Looking back: Porsche in 2024

30/12/2024 The biggest year of product launches in the company's history has shaped the past twelve months.

New Macan: the first all-electric SUV from Porsche

Ten years after its launch, the Porsche Macan is heading into its second model generation, now in all-electric form. “We are taking the Macan to a completely new level – with exceptional E-Performance, the new Driver Experience, and a very impressive design,” said Oliver Blume, Chairman of the Executive Board of Porsche AG, on the occasion of the world premiere in Singapore.

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Porsche 963 wins 2024 Daytona

The No. 7 Porsche 963 fielded by the Porsche Penske Motorsport works team has won the 24 Hours of Daytona. Works drivers Felipe Nasr from Brazil, Dane Cameron from the USA and Matt Campbell from

Australia as well as American IndyCar star Josef Newgarden extended Porsche's record number of victories to 19.

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New Taycan: improved in almost every discipline

Porsche has given the Taycan a particularly extensive update. The new versions have more power, more range, accelerate quicker and charge faster with greater stability. All Taycan versions feature an even more extensive standard equipment list and come with the latest generation of the Porsche Driver Experience with an improved display and control concept.

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Porsche presents new e-hybrid variants of the Panamera

As part of the E-Performance strategy, the Panamera 4 E-Hybrid and the Panamera 4S E-Hybrid have been added to the portfolio with immediate effect. This is Porsche's response to the particularly strong interest in e-hybrid powertrains in many markets. The Panamera will be available in a total of four performance variants of this advanced powertrain technology.

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Taycan Turbo GT: most powerful series-production Porsche of all time

Porsche is expanding the model line-up of its all-electric sports sedan to include the Taycan Turbo GT and the Taycan Turbo GT with Weissach package. In combination with various lightweight construction and aerodynamics measures, these all-electric GT sports cars raise the bar in terms of driving dynamics.

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Annual Press Conference 2024

Porsche AG closed out a very successful 2023 financial year and is planning the biggest year of product launches in the company's history in 2024. "We have had a strong financial year," said CEO Oliver Blume at the Annual Press Conference. "2024 is going to be a year of product launches for Porsche – more so than any year in our history. We will be introducing a variety of exhilarating sports cars to the road, they will delight our customers around the world. This will put the wind at our back for years to

come."

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15 years of the Porsche Museum

15 years already as a focal point of the brand: Since opening on 31 January 2009, the Porsche Museum has welcomed almost six million visitors from all over the world. The museum underpins the history of Porsche not just with an impressive collection and comprehensive knowledge from the company archive. It is already an important part of Porsche's history, which is still being written.

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Elena Rybakina wins the Porsche Tennis Grand Prix

Elena Rybakina has won the Porsche Tennis Grand Prix for the first time. In the final, the 2022 Wimbledon champion comfortably defeated the Ukrainian Marta Kostyuk 6-2, 6-2 in front of a capacity Porsche Arena crowd.

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New Cayenne GTS models: precise and dynamic

Porsche is completing its Cayenne model line, which was comprehensively revised in 2023, with the new, particularly dynamic GTS models. The SUV and Coupé combine a performance-driven chassis systems with everyday practicality, distinctive design elements and enhanced standard equipment.

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Porsche celebrates the start of electromobility at its Leipzig factory

Porsche celebrated the official start of electromobility at its production site in Saxony. In recent years, the sports car manufacturer has invested around 600 million euros in expanding the factory in order to produce the electric Macan here.

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New Porsche 911: T-Hybrid for significantly enhanced performance

Porsche has fundamentally upgraded the iconic 911 sports car. The new 911 Carrera GTS is the first street-legal 911 equipped with a super-lightweight performance hybrid. The 911 Carrera will also be available immediately upon the launch of the new model.

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J.D. Power quality study: Porsche is the top-ranked premium brand

The quality study by the US market research institute J.D. Power evaluates the quality of new cars in the USA with the help of customer surveys. After a strong second place in 2023, Porsche has now been voted at the top of the ranking.

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Porsche 911 GT3 R wins LMGT3 debut at Le Mans

The 2024 Le Mans 24-hour race ended with the 111th class win for a Porsche racing car. Works driver Richard Lietz, Morris Schuring and Yasser Shahin took the flag first in the new LMGT3 category in Manthey EMA's Porsche 911 GT3 R.

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Porsche doubles the size of the model range for the all-electric Macan

The new Porsche Macan with rear-wheel drive is available immediately as the new point of entry to the all-electric SUV model series. Next to it, the new Macan 4S is positioned in the upper performance range of the model programme.

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Porsche driver Pascal Wehrlein wins Formula E World Championship

Pascal Wehrlein from the TAG Heuer Porsche Formula E Team has been crowned the new Formula E World Champion. Thanks to a brilliant team effort at the final race in London, the German reached the flag in second place – earning enough points to defend his lead in the World Championship, which he

had only reclaimed the previous day.

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The new, top Panamera models: sporty and luxurious

Porsche is launching the dynamic top series models with the Panamera Turbo S E-Hybrid and the Panamera GTS. The particularly performance-focused tuning of the Panamera GTS is setting standards when it comes to purism and agility. The Turbo S E-Hybrid, in turn, impresses by spanning the range from luxurious driving properties to racetrack-level top performance.

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Unique anniversary model: The Porsche 911 Turbo 50 Years

To mark the 50th anniversary of the 911 Turbo, Porsche is launching an exclusive anniversary model of its iconic sports car. The 911 Turbo 50 Years combines outstanding performance and the finest materials with exclusive design elements.

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Second Life concept: used Taycan batteries become energy storage system for the Leipzig plant

The new battery storage system to supply the Porsche Plant Leipzig with power is built out of used Taycan batteries. The 4,400 battery modules were taken from preseries and works vehicles and are now being put to use as a stationary energy storage system at the end of their service life.

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Porsche and Pantone present the exclusive colour Turbonite

Twice a year, the Pantone Color Institute publishes the Pantone Fashion Color Trend Report, its preview of popular and innovative colours that provides important stimuli for the world of design and fashion. In the latest issue for New York Fashion Week, Pantone presents Turbonite – the first time the report has featured a customized colour from an automotive brand..

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50 years on the race track: the Porsche Track Experience

Porsche takes driver development, technical expertise, and racetrack adventure and turns them into unique experiences. Fifty years ago, this triumvirate led to the founding of the "Porsche Sportfahrschule."

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Nine titles for Porsche in the 2024 IMSA Championship

At the Road Atlanta finale, the works team scooped the entire title pool in the top GTP class. Porsche Penske Motorsport's two Porsche 963 finished the ten-hour Petit Le Mans race in second and third place. Works drivers Dane Cameron from the USA and Felipe Nasr from Brazil secured the drivers' crown. The titles in the IMSA Michelin Endurance Cup also went to the sports car manufacturer from Stuttgart. In the GTD Pro class, the customer team AO Racing clinched championship honours with the Porsche 911 GT3 R, and the former Porsche Junior Laurin Heinrich from Germany is the new champion in the top category for GT vehicles.

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Double Premiere: The new 911 GT3 and 911 GT3 with Touring package

The 911 GT3 has offered the ultimate combination of racing genes and day-to-day usability since its introduction in 1999. To mark its 25th anniversary, the new model will launch simultaneously in two versions for the first time: as a track-focused sports car with a rear wing and as a more understated version with a Touring package. With tailor-made packages and innovative options, the GT3 variants can be further customised to the customer's taste and intended use.

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The new 911 Carrera T as a coupé or a cabriolet

The Porsche 911 Carrera T is about concentrating on the essentials. The focus on agility, lightweight construction and an emotive soundscape, as well as its six-speed manual transmission, make this the ideal Carrera for purists. Equipment packages specially tailored to the Carrera T offer stylish individuality. For the first time, the new version of the Carrera T is also available as a cabriolet.

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Porsche works drivers win the FIA World Endurance Championship

Porsche's works drivers Kévin Estre, André Lotterer and Laurens Vanthoor have secured the drivers' world championship crown at the final round of this season's FIA World Endurance Championship WEC. At the eight-hour race in Bahrain, the trio crossed the finish line eleventh in their hybrid prototype – enough to claim the title.

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Porsche rounds off the second Taycan generation

With a sharper design, more power, more range and even better charging performance, Porsche extensively modernised the Taycan at the beginning of 2024. Now three new versions complete the 16-version family: The new edition of the Taycan GTS builds on the model-spanning success story that is the Gran Turismo Sport at Porsche. In addition, the entry-level sports sedan is also available with all-wheel drive for the first time.

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Porsche Motorsport and Iron Dames launch far-reaching partnership

"Porsche X Iron Dames – because every dream matters" is a slogan that represents the close collaboration between Porsche Motorsport and the renowned initiative to promote women in motor racing. The project kicks off with the start of the Asian Le Mans Series in Sepang (Malaysia).

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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

Panamera Turbo S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.4 – 4.1 l/100 km; Fuel consumption with depleted battery combined: 10,8 – 10,4 l/100 km; Electrical consumption weighted combined: 18.8 – 18.4 kWh/100 km; CO_2 emissions weighted combined: 100 – 93 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Taycan GTS Sport Turismo (WLTP)*: Electrical consumption combined: 21.1 – 18.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Panamera GTS (WLTP)*: Fuel consumption combined: 12.4 – 11.6 l/100 km; CO_2 emissions combined: 284 – 265 g/km; CO_2 class: G

Taycan GTS (WLTP)*: Electrical consumption combined: 20.1 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan (WLTP)*: Electrical consumption combined: 19.1 – 16.1 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Carrera T Cabriolet (WLTP)*: Fuel consumption combined: 10.8 – 10.7 l/100 km; CO_2 emissions combined: 247 – 243 g/km; CO_2 class: G

Taycan 4S Sport Turismo (WLTP)*: Electrical consumption combined: 21.0 – 18.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan (WLTP)*: Electrical consumption combined: 19.4 – 16.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne GTS Coupé (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 290 – 277 g/km; CO_2 class: G

Taycan Turbo Cross Turismo (WLTP)*: Electrical consumption combined: 21.4 – 18.9 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Panamera 4 E-Hybrid (WLTP)*: Fuel consumption weighted combined: 3.8 – 3.0 l/100 km; Fuel consumption with depleted battery combined: 9,6 – 8,7 l/100 km; Electrical consumption weighted combined: 18.4 – 17.9 kWh/100 km; CO_2 emissions weighted combined: 86 – 69 g/km; CO_2 class weighted combined: B; CO_2 class with depleted battery: G

Cayenne GTS (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 289 – 277 g/km; CO_2 class: G

Taycan Turbo GT with Weissach package (WLTP)*: Electrical consumption combined: 24.8 – 20.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

911 Carrera T (WLTP)*: Fuel consumption combined: 10.9 – 10.4 l/100 km; CO_2 emissions combined: 248 – 237 g/km; CO_2 class: G

Panamera 4S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.0 – 3.2 l/100 km; Fuel consumption with depleted battery combined: 9,8 – 8,8 l/100 km; Electrical consumption weighted combined: 18.5 – 17.6 kWh/100 km; CO_2 emissions weighted combined: 91 – 74 g/km; CO_2 class weighted combined: B; CO_2 class with depleted battery: G

911 Carrera (WLTP)*: Fuel consumption combined: 10.4 – 9.9 l/100 km; CO_2 emissions combined: 238 – 226 g/km; CO_2 class: G

Taycan Turbo GT (WLTP)*: Electrical consumption combined: 21.2 – 20.5 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4S (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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