



Paint to Sample program expands

29/11/2021 All model lines available in historic colors, increased capacity at factory allows more PTS orders per year

Porsche is expanding capacity for its popular "Paint to Sample" program to meet increasing demand and improve ease of access for customers. With the newly revamped "Paint to Sample," more than 160 pre-approved colors will be available with the option to specify a totally bespoke color through "Paint to Sample Plus," which requires extensive feasibility testing. These colors are in addition to the wide selection of paint choices Porsche already offers, including several no-cost, non-metallic colors, and additional-cost metallic colors ranging from \$650 to \$840 depending on the model. Special color options are also available for between \$2,580 and \$3,270 depending on the model.

"Individualization is at the core of Porsche. Customers have been making special requests to personalize their cars since our earliest model, the 356," said Kjell Gruner, President and CEO of Porsche Cars North America. "Paint to Sample is integral in satisfying that demand. With this offering, we bring many historic colors back to life and expand the catalog to a total of more than 160 choices."

The array of colors on offer is extensive and varies depending on the model and production facility. More

than 100 additional colors beyond the standard offerings are available for the 911 and 718 variants. Panamera, Macan and Cayenne, have access to more than 50 Paint to Sample color choices. The Taycan has 65 color choices.

Paint to Sample Plus: extensive feasibility check

The expansion is possible thanks in large part to a new color mixing bank that went online this year in the Zuffenhausen plant where the 911, 718 and Taycan model lines are assembled. For example, Paint to Sample capacity for 911 models will increase from roughly five cars per day to about 20 cars per day. The Paint to Sample process does not increase the time required for overall production.

Customers can specify Paint to Sample through their local Porsche dealer. In the future, it will also be possible to visualize the extensive Paint to Sample color palette on the Porsche Car Configurator. Pricing depends on the model and variant. Paint to Sample costs \$11,430 for most 911 and 718 models. For 718 GT and 911 Turbo, Turbo S as well as the 911 GT3 models, the price is \$12,830.

For unique color requests, Porsche Exclusive Manufaktur offers Paint to Sample Plus on all models except Cayenne. In these cases, the customer provides a color sample to their dealer that is sent to Porsche AG and subjected to extensive quality and feasibility testing. The customer car is not finished in the bespoke color until feasibility testing – up to 11 months in certain cases – is complete. If the paint color is not feasible, Porsche covers the cost of the feasibility study. Pricing example for Paint to Sample Plus: \$22,860 for most models, and \$25,660 for 911 Turbo and GT models as well as 718 GT models.

About Porsche Exclusive Manufaktur

A sports car as individual as your own fingerprint, as unmistakable as your own lifestyle: in an interplay of craftsmanship and attention to detail, Porsche Exclusive Manufaktur creates extremely personal customer vehicles. Highly qualified employees with decades of expertise devote their full attention to every detail and enhance it through hand craftsmanship. The experts can draw on a wide range of visual and technical customization options for the exterior and interior. The highest standards are fulfilled with respect to material and finishing.

Alongside the individual customer vehicles, Porsche Exclusive Manufaktur also produces limited small series and editions. Here, high-quality materials are combined with modern production technologies to create a harmonious overall concept. Porsche dealers provide advice on the range and possibilities 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 fulfill particularly individual wishes. These are Porsche dealers that are specially equipped and trained to provide advice on the Exclusive Manufaktur product range. In addition, advice is available for all models at the heart of the brand in Stuttgart-Zuffenhausen, in cooperation with the Porsche dealer

and on the basis of a commission number. The main plant specializes in individual paint finishes: Werk 1 has the largest collection of Porsche color samples and sample vehicles painted in Paint to Sample.

MEDIA ENQUIRIES



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Consumption data

718 Boxster GTS 4.0 (WLTP)*: Fuel consumption combined: 10.9 – 10.1 l/100 km; CO₂ emissions combined: 247 – 230 g/km; CO₂ class: G

Taycan 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-Schornhausen, www.dat.de).

Image Sublines

Path: Comeback of historic colours for all Porsche models/Images/img_1.jpg

Title: Paint shop in Zuffenhausen, 2021, Porsche AG

Subline: Porsche Paint shop in Zuffenhausen: batch comparison plates are painted and serve as color reference samples during the final inspection of the vehicle.

Link Collection

Link to this article

https://newsroom.porsche.com/en_US/2021/products/porsche-models-comeback-historic-colors-paint-to-sample-options-26548.html

Media Package

<https://pmdb.porsche.de/newsroomzips/6c9d21d8-82b3-4490-a37e-28d0c2e5d095.zip>

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