

New 911 takes centre stage at Goodwood Festival of Speed

15/07/2024 A feast for car enthusiasts: Porsche has once again provided highlights at the Goodwood Festival of Speed 2024.

Visitors to the 2024 Goodwood Festival of Speed enjoyed another stellar celebration of motoring and motorsport, with a variety of Porsche models from the new 992-generation 911 to the all-electric Macan and Taycan Turbo GT drawing large crowds across the long weekend in southeast England.

Inspired by motorsport: innovative performance hybrid

The famous 1.16-mile Goodwood Hill was once again the focal point for four thrilling days of high-speed displays spanning the dawn of motoring to the present day. Visitors to the festival were also able to enjoy the public debut of Porsche's innovative new 911 Carrera GTS. With 'Horseless to Hybrid – Revolutions in Power' the theme of this year's event, the first road-going hybrid 911 was a natural fit, its motorsport-inspired drivetrain featuring an electric turbo and electric motor to deliver greater speed,

responsiveness and efficiency.

Other UK debuts for Porsche included the new all-electric Macan Turbo, the new Cayenne GTS and the Taycan Turbo GT, the most powerful production Porsche to date. And for those who prefer a more analogue Porsche experience, the naturally aspirated 911 S/T – with its celebrated six-speed manual gearbox – also made its Goodwood debut last week.

Among the Porsche racing cars that took on Goodwood's famous hillclimb were the 992-generation 911 GT3 Cup Car, driven by Porsche GB Junior James Wallis, while Porsche test driver and Nürburgring specialist Lars Kern flew the flag for Porsche's road cars aboard the Taycan Turbo GT. All Porsche cars on the Hill at Goodwood were using eFuels, which are synthetic fuels produced in a virtually carbon-neutral manner.

50 Years of Porsche Turbo

With a driving program centered around the anniversary "Beyond Performance – 50 Years of Porsche Turbo," the Heritage and Museum team expanded their presence at the Festival of Speed. A total of six historic and four current Turbo models were showcased, including a 911 Turbo 3.3 Coupé from 1988, 911 Turbos from the 993 and 996 generations, and a Cayenne Turbo.

Technical exhibits, such as a cutaway model of a 911 (996) Turbo, provided insights into the turbo technology. The legendary 911 Carrera RSR Turbo 2.1, the first Porsche 911 with a turbocharger and the first Porsche race car with a turbo engine at the 24 Hours of Le Mans, demonstrated its functionality during engine starts.

A walk through Goodwood

Away from the four-wheeled action, the popular 'House of Porsche' facility offered visitors an alternative way of exploring the brand. Here, highlights from the current range were exhibited alongside historic models from Porsche Classic. Chief among the modern vehicles on display was the new electric Macan, which went on sale earlier in the year, beside the ground-breaking Taycan, plug-in hybrid Cayenne and new Panamera.

The House of Porsche also allowed visitors to sample the latest brand merchandise, including Porsche Design timepieces, and relax in the on-site café and seating areas while keeping an eye on the hill via a dedicated live screen. The next generation was kept occupied with a children's area with free activities including the Porsche Stamp Trail. The adults, meanwhile, were able to hear presenter Nicki Shields interview Porsche personalities such as Brand Ambassador – and 2015 WEC Drivers' Champion and Grand Prix winner – Mark Webber.

Behind the distinctive House of Porsche, 'Camp Cayenne' provided an outdoor-themed celebration of

Porsche's pivotal luxury SUV, alongside all-terrain siblings including the Macan and the 911 Dakar. Each day also witnessed a changing on-site display of about 250 cars owned by members of the Porsche Club of Great Britain.

About the Festival of Speed presented by Mastercard

First staged in 1993, the Goodwood Festival of Speed presented by Mastercard is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex. More than 600 cars and motorcycles take part along with legendary figures from the automotive world.

MEDIA ENQUIRIES



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Consumption data

911 Carrera GTS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 10.6 – 10.1 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 241 – 230 g/km; Stato [StandHeute]

Macan Turbo (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.6 – 18.3 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Cayenne GTS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 12.7 – 12.1 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 289 – 277 g/km; Stato [StandHeute]

Taycan Turbo GT con pacchetto Weissach (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 24.8 – 20.6 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

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; Stato [StandHeute]

*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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