


# Inspired by Korean Culture: the limited Taycan Turbo K-Edition

**23/08/2024** Porsche Korea is celebrating its 10th anniversary in 2024. To mark the occasion and to thank its Korean customers, Porsche is launching a unique limited-edition Taycan Turbo K-Edition with exterior and interior design elements inspired by Korean culture. The model is available exclusively in Korea.

“The concept of the Taycan Turbo K-Edition is to lend a visible expression to the close connection between Porsche DNA and Korean society and culture,” says Holger Gerrmann, CEO of Porsche Korea. “At the same time, some exterior and interior details highlight, for example, the extensive and high-quality customisations that are possible through the Sonderwunsch programme.”

The Sonderwunsch experts at Porsche Exclusive Manufaktur have created this model in collaboration with Porsche Korea and the Style Porsche design department, and the combination of traditional Korean cultural influences with modern elegance makes the Taycan Turbo K-Edition a unique sports car with a luxurious feel.

In addition to a unique logo – based on a historical Korean royal stamp – the distinguishing features of the K-Edition include a special skyline graphic, which combines the characteristics of Korean cities, buildings and landscapes. Both of these design elements can be found in the interior as well as on the outside of the car. Interior highlights also include the three-colour-block design of the seat centre panels and elaborately hand-crafted cross-stitching.

This limited-edition model is based on the extensively upgraded Model Year 2024 Taycan, which features more power, improved acceleration, a longer range, and faster, more stable charging speeds. The Taycan Turbo can deliver up to up to 650 kW (884 PS, **Taycan Turbo (WLTP)*:** Electrical consumption combined: 20.0 – 17.7 kWh/100 km; $CO_2$ emissions combined: 0 g/km; $CO_2$ class: A) with Launch Control, and can accelerate from 0 to 100 km/h in 2.7 seconds.

## Unique stamp-style logo and special skyline graphic

Designed exclusively for the K-Edition, the logo is based on the shape of a historical royal stamp. Within this symbol, the name 'Taycan' is written in traditional Korean characters. The Style Porsche designers have also integrated a racetrack into the abstract representation of the logo. The specialists in the Sonderwunsch team hand-paint this logo in a high-gloss black onto the charging port door on the driver's side. It is also embossed into the headrests of the seats and into the leather key holder. In Korea, documents and books were traditionally marked with stamps, and the royal stamp was a sign of official certification by the ruler. To this day, the royal stamp still enjoys a high status in Korea.

The second unique selling point of the K-Edition is a special skyline graphic, created in close collaboration with Porsche Korea. The silhouette combines the characteristics of Korean cities, buildings and landscapes. Integrated into this line drawing is the lively cityscape of Seoul, the traditional *hanok* house with its distinctive roof shape, bridges (the connecting elements of the Korean peninsula and a symbol of its economic power), and the Baekdu-daegan mountain range.

The experts also hand-paint the skyline in high-gloss black on the rear spoiler and the key housing. Elsewhere on the car, the graphic is also milled into the front door entry guards (which are made of brushed black aluminium) and is revealed when the door sills are illuminated. Inside, the skyline logo is embossed in the lower part of the leather dashboard on the passenger side.

## Five exterior colours from the Paint to Sample programme

The many facets of Korea are reflected in the varied colour palette of the K-Edition. Buyers can choose from five exterior paints from the Paint to Sample programme: Ruby Red Metallic (Paint to Sample Plus), Oak Green Metallic, Ipanema Blue Metallic, Macadamia Metallic and Alex Grey.

There are Porsche logos on the lower section on both sides of the car and the colour of this matte vinyl graphic is matched to the respective paint finish. There is also a black badge on the B-pillars with the

Porsche Exclusive Manufaktur logo, which is finished in Turbonite.

Another notable exterior feature isis the Mission-E-style 21-inch alloy wheels. While the rims are painted in Turbonite, the five spokes are finished in in Satin Black. The centre caps are also Satin Black, while the Porsche crest is finished in Turbonite.

## Colour-blocking concept on the seats and elaborate cross-stitching

Matching its elegant exterior, the Taycan Turbo K-Edition features the luxurious Olea club leather interior trim. Two colour variants are available: if the model is ordered in Ruby Red Metallic, Ipanema Blue Metallic or Alex Grey, the interior is Basalt Black. The other two exterior paints, Macadamia Metallic and Oak Green Metallic, are combined with Truffle Brown leather. Fourteen-way front comfort seats are a standard feature.

The colour-blocking concept, featuring three coloured strips in the centre panels of the seats provides exciting colour accents. For the Taycan Turbo K-Edition, the design team has combined Atacama Beige with Basalt Black and Truffle Brown. Atacama Beige is also used as an accent colour in other parts of the interior: on the aspects of the seats specific to the K-Edition, on the seat belts and on the 12 o'clock marking on the GT sports steering wheel.

Another eye-catcher in the interior is the Atacama Beige cross stitching on the door panel trims, the instrument panel and the centre console, which are featured in a Taycan for the first time. The production process for this is extremely elaborate, as each stitch is finished by hand. Exquisite craftsmanship is required to achieve the visual quality and perfect symmetry required on the large surfaces of the interior.

The Porsche Exclusive Manufaktur logo embossed on the lid of the storage compartment and a small badge with the Taycan K-Edition logo in Turbonite enhance the look of the centre console. LED projectors in all doors also project the logo as white light onto the floor.

The key housing is painted in the respective exterior colour. Customers will also receive a key holder made of Olea club leather in Truffle Brown or Basalt Black to match the interior equipment of their car. The high level of attention to detail is even evident in the black floor mats, which round off the car's luxurious ambience and feature club leather trims, decorative seams in Atacama Beige and the Porsche logo in Turbonite.

## Porsche in Korea

The sports car manufacturer has been operating in Korea since 2006, and its subsidiary Porsche Korea Ltd. was founded in 2014. In 2023, Porsche delivered 10,501 cars to customers in South Korea. The Taycan, launched there at the end of 2020, was one of the success factors. With 1,805 examples

delivered in 2023, the electric sports car had already jumped to second place behind the Cayenne (4,335 units).

## 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 expanded range is divided into the installation of specific colour and material requests directly during production as well as subsequent refinements and even custom vehicle concepts on customer request after delivery – regardless of the age of the car.

Customers can contact their Porsche Centre for customisations on new cars. If the request is beyond the bounds of the Exclusive Manufaktur options offered in the Car Configurator, the Sonderwunsch process kicks into gear with a personal customer consultation in Zuffenhausen or one of the international locations, such as Atlanta or Los Angeles. Here, the manufacturer's experts are dedicated to the prompt assessment and technical approval of individual customer requirements.

## MEDIA ENQUIRIES



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### Consumption data

**Taycan Turbo (WLTP)*:** Electrical consumption combined: 20.0 – 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, $CO_2$Emissions 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/293174_en_3000000.mp4
https://newstv.porsche.com/porschevideos/293067_en_3000000.mp4

## Link Collection

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