

Limited Sneaker Edition as a Tribute to the 911 Turbo

22/08/2024 The Porsche Lifestyle Group and Puma present a Limited Sneaker Edition for the 50th anniversary of the Porsche 911 Turbo.

Stuttgart, Germany. Porsche is celebrating the 50th anniversary of the first 911 Turbo with a special highlight for all Porsche enthusiasts: an exclusive series of twelve different sneaker designs, limited to 911 units per model, in collaboration with sportswear manufacturer Puma. Two models in the sneaker series have a historical connection to iconic Porsche models and are inspired by their iconic design elements. The design of the “Turbo No. 1” sneaker is based on the legendary Porsche that was presented to Louise Piëch on her 70th birthday. The design of the “Turbo 930” sneaker was developed in honor of Dr. Ferry Porsche's Turbo vehicle from 1976. A third sneaker model, the “Turbo USA” edition, has a special connection to the U.S. market and is available in the classic Porsche color Olive.

A Classy Homage

Inspired by Louise Piëch's Porsche car, the “Turbo No. 1” sneaker was created in Metallic Silver. Inside,

the sport shoes feature the iconic red and blue tartan pattern of the interior of the first 911 Turbo model.

The “Turbo 930” sneaker in Oak Green Metallic is inspired by Dr. Ferry Porsche's Turbo from 1976. The inner lining of the shoes is designed in the green tartan pattern of Dr. Ferry Porsche's Turbo. The finest full-grain leather in the “Turbo No. 1” sneaker model and nubuck leather in the “Turbo 930” sneaker model guarantee optimum comfort.

Drive in its Most Beautiful Forms

Dynamic vintage turbo lettering on the outside and a subtle Porsche logo are the key elements of all versions. Sneaker fans will particularly enjoy the heel section, which picks up on the characteristic “whale fin” of the rear spoiler and the vehicle's horizontal red taillights. The heel features a tonal Porsche Crest in 3D print. The front of the lacing is adorned with a removable plaque with 50th anniversary lettering. The brand-new motorsport-inspired Puma “Road Rider” sneaker silhouette was chosen for all models.

A Legend Goes Around the World – Special USA Edition

Additionally, ten exclusive market editions are being launched. Each inspired by a specific Porsche 911 Turbo car from a selected market around the world and exclusively available in the respective market in a limited edition run of only 911 sneakers each. For the designs, the selected markets – U.S., Canada, Germany, France, Poland, the Netherlands, the UK, Japan, Singapore and Taiwan – have chosen one of thirty available exterior colors from the original Porsche color charts from 1975 to 1977.

The design of the “Turbo USA” edition was inspired by the classic Porsche 911 Turbo color Olive. There are fewer colors which look at home on a 930 Turbo, and the same can be said for the body of this special market edition. The black exterior lining mirrors the sill and stone guard of the classic sports car perfectly. The red detail replicates the timeless & recognizable taillights wrapping around the rear. Afterall, the Porsche 911 Turbo is known for showing a pair of clean heels.

In the U.S., the 50th anniversary Porsche 911 Turbo limited sneaker editions “Turbo USA”, “Turbo No. 1”, and “Turbo 930” will be available from August 29th, 2024, at 9:11 a.m. CEST (3:11 a.m. ET) at a price of $199 at shop.porsche.com. The “Turbo USA” edition will also be available at local Porsche Centers.

Customers will receive the limited-edition sneakers together with an additional set of laces for an even more individual look. An exclusive black Porsche Puma sports bag with zipper and adjustable shoulder strap serves as packaging, underlining the exclusive character of this limited edition.

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Porsche Design

christophorus@porsche.de

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