

New special exhibition on ‘Beyond Performance. 50 Years of Porsche Turbo'

30/07/2024 On 30 July, the new ‘Beyond Performance. 50 years of Porsche Turbo’ special exhibition opens. Over the next five and a half months, the Porsche Museum will present numerous cars and small exhibits in the way that they are perceived by sports car enthusiasts – as powerful and sculptural. As the pinnacles of their respective segments.

A Turbo from Zuffenhausen represents a combination of experience and success, performance and everyday usability. Every Turbo embodies all the victories that Porsche has celebrated on the racing tracks of the world. Starting today, the sports car manufacturer has a new special exhibition – ‘Beyond Performance. 50 Years of Porsche Turbo’ – to honour the anniversary. Running until 12 January 2025, the Porsche Museum is effectively providing a space for stories that inspire courage. Stories about what it means to master challenges and surpass the ordinary, time and again. Stories about the continuous evolution of a timeless classic, about pushing the limits of what is feasible – stories that distinguish a Turbo. “In the special exhibition we’re giving the ‘Turbo feeling’ a face, across all the model lines. We’re

demonstrating that Turbo recipe for success using a wide range of sports cars and exhibits, from the 'Turbo look' to turbocharging," says curator Iris Haker. After visiting the Porsche Museum, it is hoped that fans will agree that "when you speak of Turbo, you mean Porsche".

Numerous small exhibits to underline the Turbo 'principle'

The exhibition management team at the Porsche Museum has designed a special treat for visitors that will inspire, inform and offer surprise after surprise. "We're showing cars and smaller exhibits that have never been seen before in an exhibition," continues Haker. "Technology fans can look forward to cutaway models that visualise the Turbo technology." For example, visitors can marvel at a 13-metre-long display case that contains technical exhibits, drawings and photographs. These include various turbochargers, a bypass valve, charge-air coolers and a K-Jetronic. To experience as much as they could possibly desire, visitors will be able to watch films and digital explanations on large touchscreens that cover development, technology and interior/exterior topics. The Porsche Museum is also exhibiting the original specification sheet of the Porsche 911 Turbo from the 1973 IAA Frankfurt Motor Show, a technical drawing of the 930-generation Porsche Coupé, a spoiler from the 991-generation Porsche 911 with active aerodynamics, and a design model from the early 1970s.

Trailblazers and one-off cars

One of the first cars awaiting visitors after one of the first vehicle changes as of the end of August is a special one-off model. The first 911 Turbo was a present to Louise Piëch on her 70th birthday. On 29 August 1974, Ferry Porsche's sister was gifted the one-off car, which had a narrow body and a 2.7-litre engine. On the back of the 191 kW (260 PS) sports car, the word 'Carrera' rather than 'turbo' distinguished it from subsequent series production cars. The sports car had the special body of the 911 Carrera 2.7 which Porsche had built to mark 25 years of driving in its most beautiful form. Two features indicated that this was a very special model: the extravagant rear wing and a badge on the glove compartment with the initials 'LP' and the inscription 'Turbo-Porsche No. 1, Stuttgart-Zuffenhausen, 29 Aug. 1974'.

Another one-off car in the special exhibition is a 992-generation 911 Turbo in a silver two-tone finish. The 911 Turbo S 'Duet' from 2020 was the product of a collaboration between Porsche and the aircraft manufacturer Embraer. Those who opted for the Phenom 300E business jet at the time could purchase a matching customised 911 Turbo S.

Lessons from experience and success

Between the prologue and epilogue, the colour Turbonite is a common thread that runs through the special exhibition and gives it a very particular atmosphere. Different areas deal with topics such as 'The Turbo Principle', 'Beyond Turbo' and 'Motorsport'. The epilogue juxtaposes heritage and the future. Here,

facing each other, are a 1976 Porsche 911that belonged to Ferry Porsche and the 911 Turbo Lego Big Brick anniversary car in Oak Green Metallic. The two sports cars demonstrate how driving dynamics, comfort and progress can look while preserving the Porsche DNA.

The Tina and the Turbo Secret digital learning adventure

In order to give children an insight into the Turbo world, an age-appropriate digital learning adventure has been developed for a special exhibition for the first time. With the aid of a multimedia guide, young visitors are accompanied by the Porsche 4Kids mascot Tina Turbo. Racing engineer Tina received a letter from a child asking her where her name Turbo originated, and why the Porsche Museum is celebrating 50 years of Turbo. Young visitors can search for and discover this and many other exciting turbo-related snippets of information. In the process, they'll come across some unusual Turbo cars and find out what Tina, children and the Porsche Turbo have in common. The multimedia guide is included in the entry fee and is available in the museum foyer. Tina and the Turbo Secret is available in German and seven other languages. The Porsche 4Kids area also includes a 911 Turbo from LEGO®, sound showers and plenty of great, interactive activities.

MEDIA ENQUIRIES



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Consumption data

911 Turbo S (Predecessor model)

*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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