

The innovations of the 911

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14/05/2017 For five decades, the Porsche 911 has been the class benchmark in terms of performance and efficiency. With every generation, the Porsche 911 has raised the bar to a new level.

Time and again, the Porsche engineers from Zuffenhausen and Weissach reinvented the 911, demonstrating beyond doubt the innovative power of the Porsche brand. Although the 911 always led the way in terms of sportiness too, driving performance was never the developers' sole focus. The 911 has always been characterised by intelligent ideas and technologies that combine performance, everyday convenience, safety and lasting quality.

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