

ORIGINALE magazine celebrates 10th issue

07/11/2024 For the 10th time, the Porsche magazine ORIGINALE invites readers to dive into the fascinating world of classics. This special edition shares tales of legendary cars and their original parts over more than 100 pages. It also covers elaborate restorations and includes exclusive information about Porsche Classic Partners, events and much more.

Since it launched in 2016, the Porsche magazine ORIGINALE has become a collector's item on the bookshelves of many enthusiasts. In total, 675,000 copies of the first nine issues have been distributed, while the latest, 10th, edition has been printed more than 93,000 times.

"The interest in our magazine ORIGINALE has been unbroken for years and drives us to continue highlighting the most exciting aspects of preserving historic Porsche cars and reporting on the activities of Porsche communities worldwide," says Alexander Fabig, Vice President Individualisation and Classic.

A focus on the Turbo

Among other things, the new issue focuses on the story of the Turbo. For 50 years now, the technology has become a true hallmark and synonym for the top model of each 911 generation. In celebration of this anniversary, the binding on the spine of the 10th issue is a nod to the Silver Metallic paint colour of the very first road-legal example: the 911 Turbo 'No. 1'. That unique car was created for the 70th birthday of Louise Piëch, the sister of brand founder Ferry Porsche.

Barn of dreams: Tim Swift's Porsche collection

Also in this issue, Briton Tim Swift shares a glimpse inside his incredible barn, where, among other classic Porsche models, a 1980 911 Turbo has found its place. With much passion and care, Swift has built an impressive collection, from rare models to lovingly restored classics.

But housing these wasn't always straight forward: Swift himself lives in an early 19th Century manor house and it was a lengthy process to get approval for the modern garage to be built next to it. The 165-square-metre, T-shaped building now provides space for his cars in a 'dust-free zone', illuminated by generous natural light from skylights. Here, his air-cooled Porsche models, including a 1971 911 T and a 1997 993 4S, are presented like works of art. "My garage is like a gallery, like a small museum," says Swift about his unique collection.

More performance, more style: new Michelin tyres and the revival of historic fabrics

ORIGINALE 10 also introduces the new Michelin Pilot Sport CUP 2 tyres, which result in even greater performance and safety on the road for the Carrera GT. Former Porsche factory driver Jörg Bergmeister tested the tyres at the Michelin test site in Ladoux and described them as "performance-wise on a completely new level".

In addition, the magazine celebrates the revival of iconic interior fabrics, such as the Pascha, Tartan and Pepita patterns, which have been examined by former colour and trim specialist Dorothea Müller-Goodwyn. Thanks to the Porsche Classic revival, the interiors of many historic sports cars and classics from the 356 to the 968 can be restored to their original delivery condition.

About ORIGINALE

ORIGINALE: Parts. People. Technology. is the magazine from Porsche dedicated to classic Porsche cars. The new issue is now available free of charge at all Classic Partners and from every Porsche Centre. The magazine is published in German, English, French, Italian, Spanish, Dutch and Japanese.

About Porsche's activities around classic cars

Porsche is dedicated to the preservation and care of legendary cars and the latest classics. The brand's experts in spare parts and restorations have decades of experience with classic Porsche models. With the development, production and provision of more than 80,000 Classic parts, the sports car manufacturer supports owners in keeping their cars in good health for as long as possible. About 200 original parts are reissued annually. Another important business area is factory restoration and the fulfillment of individual customer wishes as part of the Sonderwunsch programme. The first point of contact for customers with historic cars is their most convenient Porsche Centre, including the 92 certified Classic Partners worldwide.

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