

Icons of Porsche highlights individualisation with 10 unique creations

23/11/2025 Standing out at Icons of Porsche can be difficult with hundreds of Porsche sportscars on display. But a bespoke Sonderwunsch or Exclusive Manufaktur vehicle is always guaranteed to stand out.

Individualisation and bespoke tailoring is part of the Porsche DNA and the Middle East is one of the most enthusiastic markets. So its little surprise to find that a selection of Sonderwunsch and Exclusive Manufaktur cars were among the most popular for visitors to the fifth annual Icons of Porsche in Dubai.

'Special Request' in German, Sonderwunsch is the ability to allow customers to express their personality through Porsche, to tailor it to a bespoke configuration using more than 20 Paint-To-Sample colours across all model lines, along with near endless possibilities inside and out.

A display of five bespoke Sonderwunsch cars faced off against five Exclusive Manufaktur optioned cars,

highlighting just some of Porsche's Paint-to-Sample options and visitors could explore each car's features by scanning a QR code of each model.

Alongside a display of Exclusive Manufaktur models comprising a Porsche 911 Turbo Cabriolet, a 718 Spyder RS, a 911 Turbo S and a Cayenne GTS, a special Cayenne was also displayed in nine of the Paint-To-Sample colour options, showing how they look on Porsche's largest model with QR codes for each detailing the colours.

Not surprisingly for the Middle East, the 911 GT3 RS is a favourite to receive the Sonderwunsch treatment and three were on display alongside a 911 Dakar and a bespoke Panamera Turbo.

"Sonderwunsch is the highest form of individualization at Porsche, where a customer becomes the creator of their own dream car," said Alexander Fabig, Vice President Individualisation & Classic at Porsche AG.

A silver Martini-inspired 911 GT3 RS was one of the stars, featuring subtle red and blue highlights over its crayon leather interior. The right side featured red leather stitching for the seat with a red seat belt while the left side used blue stitching and a blue seat belt to complement the Martini colours of red, blue and white on the exterior over a predominantly silver colour.

Another favourite for fans was a white 911 GT3 RS with python green stripes and carbon fibre accents, recalling hints of the desirable and collectable 911 R from 2016 of which only 991 were made and offered in a similar colour combination.

This car features extensive carbon fibre in natural black and grey as well as in green highlights over the bonnet and for the wing mirrors to allow its green accents to flow seamlessly from nose to tail.

This process from Sonderwunsch requires a specific method for painting carbon fibre that requires a more difficult procedure to allow the carbon fibre weave to appear through the green paint.

Separating the highly individual 911s and proving that Sonderwunsch knows no boundaries, a third generation Panamera Turbo was displayed featuring a specially created two-tone colour scheme with gold-flek individual accents.

With the help of experts from Style Porsche and Exclusive Manufaktur, the exterior features a two-tone finish based around the specially created colour tone of Leblon Violet Metallic which displays a hint of chestnut.

This striking colour fades into a solid black in the lower third of the car for the door sills and front and rear spoiler lips, while tinted headlights, tail lights and windows continue the theme, with its tailpipes in Bronzite.

The stunning paintwork of the Panamera is topped by a clear coat that contains flakes infused with real

gold to create a premium look with depth and pin stripes in a newly developed Avium Metallic colour.

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