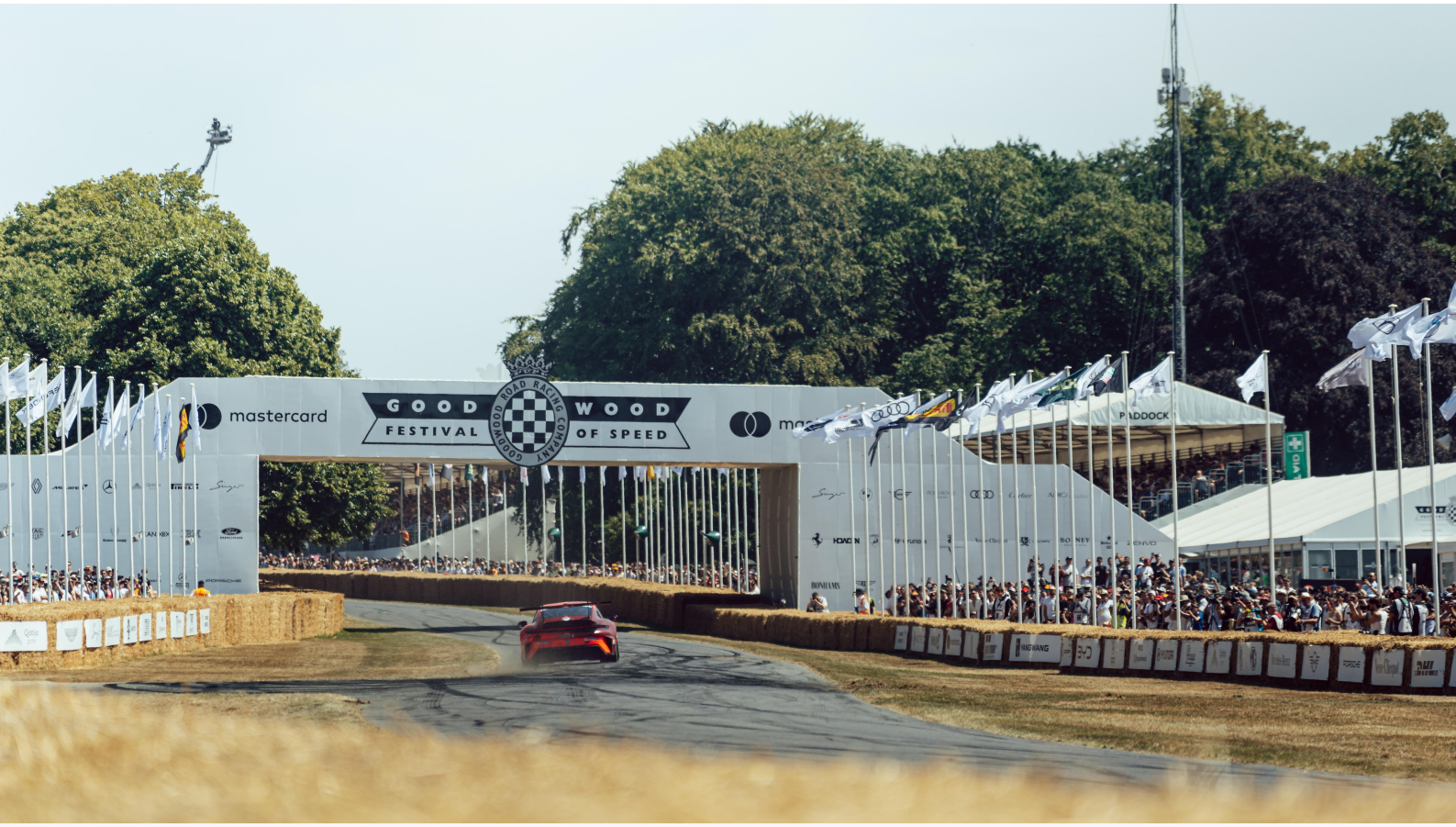

Goodwood Festival of Speed: Porsche unites heritage and high performance

14/07/2026 Porsche Cars GB marked 75 years since the first Porsche arrived in the UK with a vibrant presence at the 2026 Goodwood Festival of Speed, bringing together heritage, performance, individualisation and a touch of Hollywood storytelling.

Across four days at Goodwood Festival of Speed, the world-famous automotive garden party, Porsche celebrated the past, present and future of the brand in the UK. From rare historic models and bespoke Sonderwunsch creations to the latest high-performance road and race cars taking on the Goodwood Hill, the event offered a fitting tribute to a milestone year.

Porsche, Disney, and Pixar have joined forces

One of the most eye-catching stories on the Porsche stand was a collaboration with Disney and Pixar to

bring the enduring magic of the 'Toy Story' universe to life in an entirely new way, in celebration of the release of 'Toy Story 5'. Three bespoke, one-of-one Porsche 911 models, inspired by the beloved characters of Woody, Buzz Lightyear, and Jessie from the Toy Story universe, were displayed at Goodwood before they go on to be sold as part of a charitable initiative in the US supporting Big Brothers Big Sisters of America, the American Red Cross and Starlight Children's Foundation.

The trio consisted of a Buzz Lightyear-inspired 911 GT3 RS, a Jessie-inspired 911 Targa 4 GTS and a Woody-inspired 911 Carrera T. Each car was customised by the Porsche Sonderwunsch department, translating the colours, textures and personalities of the characters into bespoke automotive details.

75 years of Porsche in the UK

The 75th anniversary of Porsche in the UK was also reflected by the presence of the 911 GT3 Earls Court 51 Edition. The special model was created with Porsche Exclusive Manufaktur to honour the first Porsche cars displayed at the Earls Court Motor Show in 1951. Based on the 911 GT3 with Touring Package, it features a unique Earlscourtgreenmetallic paint finish, along with bespoke leather and corduroy interior details inspired by the early 356 coupés shown in London 75 years ago.

Sharing that story was a newly recommissioned 1951 Porsche 356, known within Porsche Cars GB and the enthusiast community as the ex-Betty Haig car. Restored together with Porsche Sonderwunsch, the 356 was presented with design details that directly linked it to the modern 911 GT3 Earls Court 51 Edition, including matching Earlscourtgreenmetallic paint and heritage-inspired interior trim. Together, the two cars created a striking bridge between the origins of Porsche in the UK and its modern-day expression.

Another celebration of individualisation came in the form of the Taycan Turbo S Soho House One, a unique Sonderwunsch creation developed with the Soho House private members' club. Finished in a distinctive satin green matched to the exterior of Soho House 40 Greek Street, the car translates the relaxed, contemporary character of Soho Home interiors into an automotive setting. Inside, distinctive fabrics, burl wood and Truffle Brown leather create a warm atmosphere, showing the breadth of personalisation possible through Porsche Sonderwunsch.

Performance on the Hill

On the Hill, Porsche's latest performance models delivered a dynamic counterpoint to the displays. The new 911 GT3 Cup made its Goodwood debut, ahead of its future use in the Porsche Carrera Cup GB Championship from 2027. Porsche Cars Great Britain Junior driver Callum Voisin took the wheel during the Festival, continuing the tradition of young Porsche talent tackling the famous 1.16-mile (approximately 1.87 kilometres) climb.

The Supercar Run and First Glance categories also brought significant Porsche premieres to the Hill.

The 911 GT3 S/C made its dynamic debut. It was joined by the 911 GT3 with Manthey Kit, a track-focused evolution developed to deliver even greater aerodynamic performance and sharper circuit capability.

Electric performance was also strongly represented. The Taycan Turbo GT with Manthey Kit appeared following its Nürburgring-Nordschleife lap record for electric executive cars, while the Cayenne Turbo Coupé Electric showcased the next step in Porsche's electrified SUV line-up.

75 years of Porsche Motorsport

Beyond the Hill and the main Porsche stand, the Porsche Club Haus provided a focal point for enthusiasts throughout the festival weekend. Visitors explored current model highlights, Porsche Classic offerings and special displays from the Porsche Museum in Stuttgart, including cars marking 75 years of Porsche Motorsport. Porsche Club GB also celebrated its own milestone, 65 years since its foundation, with members' cars forming a prominent part of the Goodwood landscape.

Together, these displays, debuts and demonstrations made Porsche's presence at the 2026 Goodwood Festival of Speed as much a celebration of stories as cars: from the first 356 models displayed in London in 1951 to the latest GT, electric and Sonderwunsch creations, and from loyal club members to a new generation of fans discovering Porsche through culture, creativity and performance.

MEDIA ENQUIRIES

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Consumption data

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Cayenne Turbo Coupé Electric (WLTP)*: Electrical consumption combined: 22.0 – 20.0 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Taycan Turbo S Sport Turismo (WLTP)*: Electrical consumption combined: 20.9 – 18.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan Turbo GT with Manthey Kit (WLTP)*: Electrical consumption combined: 24.8 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Turbo S (WLTP)*: Fuel consumption combined: 11.7 – 11.5 l/100 km; CO_2 emissions combined: 266 – 261 g/km; CO_2 class: G

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

911 Targa 4 GTS (WLTP)*: Fuel consumption combined: 10.8 – 10.5 l/100 km; CO_2 emissions combined: 245 – 239 g/km; CO_2 class: G

911 GT3 S/C (WLTP)*: Fuel consumption combined: 13.7 l/100 km; CO_2 emissions combined: 310 g/km; CO_2 class: G

911 Carrera T (WLTP)*: Fuel consumption combined: 10.9 – 10.4 l/100 km; CO_2 emissions combined: 248 – 237 g/km; CO_2 class: G

*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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