

Inspired by the precious gemstone jade: Taycan Turbo S Celestial Jade

05/09/2024 Together with Porsche Asia Pacific, the Sonderwunsch experts at Porsche Exclusive Manufaktur have created an extraordinary Taycan Turbo S. A special pigmented paint gives the fully electric sports car its incredible look. The colour shifts with the light and from different angles.

Fascinating metamorphosis: In the depths of the Earth, a miraculous transformation takes place that produces the precious gemstone of jade. Over thousands of years, minerals in the Earth's crust heat up and are subjected to great pressure before they crystallise and fuse together. Minor changes in temperature or pressure leave their mark on the rock, creating patterns of green, yellow, gold, white, and sometimes blue. This unique journey from their mineral origins to master artisans, from multi-faceted natural stone to jewellery, is the foundation of the timeless appeal of jade.

Inspired by this precious gemstone, the Taycan Turbo S Celestial Jade, an extraordinary one-off, was created through the Sonderwunsch programme. Together with the Porsche Asia Pacific team, the designers and paint experts at Porsche Exclusive Manufaktur sought to reflect the vibrance and innovation of the Southeast Asia in their own craftsmanship, paying tribute to this important region

with bespoke touches and mythical symbols.

The Taycan Turbo S Celestial Jade will celebrate its world premiere at a spectacular Taycan regional launch event on 5 September in Singapore. From there, the one-off model will go on display in various locations in Southeast Asia before being auctioned off for a good cause in 2025.

This Sonderwunsch production is based on the extensively upgraded Taycan of model year 2024. The new versions have more power, more range, accelerate quicker and charge faster with greater stability. The Turbo S has up to 700 kW (952 PS; **Taycan Turbo S (WLTP)*:** Electrical consumption combined: 19.9 – 17.8 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A) peak power with Launch Control and sprints from 0 to 100 km/h in 2.4 seconds, making it 0.4 seconds faster than its predecessor.

World premiere: elaborate Chromaflair paintwork with colour gradient

For the first time ever, in the Taycan Turbo S Celestial Jade, Porsche has blended two Chromaflair effect paints. The preparation and implementation phases for this were both very elaborate, with development taking around a year. The paintwork itself was done exclusively by hand and took around 80 work hours.

Chromaflair pigments contain extremely thin “flakes” that appear to shift in colour depending on how you look at them. These flakes consist of an opaque, reflective core layer of aluminium, which is then surrounded by a glass-like layer. This transparent layer looks different colours depending on the thickness. All together the flakes are only 1 µm thick. By comparison, human hair is 50 times thicker than this. This gradient paint isn’t just found on the body of the Sonderwunsch Taycan: the rear model designation, the “Electric” logo on the side and the key fob cover also have this impressive finish.

“Urban Bamboo”, a bright green with yellow and gold tones, and “Shifting Carbon”, a dark grey with black and blue tones, were chosen as the colour combination. It culminates in the transcendent name of the vehicle: Celestial Jade. Especially in Asia, jade is a noble and precious material that is rich in tradition and associated with happiness and longevity. Carbon, by contrast, symbolises the pioneering spirit of Porsche. This innovative and powerful colour is often seen in the world of motor racing. The material is robust, light and durable.

Bespoke logo with symbolic power, special carbon-weave finish components

In addition to the spectacular Chromaflair exterior paintwork, the one-off car features a specially designed logo in several places. The logo is inspired by “LongMa”, a mythical being with a dragon’s head (“Long”) and the body of a horse (“Ma”) said to be of great power and strength, and an auspicious

symbol bringing good luck. The motif is also adds a layer of meaningful symbolism to the Taycan Turbo S Celestial Jade, since 2024 is also the chinese Zodiac Year of the Dragon, and the horse reflects the Taycan, with Turkish origins meaning a 'Young Horse'. The "LongMa" logo on the Taycan Turbo S Celestial Jade can be seen on the sill guards of the front and rear doors, on the door projector and all headrests.

Another highlight, designed to match the Chromaflair paintwork, is the carbon-weave finish components in varnished Carbon. These replace the standard Turbonite-coloured inlays on the front bumper, on the side skirts and on the rear diffuser. The airblades on the wheels are also made from this special, hand-crafted material. The varnish allows the carbon-fibre compound to shine through. Depending on the angle you look at it from, the surface shimmers in different hues.

"Leather to Sample" now also available for the Taycan

In addition to the ten leather and 15 seam colours that Porsche offers as standard for the Taycan, "Leather to Sample" is now also available for this model series via the Sonderwunsch programme. This further customisation option celebrates its premiere with the Taycan Turbo S Celestial Jade. The interior specialists from the Porsche Exclusive Manufaktur have combined the standard colour Slate Grey with the "Leather to Sample" option Englishgreen. This elegant, dark green can be found in the doors, the centre console and the front and rear seats. In addition to Englishgreen, the "Leather to Sample" programme includes around 150 colours.

For especially individual requests, Porsche goes a step further: with "Leather to Sample Plus", the colour can be chosen almost entirely freely. Inquiries can be made through the Porsche Centres, and the experts at Porsche AG will then check the feasibility.

About the Sonderwunsch programme

Porsche is reinterpreting its legendary Sonderwunsch programme from the late 1970s, which will enable it to design individualised, one-off cars – co-created by the customer and professionally produced by Porsche. The offering has now been expanded. In addition to the ability to commission individual customer colour and material requests directly in production at the factory, this expansion also includes subsequent Factory Re-Commissioning and Factory One-Off services for vehicles that have already been delivered to the customer.

Customers can contact their Porsche Centre for customisations on new cars. If the request is beyond the bounds of what the Car Configurator can offer, the Sonderwunsch process kicks into gear with an arranged personal customer consultation at Zuffenhausen or one of the international locations, such as Atlanta or Los Angeles. Here, experts from the manufacturer evaluate individual customer requests and take care of the technical approval for the relevant Factory Commissioning area. Typical Sonderwunsch features range from leather in the luggage compartment to painting the whole exterior in multiple

colours using different types of paint surface technology.

About Porsche Asia Pacific Pte. Ltd.

Porsche Asia Pacific Pte. Ltd. is a subsidiary of Dr. Ing. h.c. F. Porsche AG. The company started operations on 1 October 2001 and currently serves 13 countries from its headquarters in Singapore: Brunei, Cambodia, French Polynesia, Indonesia, Malaysia, Mongolia, New Caledonia, New Zealand, the Philippines, Singapore, Sri Lanka, Thailand and Vietnam. Porsche Asia Pacific sees itself as an incubator for the market and supports importers and dealers in the areas of customer service, business development, marketing, new business areas, public relations and sales. In this way, the company helps them to further professionalise their operations and address the needs of their customers in order to ultimately expand their business.

About Porsche Singapore Pte. Ltd.

Porsche Singapore Pte. Ltd. is a retail company of Porsche Asia Pacific and the Eurokars Group and was founded in March 2022. Porsche Singapore sells new cars and vehicles with Porsche registration from the new Porsche Studio Singapore in Guoco Midtown. The central point of contact for all service matters relating to Porsche vehicles is the Porsche Service Centre in 27A Tanjong Penjuru.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo S (WLTP)*: Electrical consumption combined: 19.9 – 17.8 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).

Video

https://newstv.porsche.com/porschevideos/294105_en_3000000.mp4

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