



Stuttgart horse meets Luxembourg lion: unique 911 GT3 with Touring Package

30/06/2025 Porsche Luxembourg celebrates a milestone anniversary: the company began operations 75 years ago, as one of the sports car manufacturer's first importers. To mark the occasion, Porsche Luxembourg has partnered with experts from the Porsche Sonderwunsch department and Luxembourg artist Jacques Schneider to create the Porsche Lëtzebuerg Legacy project. The result is a unique 911 GT3 with Touring Package, which has been extensively individualised through the Sonderwunsch programme.

Many of the elaborate product highlights have been realised for the first time in this project. These include the special paintwork featuring a graphic of the Luxembourg lion, a headliner embroidered with the outline of the Grand Duchy and the opening lines of the national anthem, as well as discreetly printed interior leather. The 'Vive' lettering also plays a special role both on the exterior and in the interior.

"We have long been accustomed in the Sonderwunsch department to receiving requests with extravagant ideas and unique details from our discerning and creative customers. This 911 GT3 with Touring Package, which was built on behalf of Porsche Luxembourg, has allowed our individualisation experts to once again demonstrate their prowess and, in many cases, break new ground," says Alexander Fabig, Vice President Individualisation and Classic at Porsche. "Both the exterior and the interior incorporate several exquisite and innovative design features that are sure to inspire many a Porsche enthusiast in the future when it comes to designing their own personal collector's item. At the same time, the elegant, understated character of this car fits in with the Luxembourgish mentality, which is as modest as it is proud."

Based on the 911 GT3 with Touring Package

"My works often open up a colourful view of the landscapes and monuments that surround me. My homeland also strongly influenced me with this special vehicle project," says Jacques Schneider, the Luxembourg artist who helped design the car as part of a cooperation with Porsche Luxembourg. "The lion graphics, which can be found on both the exterior and in the interior of the sports car, are a tribute to Luxembourg. In addition, this GT3 bears my signature in many ways. Even literally: on the project logo, the door sill guards and the embroidered headliner."

The Porsche Lëtzebuerg Legacy project is based on an example of the 911 GT3 with Touring Package. This more understated variant of the road-going sports car dispenses with the fixed rear wing and is instead fitted with a retractable rear spoiler with a Gurney flap. The model is powered by a naturally aspirated 4.0-litre boxer engine producing 375 kW (510 hp, 911 GT3 with Touring Package: consommation de carburant en cycle mixte (WLTP) 13,8 – 13,7 l/100 km, émissions de CO₂ en cycle mixte (WLTP) 312 – 310 g/km) and a maximum torque of 450 Nm. The premiere of this very special Sonderwunsch car was celebrated at a customer event in Luxembourg on 28 June.

Porsche Luxembourg has been an official importer of the brand since 1950 and is operated by the Losch Group – one of the country's leading mobility providers. The roots of the group go back to 1948, when entrepreneur Martin Losch laid the foundation for today's Losch Group. In the decades that followed, the company was strategically developed under the leadership of André Losch and developed into a key player in Luxembourg's automotive sector. With 13 of its own retail companies firmly anchored in the country, the group today covers a wide range of activities – from import and sales to innovative mobility solutions and services. The commitment to this Sonderwunsch project reflects the ability to combine technology, design and contemporary art in a unique way.

"This unique sports car embodies the link between Porsche's automotive heritage and Luxembourg's cultural identity," says Tom Weber, Brand Manager of Porsche Luxembourg. "It exemplifies a partnership that has lasted for more than 75 years and is characterised by trust, innovation and shared passion. The model pays homage to the close relationship between Porsche and the Losch Group – an expression of shared values, long-standing collaboration and true automotive excellence."

Elaborate paintwork with lion graphics: the exterior

Involving more than 700 hours of work, including all preparatory work, the paint that adorns the Porsche Lëtzebuerg Legacy project is the most elaborate ever produced so far as part of a Sonderwunsch project. The painters applied a fine lion graphic in Fire Red over the Ice Grey Metallic paint by hand, which required more than 20 production steps. The motif adorns the bonnet, wings, doors, side panels, fuel filler cap, rear spoiler and roof of the 911 GT3.

Schneider designed this graphic and uses it on fine porcelain, among other things. The exterior colour, Ice Grey Metallic, has a blue tinge, and the combination with Fire Red is a reference to the Luxembourg flag. The red lion is a symbol of power, strength and Luxembourg's national identity. It has a long tradition in the history of the Grand Duchy and is often regarded as the 'heart' of the national coat of arms.

The 'Vive Vive Vive' lettering on the rim of the 20- and 21-inch GT3 alloy wheels also indicates a connection to Luxembourg. The top layer of Graphite Grey paint has there been removed by laser, revealing the letters in Ice Grey Metallic. A matt finish rounds off the special appearance of the wheels. 'Vive' is the short form of 'Vive Luxembourg', i.e. 'Long live, Luxembourg'. This cheerful patriotic expression can also be found in oversized letters on the underbody of the showcase vehicle. Schneider himself lent a hand here and supported the painters with the masking.

Other special features on the exterior include the bespoke badges finished in matt black on both B-pillars with the name and logo of the project, as well as the anniversary number '75' in the grille of the front bumper. The '911 GT3 Touring' lettering on the rear lid grille is painted matt black.

Map of Luxembourg in the headliner: the interior

"Where the Alzette slowly flows, the Sura plays wild pranks, where fragrant vineyards amply grow. On the Mosella's banks; There lies the land for which we would dare everything down here, our own, our native land which ranks deeply in our hearts," are the opening lines of the national anthem of the Grand Duchy, originally written in Luxembourgish by Michel Lentz in 1859. Together with the outline of the country, these opening lines are embroidered onto the Racetex headliner. A special embroidery machine was used and programmed for this purpose. The excerpt of the national anthem is laid out in Schneider's own handwriting, and the artist has also used crosses to mark the individual sections that are most important to him.

This elaborate embroidery of the headliner is a highlight of this project and at the same time represents a first in the history of the Sonderwunsch programme. The same applies to the seat centre panels in the front and rear backrests, the door centre panels and the lid of the storage compartment in the centre console, all of which are discreetly printed with the lion graphic in Graphite Grey.

The different lions had to be worked on individually in advance and, according to the artistic specification, transferred together with the transparent background into a repeat pattern with recurring motifs. The leather was then customised in a multi-stage roller printing process. The surface is sealed to protect against abrasion. The backs of the Adaptive Sports Seats Plus are also customised: for the first time, the inserts are made of brushed aluminium in black and refined with white 'Vive' lettering.

The door sill guards are also finished in brushed black aluminium, with the illuminated 'Porsche Lëtzebuerg' lettering in the handwriting of Jacques Schneider adding a unique touch. The pedals and footrest are made of aluminium, and the accelerator pedal is finished in Fire Red for the first time, matching the colour accents on the exterior.

About the Sonderwunsch Program

Porsche is reinterpreting the legendary Sonderwunsch (special wishes) programme of the late 1970s, enabling personalised one-offs – co-created by the customer and professionally realised by Porsche. The offering for new vehicles includes the installation of tailor-made special request options directly in the production run. A highlight that customers can access when ordering a car is Paint to Sample Plus: Porsche creates and develops an individual exterior colour based on the customer's personal wishes.

Retrofitting of vehicles is also possible. Customers can completely redesign the interior and exterior of their car or create highly individualised one-offs with the support of Porsche's own development and design team. For older vehicles, this programme always includes restoration, which can also be commissioned separately.

About Jacques Schneider

Schneider, born in 1985, is a self-taught Luxembourg artist. Growing up in a family of mathematicians and photographers, his parents instilled in him a sense of creativity and authenticity. Whether in painting, sculpture, photography or textiles, his works build bridges and open up new perspectives. Many of his paintings are created by superimposing paint and ink on photographs applied to cotton. In 2022, His Royal Highness the Grand Duke Henri appointed Schneider a Knight of the Order of Civil and Military Merit of Adolphe of Nassau. Further information about the artist can be found here: <https://www.3xvive.lu/>

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Consumption data

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO₂ emissions combined: 312 – 310 g/km; CO₂ class: G

*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-Scharnhausen, www.dat.de).

Image Sublines

Path: Stuttgart horse meets Luxembourg lion: unique 911 GT3 with Touring Package/Images/img_2.jpg
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Subline: Jacques Schneider, born in 1985, is a self-taught Luxembourg artist who helped design the vehicle as part of a collaboration with Porsche Luxembourg.

Link Collection

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