

Livestream event: “75 Years of Porsche Sports Cars” anniversary show on 8 June 2023

30/05/2023 Porsche is celebrating a success story that is characterized by pioneering spirit, engineering acumen and courage. 75 years ago, Ferry Porsche realized his dream of a sports car. With the Porsche 356 No.1 Roadster, he and his team laid the foundation for the Porsche legend.

On June 8, 1948, the model received its general operating permit. 75 years later to the day, Porsche will mark its anniversary together with invited luminaries and other important figures from Porsche's history, alongside some of the world's media. The sports car manufacturer is also inviting the whole world to share in its anniversary show via a livestream.

The broadcast in German and English will begin at 3:40 pm (EST). The festivities will include a spectacular presentation of music, lights and choreography. During the one-hour event, the sports car manufacturer will offer a look forward to its vision of the sports car of the future. Over five acts, Porsche will explore the themes of Heritage, Zeitgeist, Performance, Pioneering Spirit and Dreams together with

contemporary witnesses, brand ambassadors, Porsche dreamers and cars from the brand's 75-year history. Fans and enthusiasts around the world are invited to join the festivities live, via their screens, as Porsche kicks off the extensive "Driven by Dreams. 75 years of Porsche Sports Cars" special exhibition. The following day, 9 June, the exhibition will open to the public at the Porsche Museum.

The livestream event will be available 3:40 pm (EST) via the following channels

Porsche Newsroom – newsroom.porsche.com // in German and English
Porsche NewsTV – newstv.porsche.com // in German and English
Youtube – youtube.com/@Porsche
LinkedIn – https://www.linkedin.com/company/porsche-ag/
Twitch – https://www.twitch.tv/porsche

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