

75 Years of Porsche Sports Cars: a success story

29/04/2026 75 Years of Porsche Sports Cars: a success story

Driven by Dreams' defines the essence of the Porsche brand. The slogan reflects the approach with which the people behind Porsche work every day to fulfil the dreams of their customers around the globe. The Porsche success story also began with a dream come true. In 1948, Ferry Porsche realised his vision of a sports car and, together with his team, designed the Porsche 356 'No. 1' Roadster. The model became licensed for the road on 8 June 1948. This was the birth of the legendary brand.

"75 years of Porsche stand for pioneering spirit, heart and dreams. We are celebrating that legacy together with people who are driven by dreams," says Oliver Blume, Chairman of the Executive Board of Porsche AG. "We're proud of our heritage. It is the foundation for a successful future. We associate our heritage with innovation and progress – and continually add extraordinary new moments to the unique Porsche story."

Ever since Ferdinand Porsche surprised the world with all-electric and hybrid vehicles at the end of the

19th century, technological innovations have been part of the Porsche DNA. Design is another fundamental component of the Porsche legend. Visionary studies and concept cars form the foundation for an unmistakable and innovative design language.

In 2023, the sports car manufacturer will be celebrating its anniversary with festivities around the world – and with the Mission X. The concept study is the spectacular re-interpretation of a hypercar, with upward, forward-tilting Le Mans-style doors and a high-performance, efficient electric powertrain. The Mission X represents the pinnacle of performance and modern sporty luxury. At the same time, its sculpted form and muscular lines demonstrate that hypercars don't have to look aggressive.

Further information on the history of Porsche is available online in the '75 years of Porsche Sports Cars' media kit: https://media.porsche.com/75-years-sportscars

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