

50 years Porsche in Taiwan

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12/08/2022 In 1972, a 911E was officially the very first Porsche introduced to Taiwan. Fifty years later, Porsche Taiwan celebrates Porsche's fiftieth anniversary on the island by holding a series festivities featuring the 911 Carrera GTS-50 Year Anniversary One of a Kind.

Taiwan was one of the earliest Asian markets to be introduced to Porsche. “It was the year of 1972 when another Porsche enthusiast, the Tang family as the general importer Universal Motors was following their dream, overcoming all obstacles, and introducing the very first Porsche to Taiwan,” said Christian Nater, who recently became CEO of Porsche Taiwan. “Today's celebration is also a special occasion to pay homage to those whom we have built our dreams with. We believe that with its expansion of the dealer network, the implementation of the new retail formats and premium services, and the active participation in local CSR initiatives, its pioneering spirit will be carried on through the next 50 years.”

Together with the support of Porsche AG and Exclusive Manufaktur specialists in Zuffenhausen,

Porsche Taiwan has developed and designed the 911 Carrera GTS-50 Year Anniversary One of a Kind specifically for the celebratory moment. The sportscar is consisted of several unique features. In essence, the Irish Green color in the exterior was painted as a symbolic representation of Taiwan as a subtropical island covered largely in evergreen forests. However, the color is also an acknowledgement of the Lizard Green 911E, which was the very first Porsche sold in Taiwan in 1972.

911 Carrera GTS-50 Year Anniversary One of a Kind: a special gift to Taiwan

The side skirts of the anniversary vehicle are graced decorative Matte White Taiwan outline side pattern with Porsche logo, representing the silhouette of the Formosa's coastline which is characterized with magnificent coral reefs in the South and breath-taking scenic routes on the Northeast.

The front passenger-side dashboard trim contains the 911 Carrera GTS and 50 Years Porsche in Taiwan embossing. Further specific features are the Turbo S Exclusive Design wheel with central lock – painted in Black with design line in Irish Green. On the interior, the door sill guards in aluminium with '50 Years Porsche in Taiwan ' designation (front). A special badge of the Taiwan coastline and “50” lettering is embossed on the Storage Compartment Lid. Exteriorly, “Porsche” lettering in matt black is integrated in taillight strip.

This globally exclusive, one and only 911 Carrera GTS-50 Year Anniversary One of a Kind will be put up for auction in the coming months. The proceeds made from this event will be donated to Porsche Taiwan's “Dream Together” charity partners as their way to express gratitude for the local community and paying it forward to the Taiwanese society.

MEDIA ENQUIRIES



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Consumption data

911 Turbo S (Predecessor model)

911 Carrera GTS (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).

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