

Green all the way: Porsche at ‘Fuori Concorso 2024’

29/05/2024 Last weekend, the ‘Fuori Concorso’ was staged on the western shore of Lake Como for the fifth time now. This year’s motto was ‘British Racing Green’.

In keeping with this theme, Porsche invited car culture enthusiasts to the greenhouse at Villa del Grumello. Known for its wide range of options for adding a personal touch, Porsche transformed this architectural jewel into an extraordinary exhibition space with unique floral installations.

A highlight every year

‘British Racing Green’ was the motto chosen by event organiser Guglielmo Miani for this year’s ‘Fuori Concorso’. The event once again attracted many sports car fans to the grounds surrounding the glamorous villa just a few minutes’ walk from the centre of Como. “The Fuori Concorso offers car culture of the very highest standard and never fails to be an absolute highlight for us every year,” says Alexander Fabig, Vice President Individualisation & Classic. “This year, we wanted to use the

impressively landscaped park and its backdrop to present our visitors with a carefully curated, exclusive selection of cars and unique exhibits."

Both the event's motto 'British Racing Green' – an iconic colour that has also been part of the Porsche 'Colour of Choice' programme for many years – and the exhibition stage inspired the Individualisation & Classic experts to combine the cars, the exhibits and the greenhouse with impressive floral installations to create a complete artwork.

A selection of existing car paintwork could be viewed on the forecourt of the greenhouse. The cars exhibited there included the two all-electric Macan Turbo and Taycan 4S models in Barnato Green and Oak Green Metallic Neo respectively, as well as a 911 Turbo S (Type 992) in Aventurine Green Metallic. Alongside the green paintwork, the cars had another feature in common, with their interiors illustrating just how extensive the customisation options at Porsche are, such as the Heritage Design Package Classic equipment combinations in the 992, or personalised details on door entry guards and floor mats. In keeping with the event's location, Porsche presented a number of accessories that added to the uniqueness of each visitor's outdoor experience – for example, the roof tent, the shoe and bag organiser, water cannisters for the roof basket, and of course luggage compartment boxes for one's most faithful companion: the dog.

'It was great to have Porsche here again this year,' says Guglielmo Miani, founder and organiser of the event. 'The fact that the team not only took up our event motto in a typically German creative way with multi-faceted shades of green, but also enriched it with a variety of different models, really impressed me personally.'

The special staging of the Porsche Classic ORIGINALE magazine rounded off the presentation. All nine issues released to date were exhibited in the greenhouse gallery in combination with an original spare part featured in the magazine, with each issue embedded in its own matching floral setting. With their customary close attention to detail, the experts drew inspiration from the colour concept of each issue and the columns and architecture of the greenhouse. Visitors received a copy of the current issue, ORIGINALE 09 – personalised with the 'Fuori Concorso' stamp, of course.

MEDIA ENQUIRIES



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Consumption data

911 Turbo S (Predecessor model)

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 4S (WLTP)*: Electrical consumption combined: 20.1 – 17.6 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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