



Concept cars, unique pieces and special requests: Porsche at the "Fuori Concorso"

23/05/2022 Rare concept cars and unique pieces from the Porsche Museum, one of the first appearances by the new 911 Sport Classic, and the extensive range of individualization and 'Sonderwunsch' (special request) options attracted many car lovers to the third Fuori Concorso, which was held last weekend.

The exclusive event took place just a few minutes' walk from the center of Como on the western shore of the Italian lake. In the vast garden shared by the Grumello, Sucota and Olmo villas, Porsche presented 20 special vehicles from five different decades. Italian fashion label Larusmiani has been organizing the event since 2019, working closely with MAUTO (Museo Nazionale dell'Automobile di Torino), a museum with a rich tradition.

"We are delighted to have again supported this exceptional event, with its exciting assortment of historic and brand new sports cars," says Alexander Fabig, Vice President Individualisation and Classic

at Porsche AG. "With such an incredible atmosphere, it is the ideal setting for us to showcase the automotive dreams of our customers, fans, designers and engineers under the 'Sonderwunsch' banner."

"Fuori Concorso is a community that brings together car enthusiasts of the world in a specific place where they can enrich their automotive cultural knowledge, and, at the same time, experience it all at the maximum level of quality, a typical treat of the Italian way of living. And Lake Como is the perfect place to showcase the best cars ever made, and that's why Fuori Concorso is fully committed to create an annual Lake Como car week," says Guglielmo Miani, organizer of Fuori Concorso. "Being obsessed with handmade skills, we curated a unique selection of Porsche Exclusive Manufaktur cars, that have been and are today at the pinnacle of the capabilities of the "in house" atelier of Porsche. A truly unique and never seen before selection was possible thanks also to the fantastic people working at Porsche AG, that have in their mantra a "do the impossible" approach. A rare find in today's world, and that is why I am confident to say that Porsche is truly able to make car enthusiasts dreams come true with their Sonderwunsch program."

A presentation of the new 911 Sport Classic from Porsche Exclusive Manufaktur, limited to just 1,250 examples, rounded off the event. The second of a total of four collector's items from the Heritage Design strategy, it made one of its first appearances on the public road as part of the Fuori Concorso. In addition to this exclusive model, sports car fans at Lake Como were able to experience several other highlights, among them a 911 Turbo S with spectacular Chromaflair-effect paint in the color Urban Bamboo, a 911 Speedster with the Heritage Design package, and the 911 Targa 4S Heritage Design Edition. Rare prototypes from the Porsche Museum were also on display. Another high point was a talk held with Alexander Fabig, Michael Mauer, and designer and vehicle collector Luca Trazzi. The experts provided fascinating insights into the brand's diverse and extensive range of customization options.

With its decades of experience, Porsche has been one of the pioneers of factory customization. Now that there are more than 700 additional options across all model lines, the sports car manufacturer has more than doubled its program in this area since 2012. In addition, Porsche Exclusive Manufaktur produces limited editions such as the Heritage Design models, which embody the particularly emotive vehicle concepts within the Porsche product strategy. As part of what is known as its Co-Creation strategy, the sports car manufacturer is now reinterpreting its legendary Sonderwunsch program from the late 1970s and thereby enabling the production of customized, one-off cars.

Individualization: countless factory options

Unique sports cars are created in Porsche Exclusive Manufaktur based on an interplay between craftsmanship, attention to detail, and state-of-the-art technology. Specially trained Porsche employees turn the various models into something even more extraordinary than they already were.

The range of services extends from individualization options for new vehicles and personal customer consultations during the configuration process to the creation of personalized one-off cars and limited-edition models. Paintwork in Paint to Sample Colors, and Paint to Sample Plus with historic, iconic or

highly personal colors for all model ranges, round out Exclusive Manufaktur's range of services for new vehicles. What's more, the Tequipment range offers numerous accessories and retrofit options to complement the personalized vehicle of the customer's choice.

Porsche dealers provide advice on the range of products and options offered by Porsche Exclusive Manufaktur as the first point of contact alongside the online Car Configurator. Around 100 Exclusive Manufaktur partners are available to customers all over the world to help fulfil their highly individual wishes. These are Porsche dealers that are specially equipped and trained to provide advice on the Exclusive Manufaktur product range. In addition, consultations at the heart of the brand in Stuttgart-Zuffenhausen are available for all models.

Sonderwunsch program: dreamed up by the customer, built by Porsche

As part of its Co-Creation strategy, Porsche is offering a reinterpretation of its legendary Sonderwunsch program from the late 1970s, which will make it possible to design individualized, one-off cars – co-created by the customer and professionally produced by Porsche.

This extensive range of services encompasses the areas of Factory Commissioning for individual customer color and material requests directly in production, as well as subsequent Factory Re-Commissioning, and Factory One-Off after vehicle delivery to the customer. Whereas Factory Re-Commissioning is all about individual colors and materials, the Factory One-Off service is a systematic new technical development. Depending on the vehicle's age, the technical experts of Porsche Exclusive Manufaktur or Porsche Classic take care of implementation.

New Porsche 911 Sport Classic: back to the future

The 911 Sport Classic resurrects the style of the 1960s and early 1970s. Limited to 1,250 examples, sales of the Porsche Exclusive Manufaktur limited edition were launched on April 28, 2022.

The wide body – otherwise reserved for the 911 Turbo models – along with a fixed rear spoiler in the legendary 'ducktail' design and the double-bubble roof underscore the distinctiveness of the new 911 Sport Classic. When deciding on the exclusive Sport Grey Metallic paintwork for the limited edition, the designers drew inspiration from the Fashion Grey color available on the early Porsche 356. Twin stripes painted on the bonnet, roof and rear spoiler in light Sports Grey emphasize the car's dynamic appearance. In the interior, the iconic Pepita houndstooth pattern can be found on the door panels and seat centres, while the two-tone, semi-aniline leather upholstery in Black/Classic Cognac provides an elegant contrast with the exterior color.

The powertrain concept is equally unique: the 3.7-liter, twin-turbo flat-six engine transmits its 543 hp

to the road solely via the rear wheels. In combination with the seven-speed manual gearbox, the new 911 Sport Classic is the most powerful manual 911 available today.

MEDIA ENQUIRIES



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Consumption data

911 Turbo S (Predecessor model)

*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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