

Looking back: Porsche in 2023

30/12/2023 The Porsche Newsroom editorial team looks back on twelve eventful months. An overview.

One-two victory for Porsche 99X Electric Gen3 at the Formula E season opener

Just like in 2022 the TAG Heuer Porsche Formula E team achieved a brilliant one-two result in Mexico City and made a strong start to the Formula E season. The Porsche customer squad Avalanche Andretti won the opening round of the ABB FIA Formula E World Championship in Mexico City with its driver Jake Dennis. For the TAG Heuer Porsche Formula E Team, the works driver Pascal Wehrlein, the 2022 winner in Mexico, took the flag in second place after a spirited charge through the field.

Performance both on and off the slopes

Porsche and the international sporting goods manufacturer HEAD jointly developed a Ski Collection for

the 2023/24 season. The two performance brands are continuing their successful collaboration. The second generation again includes two models of skis as well as skiing clothing and equipment – and picks up on the iconic design of the new 911 Dakar.

New Porsche Driver Experience makes its debut in the Cayenne

In March Porsche presents a completely new, innovative architecture for the interior of the new Cayenne: the Porsche Driver Experience. It stands for a fully digital display, versatile individualisation and intuitive operation. In the centre, the focus is on the driver's axle. The most important controls are grouped around the steering wheel. This creates a new, even more intensive driving experience.

More luxury, more performance: Porsche presents the new Cayenne

In April the new Cayenne celebrated its world premiere at Auto Shanghai show. The third generation has fundamentally been overhauled with comprehensive changes to the powertrain, chassis, design and equipment. This has further extended not only on-road and off-road performance, but also luxurious everyday comfort.

Visionary with oversight and advice: Dr. Wolfgang Porsche turns 80

Not only the Porsche brand, but also Dr. Wolfgang Porsche celebrated in 2023: the Chairman of the Supervisory Board of Porsche AG celebrated his 80th birthday. “The Porsche myth lives and will never perish!” – Dr. Wolfgang Porsche made this legendary promise to the Porsche team in Zuffenhausen in July 2009 and gave them confidence in difficult times.

Porsche 718 Spyder RS becomes the pinnacle of the mid-engined family

Thirty years after the presentation of the Boxster concept car, Porsche is launching the most powerful version yet of the popular mid-engined roadster: the new Porsche 718 Spyder RS. For the first time, the high-revving naturally aspirated engine from the 911 GT3 is being deployed in an open-topped mid-engined sports car.

Live show with many dreams celebrating '75 Years of Porsche Sports Cars'

The birth of the Porsche brand was exactly 75 years ago. On June 8th the sports car manufacturer celebrated its exemplary success story in five acts together with trailblazers and co-travellers from the

past decades. Oliver Blume, host and Chairman of the Executive Board of Porsche AG, opened a spectacular live show at Porscheplatz in Zuffenhausen, in the very heart of the brand.

Porsche Mission X: yet another dream takes shape

At Porsche, innovative concept cars have always laid the groundwork for the future. The sports car manufacturer is continuing this tradition with this latest concept study. Mission X is a spectacular reinterpretation of a hypercar, with Le Mans-style doors that open upwards to the front and a high-performance, efficient electric powertrain.

Celebrating 30 years of Speed at Goodwood

This year's Festival of Speed was the 30th anniversary event and coincides with Porsche celebrating the 75th anniversary of the registration of its very first sports car – the 356. Porsche fans and owners enjoyed a whole host of action, with the focus on the challenging 1.16-mile hillclimb running through the centre of the venue. One of the many Porsche models mastering its way up Goodwood's famous hillclimb was the recently announced 718 Spyder RS, which made its global dynamic debut on the Goodwood hill.

The new Porsche 911 S/T: purist special-edition model marks 60th anniversary of the 911

Porsche is celebrating the 60th anniversary of the 911 with a special edition built for maximum driving enjoyment: in a limited run of 1,963 examples, the Porsche 911 S/T offers lightweight design and a purist driving experience. For the first time, the high-revving engine from the 911 GT3 RS delivers its power to the road via a manual gearbox and lightweight clutch.

The TAG Heuer Porsche Formula E Team wraps up its best season to date in London

At the London E-Prix, the TAG Heuer Porsche Formula E Team wrapped up its most successful season to date after 16 races. With the Porsche 99X Electric and its drivers Pascal Wehrlein and António Félix da Costa (POR), the team from Weissach celebrated four victories in the ABB FIA Formula E World Championship.

Porsche pleased with first year after IPO

Porsche AG is looking back on its first year after its much-anticipated IPO on 29 September 2022.

“Today, we can say that our IPO has been a huge success. It’s good for our customers, our shareholders and our employees as well,” says Chairman of the Executive Board Oliver Blume. After going public, Porsche established individual partnerships in the field of software, for example with Apple and Mobileye.

Exclusive design, best performance: the new Porsche 911 GT3 R rennsport

Porsche presented a spectacular circuit car for sports car enthusiasts and collectors at Rennsport Reunion 7 held at WeatherTech Raceway Laguna Seca. One of the special features of this unique collector’s item, which is limited to 77 units, is the distinctively designed body. The Porsche 911 GT3 R rennsport combines the powerful appearance of a high-performance competition car with modern design elements.

First Frauscher x Porsche eFantom ready to cast off

Sports car manufacturer Porsche and Frauscher Shipyard have presented the first production model of the 850 Fantom Air. The jointly developed electric sports boat with the drive technology of the future all-electric Porsche Macan was ready for initial test drives on Lake Garda.

Elegant, high-quality, unmistakable: Porsche sharpens the look of the Turbo derivatives

For almost 50 years, the Turbo models have enjoyed an exalted position at Porsche. They stand for a distinctively high performance and represent the epitome of every model series. To emphasise their uniqueness, Porsche is once again sharpening their look. The Turbo models are, for one, being given a particularly exclusive version of the modernized crest, which is dominated by the new Turbonite colour tone instead of gold.

More digital, more luxurious, more efficient: the new Panamera

The third generation of the sporting luxury sedan is characterised by a wider range of digital features, a fresh and expressive design and a broader spectrum between dynamic performance and driving comfort.

Porsche makes kids’ dreams come true

Together with Make-A-Wish, the sports car manufacturer is making dreams come true for children

around the world who have critical illnesses. The first 75 wishes have already been fulfilled. To mark its '75 Years of Porsche Sports Cars' anniversary, Porsche donates 1.8 million euros to Make-A-Wish. In reference to the first Porsche – the Porsche 356, Porsche's donation will contribute to fulfilling the wishes of 356 children with critical illnesses all around the world.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo S Cross Turismo (Modello precedente)

Taycan Turbo (Modello precedente)

Taycan Turbo Sport Turismo (Modello precedente)

Cayenne Turbo E-Hybrid Coupé con pacchetto GT (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 5.1 – 5.0 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 20.3 – 20.2 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 116 – 112 g/km

911 GT3 RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.2 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 299 g/km

Panamera (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 10.4 – 9.6 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 236 – 218 g/km

718 Spyder RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 12.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 288 g/km

Taycan Turbo Cross Turismo (Modello precedente)

Cayenne E-Hybrid (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 4.5 – 4.0 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 19.7 – 19.0 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 101 – 90 g/km

Cayenne (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 11.7 – 10.6 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 265 – 242 g/km

Cayenne Turbo E-Hybrid (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 5.3 – 4.8 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 20.4 – 20.0 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 119 – 108 g/km

Panamera Turbo E-Hybrid (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 4.4 – 3.6 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 19.8 – 18.8 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 99 – 81 g/km

Taycan Turbo S Sport Turismo (Modello precedente)

911 GT3 (Modello precedente)

Cayenne Turbo E-Hybrid Coupé (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 5.3 – 4.8 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 20.4 – 20.0 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 120 – 109 g/km

Taycan Turbo S (Modello precedente)

*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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