

Elegant, high-quality, unmistakable: Porsche introduces a new Turbo-exclusive crest and trim

14/11/2023 More pronounced differentiation between the top high-performance models

- Consistent appearance across all model lines
- Exclusive Turbonite trim
- Special Porsche crest for exterior and interior

For almost 50 years, the Turbo models have enjoyed an exalted position at Porsche.They represent the pinnacle of every model series. To emphasize their unique standing, Porsche is introducing distinct design elements to sharpen their look and distinguish them from other models in the range. The Turbo models are, for one, being given a particularly exclusive version of the modernized Porsche crest, which is distinguished by the new Turbonite color, rather than gold. The designers developed this

elegant metallic grey tone especially for the Turbo variants. It is also being used on a number of other selected exterior and interior components, lending the Turbo models an even more unmistakable appearance. Porsche will be successively introducing this more pronounced differentiation to all model lines. The new Panamera generation celebrating its world premiere on November 24, 2023 will be the first to receive the new upgrades.

Atlanta. "In 1974, we presented the first turbocharged 911. Since then, Turbo has become a synonym for our top models and is now more or less a brand of its own. We now want to make the Turbo even more visible, and differentiate it more markedly from other derivatives such as the GTS," explains Michael Mauer, Vice President Style Porsche. "This is why we've developed a distinctive Turbo aesthetic. From now on, the Turbo versions will exhibit a consistent appearance across all model lines – one that is elegant, high-quality and very special."

The new Turbonite metallic Crest and trim is exclusively reserved for Turbo models. Like all of our paints, this one was very carefully composed by the Porsche Color & Trim experts. Gold elements create an elegant, metallizing effect, with the top layer in a contrasting satin finish. The lettering on the rear and the Daylight Opening (DLO), as well as the surrounds of the side windows, will be given a Turbonite finish on the Turbo models in future. Depending on the model line, further details such as the inlays in the front fascia, the spokes, or the aeroblades in light alloy wheels could feature Turbonite paintwork.

Turbonite is also the dominant color in the exclusive crest of the Turbo models. All of the top high-performance models will soon feature the crest on their front, as well as on the wheels and the steering wheel.

Additionally, selected components in the interior, for example the trim strips and the belt straps, as well as a number of controls such as the mode switch and the air conditioning control panel, also come in Turbonite. In this case, too, the exact scope depends on the model line. In combination with a black interior, Turbonite is also being used as a contrasting color for the stitching on the seats, the door panel trims, instrument panel and floor mats.

MEDIA ENQUIRIES



Calvin Kim

Product Spokesperson Cayenne, Panamera, Macan and Taycan
404-769-7385
calvin.kim@porsche.us



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America

404-539-5031
frank.wiesmann@porsche.us

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo (Predecessor model)

Taycan Turbo Sport Turismo (Predecessor model)

718 Boxster GTS 4.0 (WLTP)*: Fuel consumption combined: 10.9 – 10.1 l/100 km; CO_2 emissions combined: 247 – 230 g/km; CO_2 class: G

718 Cayman GTS 4.0 (WLTP)*: Fuel consumption combined: 10.9 – 10.1 l/100 km; CO_2 emissions combined: 247 – 230 g/km; CO_2 class: G

Cayenne Turbo E-Hybrid Coupé with GT Package (WLTP)*: Fuel consumption weighted combined: 5.1 – 4.9 l/100 km; Fuel consumption with depleted battery combined: 11,7 – 11,5 l/100 km; Electrical consumption weighted combined: 20.3 – 20.2 kWh/100 km; CO_2 emissions weighted combined: 116 – 112 g/km; CO_2 class weighted combined: D – C; CO_2 class with depleted battery: G

Taycan Turbo Cross Turismo (Predecessor model)

Cayenne Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 5.2 – 4.7 l/100 km; Fuel consumption with depleted battery combined: 11,9 – 11,2 l/100 km; Electrical consumption weighted combined: 20.4 – 20.0 kWh/100 km; CO_2 emissions weighted combined: 119 – 108 g/km; CO_2 class weighted combined: D – C; CO_2 class with depleted battery: G

Taycan Turbo S Sport Turismo (Predecessor model)

Cayenne Turbo E-Hybrid Coupé (WLTP)*: Fuel consumption weighted combined: 5.3 – 4.8 l/100 km; Fuel consumption with depleted battery combined: 11,9 – 11,3 l/100 km; Electrical consumption weighted combined: 20.4 – 20.0 kWh/100 km; CO_2 emissions weighted combined: 120 – 109 g/km; CO_2 class weighted combined: D – C; CO_2 class with depleted battery: G

Taycan 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).

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2023/products/Porsche-introduces-a-new-Turbo-exclusive-crest-and-trim-34381.html

Media Package
https://pmdb.porsche.de/newsroomzips/9cdad5e3-c3a3-40af-b937-4b2c8efc320b.zip