

Roger Penske drives his namesake Porsche 963 RSP for the first time

18/08/2025 It was a special moment: Roger Penske took the wheel of the Porsche 963 RSP, a one-off creation bearing his initials, for the very first time. The car was later showcased during Monterey Car Week in California before joining his private collection.

After a dynamic debut ahead of the 24 Hours of Le Mans and displays in Austria and at the Goodwood Festival of Speed, the 963 RSP has returned to the US, where, for the first time, Roger Penske got behind the wheel of the one-off creation built in his honour.

Penske completed the first shakedown and familiarisation laps in the car that bears his initials on the South Track of the Porsche Experience Centre in Atlanta – allowing the team to check the car over after its adventures on both the road and track in Europe. “That was a fantastic experience – an unforgettable moment to finally get behind the wheel,” said Roger Penske, Chairman of the Penske Corporation. “Our partnership with Porsche has led to an incredible history together built over six decades. This is a special moment among many in that partnership. It's been a privilege to be a part of the team and programme that led to its creation.”

Following this, a more extensive drive took place at WeatherTech Raceway Laguna Seca – the venue of four Rennsport Reunion events and a future location for a Porsche Driving Centre from 2026. Friends of Laguna Seca board member Bruce Canepa lapped the legendary track, as did former Porsche works driver Patrick Long, who famously also piloted the RS Spyder for Penske between 2006 and 2008.

“It appears intimidating at first, but actually it shrinks around you and is very responsive and agile,” said Long, after driving the car on both the track and road. “It has great steering feel and the visibility is great looking forwards. The ride is pretty compliant, too, so I can see it working well on the road. What a machine – I just wanted to keep going!”

“It’s a fitting conclusion to an exciting project to see Roger drive the car for the first time as it joins his collection, where I know it will be in the best of hands,” added Timo Resch, President and CEO of Porsche Cars North America. “The heart and soul of everyone at Porsche is engrained in this car.”

Inspired by – and created for – Roger Penske, the 963 RSP is a special, one-off car based on the Porsche 963 racing prototype used in the WEC and IMSA series. It has been modified extensively inside and out by the Sonderwunsch department, with unique bodywork and a bespoke interior – inspired by a Porsche 917 (Chassis 30) which featured very similar changes when it first took to the public roads 50 years ago.

Like the 917, the 963 RSP features a custom paint finish (in exactly the same Martini Silver colour worn by the 917) as well as a bespoke leather and Alcantara interior. Beyond that, adjustments were made to the dampers, ride height and engine control unit to make the car more suitable for driving on the road and even enabling it to run on standard fuel. The car was also fitted with turn signals, wet weather tyres and even a horn.

The 963 RSP was shown at the Porsche Zentrum during Monterey Car Week in California, after which it joined Penske’s private collection of road and race cars.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart