Porsche heritage meets its future, celebrating 70 years in Australia

10/03/2021 In 2021, Porsche celebrates 70 years in Australia. This is also the year Porsche introduces its first all-electric sportscar 'down under'. To celebrate the rich history and innovative future of Porsche, the first two Porsche models ever imported into Australia were brought together to meet the new Taycan.

The trip down memory lane started in Port Melbourne, where the 356 models first drove onto Australian soil when imported by Norman Hamilton seven decades ago. The next stop was the South Melbourne Town Hall, the historical site of the cocktail event that officially introduced Australia to Porsche on the 1st of November 1951.

To complete the journey, the pair of legendary forebears arrived at Albert Park, the home of Australia's iconic Grand Prix. Here, motoring journalist Andrea Matthews joined Alan Hamilton, son of Norman Hamilton, and Greg O'Keefe, long-standing Porsche enthusiast and owner of the original Australia-delivered 365 Cabriolet, to discuss Porsche's heritage meeting its future.

Alan explained how his father first came across Porsche while on a trip to Switzerland in 1951, and spoke of his family's passion for Porsche – something that continues to this day.

“Porsche stayed at the top of the game because of their dedication to quality, innovation and the fact that they engender exciting driving,” said Hamilton.

O'Keefe, who has spent a lifetime collecting Porsche vehicles, explains that his love and passion for Porsche comes from the “simplicity, the beautiful shape [and] the history”.

After a drive of the Taycan, both Alan and Greg were pleasantly surprised and agree it is the future of the Porsche sportscar.

Greg feared that it may not feel like a Porsche, but after a drive, he concluded “it's like a Porsche but only better".

The highly anticipated Taycan is a four-door sports sedan offering all the performance and connectivity you've come to expect from Porsche, together with everyday usability. It is made with the same spirit of innovation anbd style that brought the 356 to life all those years ago.

The Taycan line-up arrives in Porsche Centres around Australia from 27 February 2021. For further information, please contact your local Porsche Centre.

Consumption data

Taycan with Performance Battery (Predecessor model)

*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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