

Two passions, one colour: How a Porsche 911 GT3 RS inspires a matching bicycle

04/09/2026 Leon Baldinger's life revolves around bicycles and cars. In his case, the two worlds come together perfectly – right down to the finest detail.

A passion for sports cars was quite literally part of Leon Baldinger's life from the beginning. After he was born, his proud parents drove him home from hospital in his father's Porsche 911. Perhaps he was destined to become a car enthusiast – and one with a particular affection for sports cars from Stuttgart-Zuffenhausen.

During his childhood, Baldinger developed a second passion, also inherited from his parents: a love of bicycles. Calling it a hobby would be an understatement. After all, much of his life has been spent in the saddle. Downhill mountain biking became his discipline of choice, and he even earned a place in the national youth squad. "I also trained as a bicycle mechanic," he says in his calm, thoughtful manner. Then came a major setback, when he broke his spine while downhill biking. Although he recovered from

his injuries, his dream of becoming a professional mountain biker was over. “It was a difficult time for me. But something positive came from it as well: I rediscovered my love of cars,” he says.

A Porsche was still out of reach at the time, but sports cars became a constant presence in his life. Until one day, he decided to go all in.

A vision realised

“Back in 2020, I sold all my bicycles and my car. In fact, I sold just about everything I owned,” recalls the now 30-year-old. The reason? Baldinger was determined to turn his dream of owning a bicycle shop into reality. And not just any bike shop. His vision was something more akin to a ‘delicatessen’ for enthusiasts who shared his passion for detail. He launched Leon Bikes in Mellingen, Switzerland, handling much of the fit-out of the showroom himself with the help of a few friends. The timing could hardly have been worse, coinciding with the height of the Covid-19 pandemic. “At the time, it was difficult to source components. The situation was uncertain,” he recalls.

Yet despite the challenges, customers quickly discovered both the exceptional range on offer and Baldinger’s meticulous approach. At Leon Bikes, a bicycle is rarely an off-the-shelf product.

Endless possibilities

The gamble paid off. Leon Bikes expanded and today employs about a dozen people. With success came the renewed desire to own a sports car. “With my first Porsche, a 911 GT3, I discovered a way to bring my two passions together,” he says. Leon Bikes allows customers to personalise their bicycles down to the smallest detail, from individual components to paintwork. The possibilities are virtually limitless. “We work with painters in the US and Italy. They follow the frame manufacturers’ specifications while making even the most unusual wishes a reality.” Before long, Baldinger’s 911 had gained a two-wheeled twin, finished in the same Arctic Grey paint colour.

Among like-minded enthusiasts

As cycling has grown in popularity, so too has the demand for individualisation. Like a sports car, a bicycle can become an expression of its owner's personality; a one-off creation, tailored precisely to their wishes. Often, the inspiration comes from the automotive world. “I have quite a few customers who have ordered their bicycles in classic Porsche colours,” he explains. “Whether or not they actually have the matching car in their garage doesn’t matter.” Some arrive with a colour combination they have seen on a car and want to recreate it on a bike. For many, the process becomes almost as important as the finished product itself. “I have customers who order several bicycles from me every year.” And boredom is never an issue. Baldinger himself is proof of that.

Colour as the common thread

Baldinger has since traded his GT3 for a GT3 RS. “I saw the car advertised and immediately knew it had to be my next one,” he recalls. For someone with such a passion for detail, the specification was decisive: Olive Black, combined with numerous exposed carbon-fibre elements from the Weissach Package and yellow accents. The perfect template for a two-wheeled counterpart.

Attention to every detail

The carbon frame and fork of his bicycle are painted in exactly the same shade as his 911 GT3 RS. Even the model designation on the doors of the car is echoed on the bike's down tube. Painted on, naturally. The detailing extends to components including the rear derailleur hanger and brake levers. “I wrapped the handlebars in a material that reminds me of the seat trim in the GT3 RS,” he says. The finishing touches come in Speed Yellow. From the brake callipers, which clamp down on carbon-ceramic discs here too, to the yellow 12 o'clock marker on the steering wheel, reflected in a matching stripe on the custom-painted bike computer. “People have commented on my bike because it reminded them of a sports car, even when my car wasn't anywhere nearby. That's a fantastic compliment,” he says with a smile. As with the GT3 RS, however, Baldinger's bicycles are about far more than appearance. Performance and lightweight engineering matter too. His carbon road bike weighs about seven kilograms.

An unlikely yet perfect pair

There are occasions when Baldinger takes both car and bicycle on the road. With the help of suction mounts and a bike rack, the 911 GT3 RS becomes an effective means of transport.

“It does require a bit of care to avoid damaging the lightweight glass,” he explains. “Other than that, it works perfectly.” The front wheel travels inside the cabin, and just like that, the two passions are united. Together, they form an eye-catching combination wherever they go.

For Baldinger, the pairing is not a marketing exercise but a natural expression of two interests that belong together. On a sunny day, choosing between two wheels and four is not always easy. “Fortunately, I don't have to choose,” he says. “A great drive through the Black Forest in the 911 in the morning, followed by a ride on the bike in the afternoon.” In reality, though, opportunities like that are rare these days. Business is thriving, and most of Leon Baldinger's time is devoted to his shop. “I practically live in my store,” he concludes.

Info

Text first published in Christophorus Magazine, issue 419.

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MEDIA ENQUIRIES



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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).

Image Sublines

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_1.jpg
Title: ch15.jpg
Subline: Leon Baldinger

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_2.jpg
Title: ch12.jpg
Subline: Living the dream: Leon Bikes creates fully bespoke bicycles. Owner Leon Baldinger has built his own bike in the image of his 911 GT3 RS. In both cases, the foundation is Olive Black, complemented by carbon-fibre, black and yellow details.

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_3.jpg
Title: ch13.jpg
Subline: A choice worth having: often, Leon faces an enviable dilemma, especially on sunny days: two wheels or four? More often than not, the answer is both. A drive to breakfast in the GT3 RS, followed by a long bike ride as an afternoon dessert.

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_4.jpg
Title: ch11.jpg
Subline: Light and powerful: carbon-ceramic brake discs and yellow brake callipers appear on both the car and the bicycle.

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_5.jpg
Title: b-ch10.jpg
Subline: Baldinger also sits on carbon fibre when he's on his bicycle.

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_6.jpg
Title: ch9.jpg
Subline: Every gram counts: weight is the enemy of every fast lap, whether on two wheels or four. The GT3 RS philosophy of eliminating every unnecessary gram can be found in countless details, including the bonded Porsche crest on the lightweight bonnet.

Path: Two passions, one colour: How a Porsche 911 GT3 RS inspired a matching bicycle/Images/img_7.jpg
Title: ch14.jpg
Subline: Twice the eye-catcher: with a suction-mounted bike rack, the GT3 RS doubles as a transport vehicle. Thanks to its low weight, the bicycle is securely mounted and can travel on the roof. Together, the pair become even more striking, allowing Baldinger to enjoy both of his passions at once.

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