

‘KraftMeister’: Porsche brings bespoke craftsmanship to Lake Como

18/05/2026 Under the theme ‘KraftMeister’ – a tribute to German engineering and precision craftsmanship – Porsche showcased at this year’s Fuori Concorso how sports cars can be transformed into truly individual and one-off creations through a blend of creativity and a love of detail.

Set against the backdrop of Lake Como in Italy, Porsche highlighted the breadth and depth of its in-house expertise with a curated display of Sonderwunsch and Exclusive Manufaktur vehicles at Fuori Concorso 2026. Taking centre stage were current factory commission projects – new vehicles developed in close collaboration with customers and personalised directly at the factory.

“For us, the Fuori Concorso provides the ideal platform to demonstrate the full scope of our individualisation capabilities and position Sonderwunsch as an integral part of Porsche,” says Claas Hoops, Head of Sonderwunsch. Porsche has been a regular participant in the annual event since 2022, and has consistently placed its individualisation offering at the heart of its appearance there.

Individualisation in all its forms

Among this year's highlights was a Porsche 911 S/T specially configured for a customer and finished in a distinctive 'Funky Minty' shade. The vehicle stood out thanks to this striking fresh mint-toned colour scheme, complemented by carefully balanced contrasts and meticulously executed details. The car's exterior and interior both reflect the unique colour concept – from painted accents to intricate stitching and fine materials.

Another car to cause a stir was a Porsche 911 Turbo S Cabriolet featuring a Chromaflair-effect paint finish. The colour Sunsetmagic creates a shimmering effect that shifts with the light, demonstrating the level of craftsmanship involved while highlighting the diverse possibilities of personalising a high-performance sports car.

Further emphasis on customisation was provided by the recently unveiled 911 GT3 S/C with the Street Style Package from Porsche Exclusive Manufaktur. Combining the character of a GT model with open-top driving, the package expands the scope for personalisation within a series-production context.

The presentation was rounded off by a Porsche 911 GT3 RS Manthey lightweight model. Based on the 911 GT3 RS with Manthey Kit, the car represents a focused performance approach, further refined through targeted measures for track use.

A platform for a passionate community

Together, these vehicles demonstrated a wide spectrum ranging from expressive colour and material concepts to purist performance interpretations that fuse motorsport DNA with individual design. At the same time, Fuori Concorso once again provided space for in-depth exchange: collectors, enthusiasts and industry experts used the opportunity to engage closely with both the vehicles and the possibilities of bespoke configuration.

In this way, the event once again proved to be a fitting stage for a theme of growing significance at Porsche: the sports car as an expression of personal taste.

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Consumption data

911 Turbo S Cabriolet (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 11.8 – 11.6 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 267 – 264 g/km

911 GT3 RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.2 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 299 g/km

911 GT3 S/C (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 310 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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