

Livestream event: the ‘75 Years of Porsche Sports Cars’ anniversary show

30/05/2023 Porsche is celebrating a success story that is characterised by pioneering spirit, engineering acumen and courage. Seventy-five years ago, Ferry Porsche realised his dream of a sports car. With the Porsche 356 ‘No.1’ Roadster, he and his team laid the foundation for what would become the Porsche legend.

On 8 June 1948, the model received its general operating permit. 75 years later to the day, Porsche will mark its anniversary together with invited luminaries and other important figures from Porsche's history, alongside some of the world's media. The sports car manufacturer is also inviting fans around the world to share in its anniversary show via a livestream.

The broadcast in German and English will begin on 8 June at 21:40 (CEST). The festivities will include a spectacular presentation of music, lights and choreography. During the one-hour event, the sports car manufacturer will offer a look forward to its vision of the sports car of the future. Over five acts, Porsche

will explore the themes of Heritage, Zeitgeist, Performance, Pioneering Spirit and Dreams together with contemporary witnesses, brand ambassadors, Porsche dreamers and cars from the brand's 75-year history. Fans and enthusiasts around the world are invited to join the festivities live, via their screens, as Porsche kicks off the extensive "Driven by Dreams. 75 years of Porsche Sports Cars" special exhibition. The following day, 9 June, the exhibition will open to the public at the Porsche Museum.

The livestream will be available from 21:40 (CEST) via the following channels

Porsche Newsroom // in German and English
Porsche NewsTV – newstv.porsche.com // in German and English
Youtube – youtube.com/@Porsche
LinkedIn – https://www.linkedin.com/company/porsche-ag/
Twitch – https://www.twitch.tv/porsche

MEDIA ENQUIRIES



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