail varnish colour. This sample is then sent to Porsche AG. There, a separate feasibility check is carried out for each request, which can take several months depending on the work involved.

From there, Porsche's colourists create the formulation. These experts develop the hue on the basis of the available paint components. Then, in several rounds, the shade is further developed so that it also corresponds to the sample under different light sources, such as daylight or artificial light. Next, the feasibility of the colour is tested under production conditions on the car body and add-on parts. It is also essential to define the layer thickness, which enables process-stable, reproducible and error-free painting. Before the actual customer vehicle is painted, the colour is applied to a test body. If it transpires that the desired shade cannot be realised in accordance with its usual quality standards, Porsche will bear the costs of the feasibility test.

About Porsche Exclusive Manufaktur

A sports car as individual as your own fingerprint, as unmistakable as your own lifestyle: in an interplay of craftsmanship and attention to detail, Porsche Exclusive Manufaktur creates extremely personal customer vehicles. Highly qualified employees with decades of expertise devote their full attention to every detail and enhance it through hand craftsmanship. The experts can draw on a wide range of visual and technical customisation options for the exterior and interior of Porsche cars. The highest standards are fulfilled with respect to material and finishing. Alongside the individual customer vehicles, Porsche Exclusive Manufaktur also produces limited small series and editions. Here, high-quality materials are combined with modern production technologies to create a harmonious overall concept. Porsche Centres provide advice on the range and possibilities 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, advice is available for all models at the heart of the brand in Stuttgart-Zuffenhausen, in cooperation with the Porsche Centre and on the basis of a commission number.

MEDIA ENQUIRIES



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Consumption data

718 Boxster GTS 4.0 (WLTP)*: Fuel consumption combined: 10.9 – 10.1 l/100 km; CO_2 emissions combined: 247 – 230 g/km; CO_2 class: G

Taycan Turbo S (Predecessor model)

*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).

Link Collection

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