With 70s vibes in the desert: unique Sonderwunsch Cayenne

22/11/2025 The Icons of Porsche event is the largest car festival in the Middle East region. Porsche fans from all over the world came to Dubai this year to admire rare Porsche sports cars in front of a spectacular backdrop and to exchange ideas with like-minded people. One of the highlights was the elaborate conversion of a Cayenne as part of the Sonderwunsch program.

Breaking new ground is part of the Cayenne's product philosophy. This also applies to an unusual project: for the first time, Porsche has completely overhauled and extensively individualised a first-generation Cayenne on behalf of a customer as part of the "Factory Re-Commission" Sonderwunsch category.

The Cayenne is an icon

"So far, we have mainly carried out such elaborate Factory Re-Commission projects for classic Porsche or for rarities such as the Carrera GT," says Alexander Fabig, Vice President Individualisation and Classic

at Porsche. "The fact that we have now rebuilt a 16-year-old Cayenne to new car condition and made it an absolutely unique piece shows how diverse the dreams of Porsche enthusiasts are. And it once again underlines the iconic status of the Cayenne."

The client was Phillip Sarofim, entrepreneur and passionate car collector. The American had turned to Porsche with very specific ideas: "The look of the 911 Spirit 70 made a lasting impression and inspired me. I really wanted such 1970s vibes for my Cayenne as well." The basis was a 2009 Cayenne GTS with around 50,000 miles, the equivalent of almost 80,500 kilometers, on the odometer. The only catch: there was none – only a towbar had to be retrofitted. Because a dream trip with the new old Porsche also took shape early on: "From the very beginning, I had the idea of driving through the Rub al-Khali Desert near Dubai," Sarofim recalls, "with a large Airstream caravan."

A towbar was retrofitted for the American cult caravan, namely the typical US "receiver system" with square mount. Coarse tyres improve traction and underline the striking look. To achieve the desired retro look, the exterior is finished in Blackolive, a Paint to Sample color. The lower part of the body as well as the alloy wheels, on the other hand, are finished in matt black, which reinforces the off-road character of the SUV.

In the interior, the extensive leather upholstery in English green (Leather to Sample) meets the iconic Pasha pattern in black/olive. The seat centres, but also the glove compartment inside, are covered with this typical Porsche textile. Cleverly arranged rectangles of different sizes create a kind of movement in the pattern. The trim strips on the passenger side and in the doors form a noble contrast: just like the door openers and their frames, they are finished in light-brushed aluminium.

So there's nothing to stop you from riding into the desert any time soon – and with this Factory Re-Commission, the Cayenne has once again proven its versatility and pioneering spirit.

About Factory Re-Commission

If customers want high-end vehicle customization for a vehicle they already own, they will find what they are looking for at Sonderwunsch Factory Re-Commission. As part of this offer, the colours and materials in the interior and exterior can be completely reselected. After contact has been established between the customer and the Sonderwunsch team, an initial assessment of the technical feasibility for the colour and equipment request is made. A cost estimate will be prepared as soon as the vehicle has been brought to Zuffenhausen for inspection by the Sonderwunsch experts. For these reasons, this offering focuses on whole-vehicle concepts rather than retrofitting individual options. The older the customer's vehicle, the more likely it is that technical repair work will be necessary in combination with individualization. This is especially true for classic cars, where a factory restoration is often a mandatory part of the project.

About the first Cayenne generation

Ferry Porsche sensed the chances of success of a Porsche SUV as early as 1989: "If we built an off-road vehicle according to our quality expectations, and Porsche was written on the front, it would also be sold." He was right: since 2002, the Cayenne has been opening up new customer bases as a family-friendly touring vehicle that is both a robust off-roader and a highly dynamic sports car. Developed under the code name Colorado, the first generation (internally called E1) was launched in 2002. In the meantime, these models, which were produced until 2010, have a loyal fan base, and Porsche is already looking after them as youngtimers.

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Consumption data

911 Spirit 70 (WLTP)*: Consommation combinée (gamme): 10.5 – 10.4 l/100 km; Emissions de CO_2 combinée (gamme): 239 – 236 g/km; Statut [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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