

# Why Heritage is More Than Just History

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Porsche stands for engineering excellence, iconic design, and technological innovation. Our identity is deeply rooted in a story that is more than just a past—it is a living heritage, a vibrant memory that drives us forward. Not as a glance backward, but as an inward look.

For Porsche, heritage is not a nostalgic look at the past, but a promise to the future: We preserve the values that have shaped us. Our tradition lives on in every model, in every detail, and in every person who is part of this story.

## Porsche Heritage and Museum:

- Collects, preserves, and shares the history of the Porsche brand
- Builds bridges between the past, present, and future

- Views vehicles as rolling brand ambassadors

The aim of the Porsche Heritage Experience is to preserve and exchange traditions. We want to explore other cultures with you and engage in meaningful exchange. Only in this way can we authentically learn how the Icelanders preserve and pass on knowledge and traditions to future generations.

## MEDIA ENQUIRIES



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