

Porsche 911 GT3 S/C makes US debut at Air|Water 2026

27/04/2026 Air|Water 2026 returns to Costa Mesa, California, bringing together Porsche's past, present and future – with the US debut of the 911 GT3 S/C alongside 800 cars and a global community of enthusiasts.

More than 9,500 people from around the world travelled to Costa Mesa, California, at the weekend, confirming Air|Water 2026 as a permanent fixture on the area's vibrant automotive calendar. Returning to the OC Fair & Event Center for the third time, Air|Water 2026 expanded its formula, with around 800 cars and more than 50 private vendors joined by a landmark new addition to the Porsche story.

Exhibited publicly for the first time by Porsche Cars North America, the 911 GT3 S/C was in good company, surrounded by some of the most famous models from its history. Whether attendees were lifelong followers or exploring the community for the first time, Air|Water 2026 delivered a compelling celebration of the marque.

Air|Water showcases the history of Porsche

Beginning in 2023 as an add-on day for Luftgekühlt – the highly curated showcase of air-cooled Porsche models co-founded by Patrick Long – Air|Water's position as a more inclusive display of the entire Porsche story was quickly established. Welcoming all Porsche models, Air|Water became a stand-alone show in 2024 at its now permanent home in Costa Mesa. It has since ventured overseas, with a show in Poland last year, but organisers intend for Costa Mesa to remain an annual fixture in the Porsche enthusiasts' calendar.

"It's an event that now has momentum," says Luftgekühlt and Air|Water creative director Jeff Zwart. "It's an environment that tells the story of everything we enjoy about Porsche today. We show where it's come from, through the air-cooled world of the 356 and early 911, and bookend that with a new generation of enthusiasts who get to have their moment."

75 years of Porsche motorsport

Heroes from the racetrack were in focus this year as Porsche celebrates 75 years of motorsport. Among the cars on display were several 962 prototypes. "We've been able to tell the story of the 962 from the earliest to the final iterations," says Zwart. "Our new partner Dunlop provided a strong link to that story." As well as being the official tyre sponsor of Air|Water, Dunlop played a pivotal role in the success of the 962 in both American and global series.

The Shell Dunlop 962, with its asymmetric red and yellow livery, was on display. Driven in the 1980s by Derek Bell, Hans-Joachim Stuck, Jochen Mass and Mario Andretti, it was one of the final works entrants from Porsche in the Group C prototype era. It was joined by a late 962 in F.A.T. International colours. Originally a logistics sponsor, F.A.T. has since been revived by Ferdinand Porsche as a lifestyle brand for enthusiasts.

Iconic liveries were not limited to historic racing cars. AO Racing displayed 'Rexy', its 911 GT3 R, successful in both IMSA and the WEC. Alongside the full spectrum of the Paint to Sample palette, these cars contributed to a distinctive visual experience – yet the event extends beyond aesthetics.

As Zwart explains, "I view Luft' as a highly curated art installation; Air|Water appeals to a broader range of interests. We had more vendors than ever before and dedicated more space to them. This gives owners the chance to explore services and accessories, and to talk about what people are doing with their cars. That interaction is part of the entertainment."

Appearance of Sally Carrera

A central element of Air|Water is the opportunity to meet the wider Porsche community in person. In an

age of fragmented media and fewer direct connections, the 2026 event brought people together regardless of nationality or generation. This was exemplified by the appearance of Sally Carrera, a one-off Porsche 911 Carrera GTS inspired by the 'Cars' film franchise. "There are many things we now only see via our devices," says Zwart. "Seeing Sally from 'Cars', alongside the real-world version created by Porsche, shows how Air|Water brings those experiences into a tangible setting."

Public debut of the Porsche 911 GT3 S/C

Looking beyond the historic and collectible, Air|Water 2026 also turned its attention to the newest addition to the Porsche 911 family. The 911 GT3 S/C made its public debut at the event, following a preview hosted by Porsche Cars North America the day before. Media and invited guests drove Angeles Crest Highway in GT3 and GT Touring models, joining Porsche Director GT Product Line Andreas Preuninger en route to the popular Friday 'Good Vibes Breakfast Club' at Newcomb's Ranch.

With Air|Water 2026 larger than ever, planning is already underway for next year and beyond. "It has real potential to evolve and plenty of room for growth," concludes Zwart. "Starting with Luftgekühlt, it was natural to create something more inclusive. With car reveals, vendors and auctions, I'm excited about where it is today – and where it can go next."

MEDIA ENQUIRIES



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Consumption data

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

911 GT3 S/C (WLTP)*: Fuel consumption combined: 13.7 l/100 km; CO_2 emissions combined: 310 g/km; CO_2 class: G

*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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