

Special Porsche exhibition at Swiss Museum of Transport

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23/06/2023 On Friday, June 23, the Swiss Museum of Transport, in collaboration with Porsche, will open a special exhibition marking the 75th anniversary of the Stuttgart-based sports car manufacturer. The special show in Lucerne, titled 'Driven by Dreams. 75 Years of Porsche Sports Cars', will continue until January 2024. The show exhibits sports car highlights from over seven decades and shines a spotlight on the brand's links to Switzerland. The stint at the Museum of Transport is part of the international touring exhibition by the Porsche Museum in Stuttgart.

The special show is structured around the topics of history, motorsport, art, technology and innovation, as well as environmental protection and society. In addition to the exhibits from the Porsche Museum, the show focuses on the people behind the brand. People who, like Ferry Porsche, never stopped believing in their dreams, or in achieving great things and turning big ideas into reality. The stories of international and Swiss personalities are highlighted in the individual topic clusters.

Jolantha Maria Tschudi, among others, is portrayed in connection with a Porsche 356/2 Gmünd Cabriolet. In 1948, the Zurich native became the first person in the world to buy a series production Porsche, the Beutler-Cabriolet with chassis number 356/2-002. Other key figures in the exhibition include Dr. Wolfgang Porsche, Jo Siffert, Oliver Blume and the American artist Richard Phillips, who designed the Porsche Taycan Artcar that was auctioned in Switzerland in 2021 for a good cause.

Porsche is not only celebrating the brand's 75-year anniversary in 2023. It is also a special year for the Porsche 911, which turns 60 this year. To mark the anniversary of the iconic sports car, the special exhibition presents a number of selected Porsche 911 models from different generations.

Touring Porsche Museum exhibition and the Porsche Heritage Truck

The exhibition at the Swiss Museum of Transport is part of a series of special exhibitions by the Porsche Museum to celebrate 75 years of Porsche sports cars. It will be presented at locations around the world with the title 'Driven by Dreams. 75 Years of Porsche Sports Cars'. The brand's success story, and with it the Porsche legend, began with the Porsche 356 No. 1 Roadster. The vehicle received its general operating permit on June 8, 1948.

The central special exhibition at the Porsche Museum in Stuttgart-Zuffenhausen opened on June 8, 2023 and will treat guests to exciting stories about pioneering spirit, engineering acumen and courage until January 7, 2024. A part of the special exhibition will also be on show at 'DRIVE. Volkswagen Group Forum' in Berlin through January 7, 2024. The success story of Porsche will also be celebrated at the Petersen Automotive Museum in Los Angeles, and the highest-altitude automobile exhibition in the world will be held on the Grossglockner.

Also visiting Switzerland is 'Porsche Heritage Truck', which conveys the company's values, from the past to the present and into the future, through a mobile exhibition titled 'Driven by Dreams'. The truck's tour started in April at the Porsche Museum in Stuttgart-Zuffenhausen. Following stations in Romania, Croatia and Italy, the truck reached the biggest Swiss Porsche meet-up in Mollis on June 17 and can now be viewed at the Museum of Transport through July 2.

Swiss Museum of Transport

The Swiss Museum of Transport in Lucerne is the most visited museum in Switzerland, with over half a million visitors annually. The price of admission for adults starts at CHF 35. Accompanied by their parents, admission is free for children under 6.

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