Porsche x Smeg: Driven by passion, refined by design

15/10/2025 In a bold celebration of heritage, innovation, and design excellence, Porsche and Smeg unveil a groundbreaking collaboration that redefines the intersection of automotive prestige and home lifestyle.

This partnership brings together two iconic brands—each a symbol of performance, craftsmanship, and timeless style—to create a limited-edition collection of kitchen appliances that speak to the soul of design lovers and automotive enthusiasts alike. The collection consists of the Fridge FAB28 in different design editions, a bean-to-cup coffee machine as well as blenders, kettles and toasters.

Two legacies, one vision

United by a passion for timeless design, technical mastery, and uncompromising quality, Porsche and Smeg have crafted a unique capsule collection that transcends the ordinary, blending the thrill of the racetrack with the sophistication of modern living.

“At the heart of this collaboration lies a shared philosophy: to craft objects that are not only functional but also emotionally resonant. Porsche, with its legacy of engineering excellence and motorsport triumphs, and Smeg, renowned for its iconic appliances and Italian design flair, have come together to create a collection that is as bold as it is beautiful,” says Stefan Büscher, CEO of Porsche Lifestyle Group.

“At Smeg, we believe in creating products that bring joy through design and performance,” says Vittorio Bertazzoni, Chairman of Smeg. “Collaborating with Porsche has allowed us to push the boundaries of what a kitchen appliance can represent. This collection is a tribute to craftsmanship, to legacy, and to the beauty of everyday rituals.”

Honoring Porsche's first overall victory at the 24h of Le Mans

The Porsche x Smeg collection is anchored by a limited-edition series inspired by the legendary Porsche 917 KH in its iconic Salzburg livery—the car that secured Porsche's first overall victory at the 24 Hours of Le Mans in 1970. The collection includes a striking red fridge and a matching bean-to-cup coffee machine, each limited to 1,970 numbered units. These pieces are more than appliances—they are design statements, infused with motorsport heritage and crafted for those who appreciate the extraordinary. The collaboration extends into two additional exclusive ranges, finished in Carrara White Metallic and Shade Green Metallic —distinctive Porsche hues interpreted through the lens of Italian design. Featuring a curated suite of Smeg's most beloved appliances, including the FAB28 fridge, toaster, kettle, and blender, each piece is refined with signature Porsche design cues: matte black accents, subtle striping, and clean, sculptural silhouettes. From the roar of the racetrack to the quiet hum of a morning ritual, Porsche and Smeg deliver a new chapter in functional luxury.

The Porsche x Smeg collection comprises of the following items:

Fridge 917 Salzburg – Porsche x Smeg

The Fridge 917 Salzburg – Porsche x Smeg is the most exclusive of the Porsche x Smeg fridge range. Only 1,970 numbered items are available, each identified by a metal plate certifying its uniqueness. The Limited Edition celebrates the historic win of the Porsche 917 KH Salzburg at the 24 Hours of Le Mans in 1970, driven by Hans Herrmann and Richard Attwood. The iconic Smeg fridge is fully customized with Porsche 917 KH Salzburg livery elements: the colour is the so-called “917 Salzburg Red”, the iconic Porsche stripe runs across the door and both sides of the refrigerator and the number 23 lollipop echoes the starting number of the 1970 Le Mans winning Porsche. The handle design is thoughtfully proportioned to the fridge dimensions to ensure a harmonious design and, as well as the Smeg logo, it is matte black to add character to the aesthetic. Even the interior profiles are customized with a darker finish, resembling the external black details. The result is an iconic Smeg product elevated with Porsche heritage elements.

Bean-to-Cup-Coffee-Machine 917 Salzburg – Porsche x Smeg

The Bean-to-Cup-Coffee-Machine 917 Salzburg – Porsche x Smeg is the most exclusive small domestic appliance in the Porsche x Smeg collection. Only 1970 numbered units are available worldwide, each marked with a metal plate certifying its uniqueness. This edition celebrates the legendary victory of the Porsche 917 KH Salzburg at the 1970 24 Hours of Le Mans. The coffee machine's body is finished in the striking red of the 917's Salzburg livery with the iconic starting number 23 and Porsche lettering displayed on the side — a nod to the historic race car. Black matte accents, from the frontal panel to the steam wand and drip tray, mirror the bold details of Porsche's design heritage. Beyond design, this machine delivers professional-level coffee at the touch of a button. It features a built-in coffee grinder, ensuring every cup starts with freshly ground beans. Compact yet powerful, every detail balances style and functionality. The Bean-to-Cup-Coffee-Machine 917 Salzburg – Porsche x Smeg combines racing heritage with coffee craftsmanship, making every cup an experience.

Fridge – Porsche x Smeg

The Fridge – Porsche x Smeg is a 270L refrigerator with a 26L freezer. The iconic Smeg fridge is customized with Porsche design elements. The product features a special door and handle design that mirrors the Porsche 911 GT3 RS. The handle design is thoughtfully proportioned to the refrigerator size to ensure a harmonious design. Additionally, it comes in the iconic Carrara White Metallic and Shade Green Metallic, with the Porsche stripe running across the door and both sides of the product. The handle and Smeg logo, in matte black, add character to the aesthetic. Even the interior profiles are customized with a darker finish, resembling the external black details. The result is an iconic Smeg product elevated with Porsche heritage elements.

Toaster – Porsche x Smeg

The Toaster – Porsche x Smeg combines iconic design and functionality. Inspired by the style of the 1950s, it features the signature Porsche stripe across the Carrara White Metallic and Shade Green Metallic body and refined details like matte black accents and a custom-numbered control knob. With 6 toasting levels, it ensures perfect crispness every time, along with three versatile functions: Reheat to warm toasted slices, Defrost for frozen bread, and Bagel to toast only one side. More than just an appliance, it's a design piece that blends Smeg's timeless elegance with Porsche's bold, sporty spirit, adding style and character to any kitchen.

Kettle – Porsche x Smeg

The Kettle – Porsche x Smeg, blending functionality with design. Ideal for preparing any hot drink, it

combines Smeg's 50s style with Porsche's iconic design. It features the signature Porsche stripe across the Carrara White Metallic and Shade Green Metallic body, with matte black accents on the handle, base, and spout. Custom numbering on the temperature gauge and Porsche-inspired icons add distinctive touches. With a 1.7L capacity — enough for 7 cups — it suits both solo moments and gatherings. The "Soft Opening" lid ensures smooth use, and the removable stainless steel limescale filter keeps water clean. The 360° swivel base allows flexible positioning, and the kettle automatically switches off at 100°C for safety.

Blender – Porsche x Smeg

The Blender – Porsche x Smeg is a practical and stylish kitchen tool. It blends Smeg's 1950s Style with Porsche's clean and sporty design, bringing functionality to your countertop. The blender features the Porsche stripe on its Carrara White Metallic and Shade Green Metallic body, with matte black accents across various elements, including the control knob, base, and jug details. Custom numbering adds a subtle Porsche touch. Four manual speed levels and three pre-set programs — Smoothie, Green Smoothie, and Ice-Crush — deliver reliable results, while the Pulse function, with three intensity levels, allows for more control. Cleaning is simple thanks to the auto-clean function, and the lid's built-in measuring cup lets you add ingredients safely during blending.

MEDIA ENQUIRIES

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Consumption data

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

*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).

Link Collection

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