

Taking a look back shouldn't just focus on the founders of Porsche, because even back then, a lot of people contributed to the success of the brand. Sometimes with actions that were made into iconic pictures, sometimes with technology that pushed the company a long way forwards. And this still counts today, as a look at a ski jump and a technological leap forwards prove.

9:11 Magazine: Pioneers

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Pioneering spirit rediscovered

When the Austrian ski jumper Egon Zimmermann jumped over a Porsche 365 on a snow-covered street in the early 60s for a photo, nobody could have known that exactly this photo would turn out to be one of Porsche's most famous marketing photos. The Porsche story started with the Porsche 365. The

Porsche Taycan marked the start of a new age in the company. So, time for a tribute to that jump, reinterpreted by alpine ski racer Aksel Lund Svindal.

Pioneer of the future of racing

The Porsche Mission R has its name for a reason because it doesn't just want to be another Porsche, but it's a Porsche racing car with a mission: beaming customer motor sport into the age of electromobility. And as a result, this show car is more than simply something to look at: the design and motor-sport requirements have to merge into one entity. Racing and development driver Lars Kern and other drivers advised the team, thought about what the vehicle would need to include from the perspective of a sportsperson and how everything should be set out. The result is the Porsche Mission R – possibly the future of motor sport. A real pioneer.

The 9:11 Magazine

In 9:11 Magazine, the sports car manufacturer presents entertaining and interesting features from the world of Porsche. These features cover a whole range of issues, from the introduction of new vehicles and background stories to exciting motor-sport stories. 9:11 Magazine complements the Porsche customer magazine entitled Christophorus and the audio series 9:11. Porsche. Podcast. and is published in both German and English.

Video

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