

The realisation of a dream: the interior of the Panamera Turbo ‘Sonderwunsch’

25/11/2025 With the Panamera Turbo ‘Sonderwunsch’, Porsche demonstrated how an individual customer vision for a sports car exterior could become reality. Now, as part of the Icons of Porsche festival in Dubai, the sports car manufacturer is showing an equally special interior, thereby completing an individual customer dream.

Fade effects and contrasting colours that correspond to the exterior, as well as perfect craftsmanship, make the interior of this Panamera truly unique. The car's humidor and Champagne cooler are examples of how exceptionally luxurious ideas can also be realised in the interior.

Sonderwunsch: Highest precision and attention to detail

“The interior of the Panamera Turbo 'Sonderwunsch' embodies our passion for making every customer's

personal dream a reality with the utmost precision and attention to detail," says Alexander Fabig, Vice President Individualisation and Classic. "Gradients and contrasting colours echo the look of the exterior and create an interior that combines elegant design and the highest level of craftsmanship."

The most striking external feature of the inspiration model is the fade effect of its two-tone paintwork: the colour Leblon Violet Metallic flows smoothly into a solid black tone in the lower third of the body. Flakes of gold in the clear top coat create a high-quality effect that has depth. The interior ties into this with a subtle colour gradient from black to the metallic Sunset Red. This colour can be found on the seat centres, the parcel shelf and the vehicle document folder.

The contrast colour Avium Metallic, developed especially for this Sonderwunsch project, builds a further bridge between the exterior and interior. On the outside, this colour is used for the pinstripes, the outer faces of the alloy wheels, and the side window frames. Inside, numerous features are finished in Avium, including the Sonderwunsch lettering on the centre console trim, the switches that are positioned there, and the surround and hands of the Sport Chrono display. The ring of the Drive Mode switch and the trim strips, door handles, the speaker grilles on the door panels, as well as the piping on the seats are also Avium-coloured.

The dashboard and door panels are finished in black leather with double-stitched seams in Barrique Red. The door panels are adorned with elements made of black-stained chestnut wood. The badges on the front seats are a highlight of the interior and are also intended as inspiration for customers: paying homage to the Porsche locations where the Panamera was developed and produced, they bear the geographical coordinates of Zuffenhausen (the driver's side) and Leipzig (the passenger side). The seat belts are Barrique Red in colour.

Fine concept details such as a humidor and Champagne cooler

Two concept features created in the design studio illustrate how even the most unusual requests can be realised with the greatest attention to detail. In the cigar humidor, cedarwood inserts and a hygrometer ensure that humidity is always at the optimum level. The humidor is located in the storage compartment of the centre console with a glass cover allowing the fine tobacco products to be viewed. The removable inserts contain high-quality accessories such as a cigar cutter and lighter.

Another example of a potential equipment detail is the illuminated Champagne cooler. Integrated into the rear seat, it offers space for a small bottle and two glasses, which can be stored in the armrest. The components are painted in Avium, and the bottle holder itself is made from black leather and embossed with 'Sonderwunsch' lettering. The Porsche crest on the armrest is finished in Turbonite.

Fully leather-lined luggage compartment and loading sill protection with gold flakes

The luggage compartment is fully lined in leather, which further emphasises the feeling of luxury. Black anodised metal inserts, framed in the colour Avium, protect against scratches from luggage. The loading sill protection is made from black-lacquered metal with flakes of real gold for a truly exquisite look.

The interior is complemented by door sill trims in brushed-black aluminium with white illuminated 'Sonderwunsch' lettering. The black leather key case with Avium stitching and embossed Porsche crest, as well as the black leather charging cable bag with Barrique Red stitching, round off the extensive individualisation of the interior.

MEDIA ENQUIRIES



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Consumption data

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; Stato [StandHeute]

*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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