

Porsche Sonderwunsch: Exclusive insights into the pinnacle of automotive individualisation

11/08/2025 From bespoke colours to one-of-a-kind designs — Porsche's Sonderwunsch programme brings customer dreams to life with unmatched craftsmanship and personal expression. A new video series offers exclusive behind-the-scenes insights.

For over 70 years, Porsche has stood for more than just sports cars. It has stood for dreams — and the ability to shape them. The Sonderwunsch (German for "special request") programme represents the highest form of individualisation at Porsche, enabling customers to co-create truly unique vehicles in close collaboration with the brand's design and manufacturing experts. Each project is a testament to Porsche's dedication to craftsmanship, precision, and emotional storytelling.

Exploring the world of Sonderwunsch

Four stories from across the globe now offer exclusive behind-the-scenes insights, inviting fans to explore the world of Sonderwunsch. Each customer shares their personal journey — from the first spark of inspiration to the unforgettable moment of reveal:

Luca Trazzi, an architect and designer from Italy, brought his dream to life with help from the Sonderwunsch team: a 993-generation 911 Speedster. The one-off masterpiece is painted in Otto Yellow — named after his dog — and features a custom black leather interior in a yellow-and-black check pattern.

Jorge Carnicero, a horse breeder and lifelong Porsche fan from the U.S., worked with the Sonderwunsch team to personalise a 911 S/T. The car features a bespoke "Dani Blue" exterior, named after the Porsche designer who supported him in creating the colour concept, and a tricolour Pepita interior fabric.

Sylvia Schiefer, a motorcycle enthusiast from Germany, brought her passion for performance to life in a 911 Targa 4 GTS. Finished in Agate Grey Metallic with Pure Blue leather accents in the interior, the car reflects her and her husband's shared love for speed and individuality.

Hadi Al Hussaini, a Porsche enthusiast from Dubai, created a 911 Dakar inspired by desert landscapes and off-road adventures. He chose the exterior colour Aetna Blue and paired it with an interior featuring Cohiba Brown leather and a tartan fabric in Truffle Brown, Cognac, and Aurum.

Identity, heritage, and emotion

These four vehicles represent more than individual design projects— they showcase what makes the Sonderwunsch programme unique: virtually limitless individualisation, exceptional craftsmanship, and the experience of becoming part of the Porsche family.

All videos are available to watch on the official Porsche YouTube channel.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

911 GT3 RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.2 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 299 g/km; Stato [StandHeute]

911 Targa 4 GTS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 10.8 – 10.5 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 244 – 239 g/km; Stato [StandHeute]

*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/it_CH/2025/products/porsche-sonderwunsch-programme-insights-individualisation-40269.html

Media Package
https://pmdb.porsche.de/newsroomzips/a9afdf16-72e1-4fda-8252-f912ba42bc01.zip

External Links
https://newsroom.porsche.com/en/products/porsche-individualisation.html
https://www.porsche.com/international/accessoriesandservice/exclusive-manufaktur/personality/