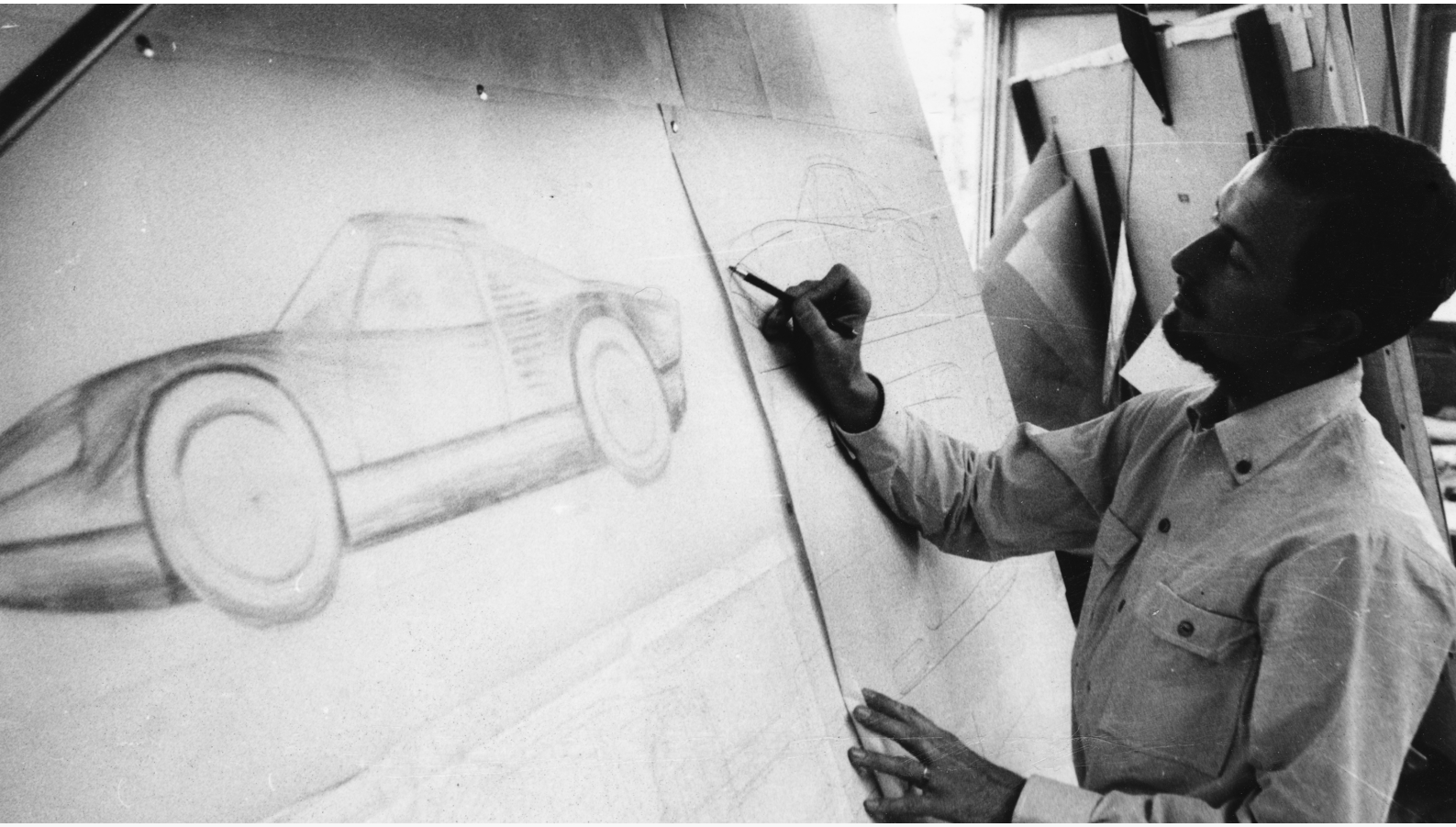


Milestones of the brand

24/07/2026

Ferdinand Porsche

Ferdinand Porsche founded his engineering office in Stuttgart.

Type 7

The first large order for a Porsche development was the Type 7.

Type 22

Construction of the grand-prix race car Type 22 for the Auto Union.

German People's Car

Exposé of a German People's Car.

Stuttgart-Zuffenhausen

Move to Porsche plant in Stuttgart-Zuffenhausen.

Type 360 "Cisitalia"

Grand-prix race car Type 360 "Cisitalia" under the leadership of Ferry Porsche.

The 356 "No. 1" Roadster

The 356 "No. 1" Roadster was the first sports car named Porsche and was built in Gmünd in Austria.

Series production of the 356

Porsche returned to Zuffenhausen for series production of the 356.

Class victory

Class victory at Porsche's first start at Le Mans.
Under the leadership of Ferry Porsche, the sports cars from Zuffenhausen became an export success.

Porsche 911

After its world Premiere as the 901, the Porsche 911 became an icon.

First overall victory at Le Mans

Porsche took first overall victory at the Le Mans with the Porsche 917 KH.

Weissach Development Center

Porsche opened the Weissach Development Center.

911 Carrera RSR Turbo 2.1

The 911 Carrera RSR Turbo 2.1 was the first 911 with a turbo engine in motor racing.

Transaxle era

Transaxle era: After last year's 924, the 928 was at times considered as the 911's successor.

A triple victory at Le Mans

A triple victory at Le Mans heralded the success story of the perennial winner Porsche 956.

The technology showpiece 959

The 959 shaped further Porsche development as a technology showpiece.

The Porsche Carrera Cup

The Porsche Carrera Cup was the first cup especially for the 911.

Greater cost efficiency

Porsche was in crisis and was streamlining production and processes for greater cost efficiency.

Entry-level model Boxster

With the entry-level model Boxster, Porsche drove out of the crisis.

Third model series Cayenne

Start of production for the third model series Cayenne from Leipzig.

Panamera

Porsche presented the four-door Gran Turismo Panamera.

19th overall victory at Le mans

Porsche clinched 19th overall victory at Le Mans and hattrick for the 919 Hybrid.

Find more information here.

The first all-electric production car

With the Taycan, Porsche launched its first all-electric production car on the market.

Find more information here.

Porsche enters a new era with successful IPO

Dr. Ing. h.c. F.Porsche AG ("Porsche AG" and, together with its consolidated subsidiaries, the "Porsche Group" or "Porsche") has successfully crossed the finish line of its initial public offering ("IPO"). With the ringing of the bell at the Frankfurt Stock Exchange this morning, Porsche, one of the world's most successful sports car manufacturers, is entering a new era with increased entrepreneurial flexibility.

Find more information here.

75 years brand anniversary / Mission X

Find more information here.

Worldpremiere

Find more information here.

MEDIA ENQUIRIES



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Consumption data

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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

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Subline: 2024

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External Links
https://www.porsche.com/international/aboutporsche/porschemuseum

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