

Open Space at the IAA: Oversized Porsche 911 is a crowd favourite

08/09/2023 The finishing straight of the IAA Mobility: The world's biggest mobility trade fair runs until 10 September. At the Open Space in the centre of Munich, Porsche is celebrating '60 Years of the 911' with an unusual sculpture.

As a background for selfies or simply an imposing model on an XXL scale, the huge silhouette of the 911 that spans the exhibition space on Wittelsbacherplatz has been a crowd favourite during the first days of the IAA Mobility. The reusable roof construction is an homage to the sports car icon. Exactly 60 years ago the 911 celebrated its premiere at the IAA.

"The 911 is famous worldwide for its unique silhouette. This sculpture is first and foremost a symbol representing the many stories and experiences of enthusiasts, fans and customers that have shaped the iconic image of the 911 worldwide," says Ragnar Schulte, Head of Experiential Marketing at Porsche.

Instead of 'driving in its most beautiful form' – the Porsche leitmotif for 60 years – the current motto on Wittelsbacherplatz is 'celebrating in its most beautiful form'. Over an area of around 1,000 square

metres, Porsche has created a family party atmosphere, with mascot Tom Targa entertaining the youngest car fans with games and journeys of discovery. Children and adults can either get a snapshot in a photo box or pose for a Polaroid taken by one of the hostesses. The photos are then available to download with a QR code, or as instant pictures there and then. The Open Space from Porsche is also part of the VDA Family Trail, and children can collect stamps at various stations here.

The on-stage programme consists of two alternating series: 'Brave New Love' informs viewers about the latest innovations, the sports car brand's path to a sustainable future, and many other topics. '911 Love Stories' centres around the car whose birthday is being celebrated. Its latest variant, the special 911 S/T model limited to 1,963 units, is being shown to the public for the first time at the Open Space. Another crowd favourite over the first days of the trade fair has been the Porsche Mission X. This spectacular concept study is the new interpretation of a hypercar, with Le Mans-style doors that open up and forward, and a high-performance, efficient electric powertrain.

With the Mission X, Porsche is providing a foretaste of an electric future. Meanwhile, many IAA visitors and Munich residents have been accepting an early opportunity to try out the E-Performance of the present, via a fleet of Taycans at the trade fair stand that are available for accompanied test drives. Interested visitors can book a drive in advance on the Porsche Test Drive page or in person at the Porsche Test Drive counter. And visitors who don't just want to get around in a very environmentally-friendly fashion, but also fancy doing a little sport themselves, can take a ride on one of the Porsche eBikes.

The Porsche stand is open free of charge to visitors until 9 September, from 10 am to 8 pm every day. On Sunday, 10 September, the programme ends at 5 pm. Details and up-to-date information are available here.

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)*: Consumo carburante ponderato misto (gamma modelli): 5.3 – 4.8 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 20.4 – 20.0 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 119 – 108 g/km

Taycan Turbo S (Modello precedente)

718 Spyder RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 12.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 288 g/km

*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