

911 Targa in letterboxes

This article reflects the status at the time of its publication. The content may since have become outdated.

17/12/2015 The bad news: Deutsche Post is increasing the price of stamps from January. The good news: thanks to new motifs Porsche fans will get their money's worth.

A 1967 911 Targa – not many people have this car in their garage. But lots more will have it in their letterboxes in future. Because right on time for the New Year Deutsche Post is increasing the postage – from 62 to 70 cents for standard letters – and bringing new motifs into circulation. The 911 Targa is one of them.

The Porsche 911 Targa – a “safety cabriolet”

At its world premiere in 1965 at the International Motor Show (IAA) in Frankfurt it caused a stir; its “roll-over bar” was its unique selling point. The background: this was designed to protect the occupants' head area in the event of overturning. The principle was familiar from motor racing – and due to the

strict safety regulations on the US market Porsche transferred the concept to series production.

With success as the Targa “safety cabriolet” won lots of fans. The production figures increased from 10 cars in 1966 to 5,855 in 1973. Porsche has kept evolving the classic car right up to the present day. It was only at the beginning of this year that the 911 Targa 4 GTS celebrated its premiere at the North American Auto Show in Detroit.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-911-targa-stamp-letterbox-12134.html

Media Package
https://pmdb.porsche.de/newsroomzips/18caaeac-58cf-4ba8-bfb3-bdb430b813a0.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart