

Porsche marks 75 Years in Australia with four bespoke models

05/03/2026 As part of its 75-year celebrations of Porsche in Australia, Porsche Cars Australia has unveiled four specially themed cars. The styling inspiration is drawn from the world-famous natural settings found in Australia's North, South, East and West.

"These four special cars symbolise the legacy and future of Porsche across Australia," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia, speaking at their official unveiling at this year's Formula 1® Australian Grand Prix.

"Each car has been styled to reflect different iconic Australian landscapes, specifically the rugged west, the country's eastern surf coastline, the top end's tropical rainforests and the southern cliffs along Victoria, South Australia and Tasmania.

"These four cars align timeless Porsche design with regional identity, culture, lifestyle and purpose. And best of all, they are available for any of our customers to replicate using the Porsche online car configurator."

Each of these four commemorative Porsche models is summarised below.

Go North: Porsche Panamera 4 E-Hybrid

This stunning sports sedan in Paint to Sample Emerald Green Metallic reflects the deep-green beauty of Australia's tropical north, specifically the rainforests of Queensland and the Northern Territory.

Its exterior mimics the fresh, lush vegetation found in the dense foliage of Queensland's Daintree Rainforest and Kakadu National Park in the Northern Territory. 21-inch Panamera Exclusive Design wheels finished in Neodyme resemble the Daintree's famous Fan Palm and the Club Leather interior in Espresso reflects the rich earth that nourishes this cherished tropical region.

The 480 litres Porsche Roof Box offers a payload of up to 75 kilograms, making it the ideal adventure partner for long, open-road trips through the wild green surrounds.

Go East: Porsche Taycan 4S Cross Turismo

Australia's eastern coastline was the inspiration for this special Porsche Taycan 4S Cross Turismo, which is finished in Porsche Paint to Sample Ipanema Blue Metallic. Looking like it has just emerged from the water, the colour blue stars in this commemorative example of Porsche's first all-electric Cross Utility Vehicle (CUV) that has been tailored for Australia's surf culture.

The 21-inch Taycan Exclusive Design wheels with Crayon aero blades hint at the varieties of marine life and coral formations living deep under the waves while the two-tone Black / Crayon leather interior represent the warm sands and shade of Australia's eastern beaches.

Speed Blue interior highlights hint at the cool offered by the Pacific waters that have made Australia's surf culture and pro-level board riders so enduringly popular.

Go South: Porsche Macan 4S

The ragged coastlines of southern Australia inspired the special configuration of this Macan 4S. Paint to Sample Gold Bronze Metallic echoes their natural colour tones while the Vesuvius Grey finish on the 22-inch RS Spyder Design wheels is a nod to the dolerite sea columns that protrude from the waters of the southern Tasman Peninsula.

South Australia's Limestone Coast can be found in this Macan's interior, specifically the Extended Leather Package in Black / Chalk and the use of Chalk Beige for the seat belts and compass / Sport Chrono instrument dial. Orange seat centres and decorative upholstery stitching mimic the coastal snags and rocks that run along Victoria's coastal edges.

Go West: Porsche Cayenne S

Outback Western Australia's vast and rugged plains inspired this special Porsche Cayenne S. Paint to Sample Ipanema Brown reflects the surface of this 4.4-billion year old landscape, which is home to historic towns, natural formations and World Heritage-listed outdoor galleries of ancient indigenous artworks.

The 22-inch Exclusive Design Sport wheels finished in Black silk-gloss share their colour with the dark vertical streaks of WA's famous Wave Rock. The Off-Road package provides the type of protection needed when driving through Outback WA.

Inside, the Outback's deep red colours can be found in the Bordeaux Red seat centres and interior highlights. The Mojave Beige Compass display evokes memories of the blonde sand at Broome's Cable Beach.

Porsche Exclusive Manufaktur

Along with their Porsche Exclusive Manufaktur details, various Porsche Sonderwunsch ('special request' personalisation) touches feature in these four commemorative Porsche cars. They include '75 Years of Porsche in Australia' bespoke vehicle keys (with key cases) painted to match their exterior colours, bespoke illuminated door sill guards customised with each vehicle's cardinal directions, as well as bespoke interior floor mats embossed with '75 Years of Porsche in Australia'.

A chance encounter 75 years ago

The story of how Porsche made its way to Australia in 1951 hinged on a classic sliding doors moment. Norman Hamilton, in Europe to investigate pump technology for the construction of Australia's Snowy Mountains Hydro-Electric Scheme, was overtaken by a silver sports car while driving across Austria's Grossglockner pass. The car was a Porsche development vehicle. Its driver was German racing ace Richard von Frankenberg.

He and Hamilton happened to stop at the same inn at the next village and the two struck up a conversation, which led to Hamilton meeting Ferdinand Porsche. What followed was a vehicle distribution deal sealed with a handshake and the first two Australian-market Porsche sports cars were sold and shipped to Melbourne. The rest, it can be said, is 75 years of Australia's greatest sports car history.

MEDIA ENQUIRIES



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Consumption data

Taycan 4S Cross Turismo (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 21.4 – 18.7 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Panamera 4 E-Hybrid (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 3.8 – 3.1 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 18.4 – 17.9 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 86 – 69 g/km; Stato [StandHeute]

Cayenne S (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 12.6 – 12.0 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 286 – 271 g/km; Stato [StandHeute]

Macan 4S (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.5 – 17.7 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 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).

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