

Ten memorable milestones: Porsche highlights at the IAA motor show since 1950

03/09/2025 From the Porsche 356 to the Mission E: these 10 memorable moments from the IAA motor show demonstrate how Porsche has combined automotive innovation and passion for decades.

Since 1950, Porsche has been a firm fixture of the International Motor Show (IAA) in Germany – and visitors have always been able to count on the brand for a surprise. From groundbreaking concept studies to series production models that would become legends, the IAA has often been the stage for Porsche premieres that have made history. This compilation of 10 of the greatest IAA moments documents the progress and unwavering appeal of the Porsche brand.

1950 – The Porsche 356, produced in Germany

In 1950, Porsche exhibits at the IAA motor show for the first time, as Berlin hosts the IAA motor show

for the final time and Porsche showcases the 356 – the first model to be produced in Germany, in Zuffenhausen. As Porsche's first production model, the 356 lay the foundation for the brand's DNA: lightweight construction, sportiness and everyday usability.

1963 – The premiere of the Porsche 901

The 901 is introduced as the successor to the 356 and is renamed the 911 shortly afterwards. The 'Elfer' becomes an icon of design and engineering – and remains the heart of the brand to this day.

1965 – The 911 Targa: the world's first 'safety cabriolet'

With the Targa, Porsche also introduces an open-top version of the 911; it also responds to stricter US safety regulations by revealing the Targa, its distinctive roll bar and removable roof go on to make it a pioneer of safe open-top driving – and a design classic.

1973 – The 911 RSR Turbo concept

This concept car for the racetrack introduces turbo technology to the 911 for the first time. The 911 RSR Turbo features a striking rear wing and becomes the basis for the 911 Turbo that comes later, and demonstrates Porsche's innovative strength in the world of motorsport.

1981 – The 911 Turbo 3.3 4x4 Cabriolet and Porsche 944

Porsche presents an all-wheel-drive concept car based on the 911 Turbo – a technology showcase that offers a preview of the 911 Cabriolet. A precursor to the later 911 Carrera 3.2 4x4 Paris-Dakar. At the same show, the sports car manufacturer unveils the Porsche 944, winning new customers with its transaxle design and balanced driving dynamics.

1985 – The Porsche 959

The 959 is considered a technical masterpiece, with twin-turbochargers, all-wheel drive and electronically controlled chassis systems – all in one super sports car. At the 1985 IAA, Porsche does more than just exhibit the car – it presents a production-ready Porsche 959 in a completely new way, as a spectacular cutaway model.

1997 – The Porsche 911 (996): the first water-cooled generation

Porsche breaks with the air-cooled tradition at the 1997 show and reveals the 996-generation 911. Its

new engine enables higher performance and efficiency while the design is modernised – a bold step that secures the future of the 911.

2005 – The world premiere of the Cayman S

A closed-top mid-engined sports car, the Cayman S expands the model range at the 2005 IAA. It offers precise handling and a new design language – quickly establishing itself and the Boxster as an independent model line.

2013 – The 918 Spyder and 911 Turbo (991)

Showgoers in 2013 are met with the 918 Spyder, which combines racing technology with a plug-in hybrid drive system. Producing more than 880 PS and setting record times on the Nürburgring Nordschleife, it proves that sustainability and performance are no contradiction. The 991-generation 911 Turbo also makes its debut, featuring all-wheel drive, twin-turbocharging and active aerodynamics.

2015 – The Mission E concept study

The Mission E steals headlines as Porsche's answer to the future of electric mobility when it is revealed at the 2015 IAA. With 800-volt technology, an output of more than 600 PS and a futuristic design, it becomes the basis for the all-electric Taycan and marks the beginning of a new era.

Porsche at IAA Mobility 2025

Porsche's presence at IAA MOBILITY 2025 promises to be just as exciting for visitors, with a number of innovations set to be revealed. In Munich, Porsche will once again showcase pioneering technology and products – all in the spirit of innovation, design and sportiness.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

Cayenne Turbo E-Hybrid (WLTP)*: Consommation pondérée (gamme E-Hybrid): 5.3 – 4.7 l/100 km; Consommation électrique combinée et pondérée (gamme): 20.4 – 20.0 kWh/100 km; Emissions de CO_2 (pondérées) combinées (gamme): 120 – 108 g/km; Statut [StandHeute]

Taycan Turbo S (Modèle précédent)

718 Spyder RS (WLTP)*: Consommation combinée (gamme): 12.7 l/100 km; Emissions de CO_2 combinée (gamme): 288 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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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart