



The Porsche 718 heads into 2023 in Style

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01/11/2022 Bright new edition enhances extroverted character of the mid-engine model line.

Porsche today announced two new model variants within the mid-engine 718 product lineup: the new Porsche 718 Boxster Style Edition and 718 Cayman Style Edition. These new models will be initially offered in Europe in early 2023 with global availability to follow.

Underlining Porsche's commitment to ever more creative and vibrant bespoke finishes, the new models are characterized by special colours and matching contrasting elements. With the Style Edition, Porsche is now adding a version for those who seek to stand out. This is particularly evident with the Ruby Star Neo colour, which is a modern interpretation of the Ruby Star hue used on the 964 Carrera RS.

Exclusive details, enhanced standard equipment

Regardless of the exterior colour, the new Style Edition variants are immediately recognizable. They are fitted with 20-inch 718 Spyder wheels in high-gloss black that carry coloured Porsche crests. Furthermore, the Style Edition stands out with black sport tailpipes and high-gloss silver PORSCHE script on the rear. The 718 Boxster Style Edition also features "Boxster" model designations embossed into the convertible top above the side windows. Two optional 718 Style Edition contrast packages are also available to customers: one in black, and one in white. Both include decorative stripes on the hood, "PORSCHE" logos on the side, while the wheels and rear model designation are painted in black or white high-gloss. The interior of the Style Edition models features a leather package in black with contrasting stitching in Chalk, illuminated stainless steel doorsill guards and Porsche crests embossed on the headrests.

The 718 Boxster and Cayman models are already well equipped with standard features including bi-xenon Headlights including Porsche Dynamic Light System (PDLS) with integrated four-point LED daytime running lights, Sport Exhaust, ParkAssist front and rear incl. Rear-view camera, Apple® CarPlay, cruise control, automatically dimming interior and exterior mirrors with Integrated rain sensor, heated front seats, and two-zone automatic climate control. The new models also gain a heated, leather-wrapped multifunction steering wheel, floor mats with contrasting stitching in Chalk, as well as black leather with contrasting stitching in Chalk as standard equipment.

Standard six-speed manual transmission

Both Style Edition models are based on the 718 Boxster and 718 Cayman with the turbocharged 2.0-liter four-cylinder Boxer engine developing 300 hp. The four-cylinder engine generates 280 lb.-ft. of torque and propels the car from zero to 100 km/h in 5.1 seconds. When equipped with the optional seven-speed PDK and Sport Chrono Package, this time drops to 4.7 seconds. Independent of transmission choice, the top track speed of the 718 Style Edition models is 275 km/h.

Market availability and pricing

Detailed information on Canadian pricing and dealer arrival timing will be shared in 2023 closer to market availability and start of ordering.

About Porsche Cars Canada, Ltd.

Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 60 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2021, Porsche delivered 9,141 units in Canada, marking its best-ever sales year.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus

motorsport wins to date.

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