Porsche Sonderwunsch: Exclusive insights into the pinnacle of automotive individualisation

11/08/2025 From bespoke colours to one-of-a-kind designs — Porsche's Sonderwunsch programme brings customer dreams to life with unmatched craftsmanship and personal expression. A new video series offers exclusive behind-the-scenes insights.

For over 70 years, Porsche has stood for more than just sports cars. It has stood for dreams — and the ability to shape them. The Sonderwunsch (German for "special request") programme represents the highest form of individualisation at Porsche, enabling customers to co-create truly unique vehicles in close collaboration with the brand's design and manufacturing experts. Each project is a testament to Porsche's dedication to craftsmanship, precision, and emotional storytelling.

Exploring the world of Sonderwunsch

Four stories from across the globe now offer exclusive behind-the-scenes insights, inviting fans to explore the world of Sonderwunsch. Each customer shares their personal journey — from the first spark of inspiration to the unforgettable moment of reveal:

Luca Trazzi, an architect and designer from Italy, brought his dream to life with help from the Sonderwunsch team: a 993-generation 911 Speedster. The one-off masterpiece is painted in Otto Yellow — named after his dog — and features a custom black leather interior in a yellow-and-black check pattern.

Jorge Carnicero, a horse breeder and lifelong Porsche fan from the U.S., worked with the Sonderwunsch team to personalise a 911 S/T. The car features a bespoke "Dani Blue" exterior, named after the Porsche designer who supported him in creating the colour concept, and a tricolour Pepita interior fabric.

Sylvia Schiefer, a motorcycle enthusiast from Germany, brought her passion for performance to life in a 911 Targa 4 GTS. Finished in Agate Grey Metallic with Pure Blue leather accents in the interior, the car reflects her and her husband's shared love for speed and individuality.

Hadi Al Hussaini, a Porsche enthusiast from Dubai, created a 911 Dakar inspired by desert landscapes and off-road adventures. He chose the exterior colour Aetna Blue and paired it with an interior featuring Cohiba Brown leather and a tartan fabric in Truffle Brown, Cognac, and Aurum.

Identity, heritage, and emotion

These four vehicles represent more than individual design projects— they showcase what makes the Sonderwunsch programme unique: virtually limitless individualisation, exceptional craftsmanship, and the experience of becoming part of the Porsche family.

All videos are available to watch on the official Porsche YouTube channel.

MEDIA ENQUIRIES

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Consumption data

911 GT3 RS (WLTP)*: Consommation combinée (gamme): 13.2 l/100 km; Emissions de CO_2 combinée (gamme): 299 g/km; Statut [StandHeute]

911 Targa 4 GTS (WLTP)*: Consommation combinée (gamme): 10.8 – 10.5 l/100 km; Emissions de CO_2 combinée (gamme): 244 – 239 g/km; Statut [StandHeute]

*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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