

A year of milestones: Porsche 2025 in review

29/12/2025 New models such as the 911 Turbo S and the Cayenne Electric, championship victories in IMSA and Formula E, and key corporate decisions shaped the past year, alongside a challenging environment. Join us as we revisit the most significant moments – and take a look ahead to 2026.

The most dynamic 911 Carrera S ever

A product innovation to kick off the year: Porsche is adding the new Carrera S to the 911 model lineup. With enhanced performance and driving dynamics, it noticeably surpasses the predecessor model. A significant power upgrade and additional equipment options offer significant added value compared to the 911 Carrera.

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Porsche claims 20th victory at the 24 Hours of Daytona

Porsche Penske Motorsport has clinched its second consecutive victory at the 24 Hours of Daytona. Last year's winner Felipe Nasr from Brazil, Nick Tandy from the United Kingdom, and Laurens Vanthoor from Belgium steered the number 7 Porsche 963 to the top step of the podium.

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Porsche AG initiates long-planned change to its Executive Board

Porsche AG initiates a long-planned change to its Executive Board: on 26 February 2025, Dr. Jochen Breckner will take over responsibility for Finance and IT, with Matthias Becker becoming responsible for Sales and Marketing. They succeed Lutz Meschke and Detlev von Platen, who are leaving the company by mutual agreement.

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Porsche News now also available via WhatsApp

The sports car manufacturer from Zuffenhausen is further expanding its online communications, with two new channels on WhatsApp sharing regular news updates from the world of Porsche.

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Porsche AG records robust results in a challenging environment

Porsche AG ended the 2024 financial year with a robust result in a challenging environment. The sports car manufacturer marked record sales in four out of five regions of the world, as well as strong automotive net cashflow, which almost reached the record levels of 2023.

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Porsche is modernising its PCM: greater performance and new features

Porsche is improving the digital user experience in the 911, Taycan, Panamera and Cayenne model series for the change of the model year. The fundamentally revised Porsche Communication Management (PCM) system is more performant and offers access to the Porsche App Center. Other

new features include Dolby Atmos® for an improved sound experience, the Amazon Alexa® digital assistant and an expanded Porsche Connect package.

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Porsche has been manufacturing in Zuffenhausen for 75 years

The first Porsche 356 produced in Germany was completed on 6 April 1950, marking the beginning of an extraordinary success story. Over decades, Zuffenhausen became the centre of Porsche sports car production. Engines, electric drives and the individualisation of customer vehicles are also manufactured here.

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Porsche 911 Spirit 70: a unique feeling of freedom and joie de vivre

Exclusive Olive Neo colour, historically inspired decorative graphics and legendary Pasha pattern in the interior: Porsche presents the 911 Spirit 70 at the Shanghai Auto Show, a convertible limited to 1,500 units that embodies the essence of the 1970s and early 1980s.

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Porsche AG accelerates rescaling of the company and keeps dividend stable

Porsche AG holds its third Annual General Meeting on 21 May. CEO Dr Oliver Blume explains to shareholders the adjusted product and corporate planning with which the newly formed management team intends to lead the sports car manufacturer into a resilient and highly profitable future despite the major global challenges.

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The Norman Foster Foundation and Porsche present an architectural installation

„Gateway to Venice's Waterway“ heißt das erste Ergebnis der kreativen Zusammenarbeit zwischen der Norman Foster Foundation und Porsche. Architekten der Stiftung und Designer des Sportwagenherstellers haben sich gemeinsam mit der Zukunft der urbanen Mobilität beschäftigt. Dabei

ist ein ungewöhnliches Bauwerk entstanden, das die Vision eines Verkehrsknotenpunkts für Venedig darstellt. Die Installation ist ein Teil der Design- und Kunst-Initiative „The Art of Dreams“ von Porsche und wird bei der Biennale Architettura 2025 gezeigt.

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Race to the road: Introducing the Porsche 963 RSP

As Porsche prepares for the 24 Hours of Le Mans, a sister to the 963 Hypercar has been revealed – named the 963 RSP. Based on the champion of the IMSA and WEC racing series, this one-off creation draws inspiration from a truly iconic Porsche 917.

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Top results for Porsche at the 24 Hours of Le Mans

The number 6 Porsche 963 from Porsche Penske Motorsport finished the 24 Hours of Le Mans in second place. In a highly exciting battle for overall victory, Matt Campbell, Kévin Estre and Laurens Vanthoor were just 14.084 seconds behind the victorious Ferrari. In the LMGT3 category, Team Manthey celebrated its second class victory in a row after 2024 with the Porsche 911 GT3 R.

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Porsche Cayenne displays its full bandwidth at Goodwood

The Cayenne, Porsche's most versatile model, took centre stage with several major appearances at this year's Goodwood Festival of Speed. Among the highlights was the upcoming Cayenne Electric offering a first glimpse of its impressive dynamic capabilities on the legendary Goodwood hill.

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Teams' and manufacturers' titles secured for Porsche at season finale

Porsche has won the Teams' and Manufacturers' ABB FIA Formula E World Championships. This completes the set of titles in Formula E after Pascal Wehrlein was crowned Drivers' World Champion last season.

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Porsche Leipzig plant wins Automotive Lean Production Award 2025

The Porsche Leipzig plant has been awarded this year's Automotive Lean Production Award in the OEM category. The production site in Saxony impressed the expert jury and successfully brought the prestigious accolade to Leipzig.

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Porsche AG continues generational change to its Executive Board

Porsche AG is continuing the long-planned generational change to its Executive Board. On 19 August 2025, Vera Schalwig will assume responsibility for the Human Resources and Social Affairs division, succeeding Andreas Haffner. At the same time, Joachim Scharnagl will take over the Procurement division from Barbara Frenkel.

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Porsche at IAA Mobility 2025

A world premiere, a technical innovation and a programme for the whole family: Porsche showcases numerous highlights at IAA Mobility 2025 in Munich.

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World premiere: the Porsche 911 Turbo S

Porsche is presenting the top-of-the-range model of the 911 series: an innovative twin-turbo powertrain with T-Hybrid technology makes the new 911 Turbo S the most powerful production 911 to date.

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Powerful and engaging: Porsche launches the first all-electric Macan GTS

Porsche is expanding its all-electric SUV line-up with the Macan GTS – a particularly sporty and driver-focused model. The fifth variant of the Macan Electric sets new standards for agility and driving

dynamics.

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Porsche defends all titles in the 2025 IMSA Championship

Porsche capped off the 2025 IMSA WeatherTech SportsCar Championship season with the championship crown. The factory team's two Porsche 963 prototypes finished the season finale at Road Atlanta in third and tenth place, enough to secure the manufacturers title once again. Former Porsche Juniors Matt Campbell from Australia and Mathieu Jaminet clinched drivers' honours, while Porsche Penske Motorsport claimed the team championship for the second year running.

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A technological milestone for Porsche as the Cayenne goes electric

As a fully electric SUV, the Cayenne Electric combines Porsche DNA with new technology. It is the most powerful production Porsche of all time – and at the same time more versatile than ever: dynamic on the road, confident off-road and comfortable on long journeys.

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Manthey Kit for 911 GT3: Track specialist with high-performance aerodynamics

Hardly any other production car is used by its customers as often on track days as the Porsche 911 GT3. With the new Manthey Kit, Porsche offers high-performance components that go beyond the level of the Weissach Package – specifically aimed at customers with a keen passion for driving on track. These include extensively revised aerodynamics with significantly increased downforce, modified suspension and optimised brake components.

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Grant Larson: three decades of shaping the Porsche dream

After 36 thrilling years with Porsche, designer Grant Larson is preparing to retire. He talks the Porsche Newsroom through some of his career highlights – and the importance of listening to customers.

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911 GT3 90 F. A. Porsche: collector's car in honour of the visionary designer

On December 11 2025, the visionary designer would have been 90 years old. To mark this milestone birthday, the sports car manufacturer has created a special four-wheeled gift: the new 911 GT3 90 F. A. Porsche.

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Looking ahead

The coming year promises exciting developments and opportunities, all to be approached with the brand's characteristic pioneering spirit. From 1 January 2026, Porsche AG will be led by Dr. Michael Leiters, who will assume the position of Chairman of the Executive Board. Dr. Oliver Blume, who has led Porsche AG as CEO for ten years, will continue to serve as CEO of Volkswagen Group.

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MEDIA ENQUIRIES



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Consumption data

Cayenne Electric (WLTP)*: Electrical consumption combined: 22.0 – 19.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

911 Carrera S Cabriolet (WLTP)*: Fuel consumption combined: 10.5 – 10.3 l/100 km; CO_2 emissions combined: 240 – 235 g/km; CO_2 class: G

911 Spirit 70 (WLTP)*: Fuel consumption combined: 10.6 – 10.4 l/100 km; CO_2 emissions combined: 240 – 236 g/km; CO_2 class: G

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Turbo S (WLTP)*: Fuel consumption combined: 11.7 – 11.5 l/100 km; CO_2 emissions combined: 266 – 261 g/km; CO_2 class: G

911 GT3 90 F. A. Porsche (WLTP)*: Fuel consumption combined: 13.7 l/100 km; CO_2 emissions combined: 310 g/km; CO_2 class: G

Taycan GTS (WLTP)*: Electrical consumption combined: 20.1 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan GTS (WLTP)*: Electrical consumption combined: 20.6 – 18.5 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Carrera (WLTP)*: Fuel consumption combined: 10.4 – 9.9 l/100 km; CO_2 emissions combined: 238 – 226 g/km; CO_2 class: G

911 Carrera S (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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