



A journey through electromobility: Porsche unveils new exhibition at Curvistan Bangkok

11/04/2025 Porsche presents the latest theme for Curvistan Bangkok, Thailand's iconic destination that celebrates car culture, art and design: "Electrifying Past. Present. Future.", an immersive showcase dedicated to highlighting Porsche's unique approach to electromobility.

Since its launch in August 2024, Curvistan Bangkok has become a premier destination for the Porsche community and beyond. A new exhibition now offers a rare opportunity to explore the many innovations that have redefined high-performance electrification for the iconic German sports car brand.

It traces Porsche's pioneering spirit all the way back to the 1900, when Ferdinand Porsche created the "Lohner-Porsche System" – the world's first electric wheel-hub motor – and showcased it to the world at the Paris Exposition's Palace of Electricity.

"Ferdinand Porsche was a pioneer who was far ahead of his time", says Stefan Bogner, Creative Director

of Curvistan. "Our new special exhibition showcases the beginnings of electromobility and connects it to the present day. Porsche has played a crucial role in this."

Fast forward more than 100 years later, and Porsche is once again a pioneer in the electromobility space: one of the highlights at the latest Curvistan Bangkok exhibition is the 918 Spyder hybrid hypercar, an engineering marvel that seamlessly blends electrification with motorsport know-how, enabling exceptional performance with remarkable efficiency. To meet the driver's requirements, the 918 Spyder exhausts all possibilities offered by the combined drive of combustion engine and electric motor. This concept is based on Porsche's motorsport development work for the successful 911 GT3 R Hybrid.

The centrepiece of this new exhibition is another electrified icon from Porsche: the legendary 919 Hybrid race car, three-time winner of the 24 Hours of Le Mans endurance classic in 2015, 2016 and 2017. In unlimited "919 Evo" form, and with Porsche factory driver Timo Bernhard at the wheel, a specially-modified version of this machine clocked a breath-taking 5:19.55 lap time on the Nürburgring Nordschleife – a record that remains unbroken to this day.

But more than just a racing triumph, the 919 Hybrid marked yet another important milestone in Porsche's history, as it transferred race-proven technology such as 800-volt technology into road-going cars like the new Taycan range, delivering exceptional performance and efficiency.

The perfect epilogue awaits visitors who trace the story of Porsche's electrification journey from past to present: Porsche enthusiasts and prospective customers will have the exclusive opportunity to experience the future of electromobility first-hand.

The all-electric Porsche experience

The Porsche BEV Experience, running in conjunction with the new theme at Curvistan Bangkok, offers guests the possibility to test drive Porsche's range of all-electric models, including the new Taycan, as well as the first all-electric SUV from Porsche, the Macan. Guests will be able to experience Porsche's signature performance, precision, and innovation in a dynamic driving setting.

Curvistan Bangkok opens daily from 8:00 a.m. to 10:00 p.m., and is conveniently located at Sukhumvit 38, next to the BTS Thong Lor Station. The new exhibition, "Electrifying Past. Present. Future." will be on display until 18 August 2025.

MEDIA ENQUIRIES

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Consumption data

Macan (WLTP)*: Electrical consumption combined: 19.4 – 16.8 kWh/100 km; CO₂ emissions combined: 0 g/km; CO₂ class: A

*Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO₂Emissions 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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