

A perennially popular model

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05/09/2014 A little over a decade ago, Porsche ventured into new territory with the Cayenne which would become a success story. The new Cayenne celebrates its world premiere in October.

The history of the Cayenne began with two dates. On June 3, 1998, Porsche announced that it would be building a sporty SUV. Around 15 months later, on September 17, 1999, the company announced that it would build a new plant in Leipzig to produce the vehicle. Both of these decisions symbolise the beginning of an extraordinary success story.

Production of the SUV in Leipzig began in August 2002, and the Cayenne was at dealers in 2003. Several sporty versions were launched in subsequent years: the Cayenne S, Cayenne Turbo and Cayenne Turbo S.

First Porsche vehicle with a diesel engine

In 2007, Porsche introduced a redesigned version of the SUV whose identifying features included new headlights and LED rear lights, new front and rear trim, new door mirrors, new wings, modified side sills and a redesigned rear spoiler. In its first implementation of Direct Fuel Injection (DFI), Porsche improved fuel economy by as much as eight per cent. The Cayenne GTS celebrated its premiere at the IAA in 2007. Starting in 2009, customers could take delivery of a diesel version of the Cayenne. This was the first use of a diesel engine at Porsche.

The third generation Cayenne, which made its debut at the Geneva International Motor Show, set new standards. It offered highly advanced engine technology with an Auto Stop-Start function, an eight-speed Tiptronic S transmission and a weight reduction of up to 185 kg. This resulted in up to 23 per cent better fuel economy and 26 per cent lower CO2 emissions. Another milestone was the Cayenne S Hybrid in 2010; it was the first production hybrid model from Porsche.

Sales to date have exceeded all expectations

Over 276,000 first generation vehicles came off the assembly line from 2002 to 2010. Over 303,000 units of the second generation have been sold to date. The Cayenne is not only contributing to profitable growth at Porsche; it is also providing the economic foundation for investments in future generations of sports cars.

The latest version of the Cayenne will appear in a world premiere at the Paris Motor Show in October 2014. Porsche designers have made this newest version of the sporty SUV even sharper – with precise lines and carefully placed light refracting edges. Components that were entirely redesigned include the front end, front wings and bonnet. Along with the Cayenne S, Turbo, Diesel and S Diesel derivatives, customers can now purchase an S E-Hybrid for the first time.

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