

Icons of Latin America: Porsche celebrates heritage with bespoke 911 GT3 ‘Ocelot’

07/11/2025 A one-of-a-kind 2025 911 GT3 Touring marks the debut of the new Sonderwunsch project, Icons of Latin America. Its design is inspired by the biodiversity of Colombia’s Amazon rainforest and one of its most enigmatic inhabitants: the ocelot.

Porsche Latin America, headquartered in Miami, celebrated a remarkable milestone in 2025: 25 years of connecting and supporting the independent network of Porsche importers and the passionate Porsche community across Latin America. To mark this significant anniversary, the company is launching an initiative that pays tribute to the region’s rich heritage and automotive excellence: Icons of Latin America.

“Icons of Latin America”: A Tribute to regional heritage

These notable occasions will be commemorated through bespoke Sonderwunsch projects, locally configured as heartfelt tributes to the beauty, identity and spirit of this diverse region. Each vehicle will be meticulously personalised by Sonderwunsch experts, drawing inspiration from the distinctive culture, flora, fauna and traditions of the various countries where Porsche Latin America is present. These automotive masterpieces will celebrate Latin American heritage for generations to come.

Inspired by Colombia’s Amazon rainforest and affectionately nicknamed “The Ocelot”, this one-of-a-kind 2025 911 GT3 Touring is finished in exclusive Paint to Sample Forest Green Metallic. As the inaugural Sonderwunsch project, it connects the country’s distinctiveness with Porsche passion in a truly exclusive and emotive manner.

This project also commemorates the fact that in 2025, Autoelite – Porsche’s official importer in Colombia – celebrates 30 years of representing the brand in the South American nation.

The exterior: Forest Green Metallic and Centenaire Silver

The Colombian Amazon is one of the most biodiverse regions on the planet. Its vast green canopy breathes life into the continent, providing shelter to countless species of plants, birds and mammals. It is both a national treasure and a global symbol of natural wonder.

The 911 GT3 Touring reflects this abundance through its Paint to Sample (2B4) Forest Green Metallic exterior. The deep hue, shimmering in various shades of green under sunlight, evokes the rainforest’s endless layers of foliage, shadow and light, interwoven in a rhythm of life. It is a colour that appears alive, shifting from mystery to brilliance depending on how it catches the eye.

Various accents on the vehicle’s exterior in Centenaire Silver offer a striking contrast. These are more than mere stylistic details: they echo the chrome trim of the earliest Porsche 911 models from the 1960s, linking this modern GT car even more closely to its brand heritage. From the rear light pagoda frame and the painted gurney flap on the rear spoiler, to the door handles, exterior mirror housings, rear intake grille surround and the “Porsche” logo on the rear – every Centenaire Silver detail evokes the purity of Porsche’s original design language. Even the 20/21-inch forged aluminium wheels are painted in Forest Green Metallic with fine Centenaire Silver lines on the face, balancing strength with elegance.

The interior: Cohiba Brown leather and Pepita fabric

Step inside, and the inspiration shifts from the rainforest as a whole to one of its most captivating inhabitants: the ocelot. This small wild cat, found throughout Colombia, is revered for its beauty. Its golden-brown coat, patterned with black rosettes, features an intricate design that elegantly provides

camouflage. For centuries, the ocelot has fascinated people, appearing in folklore and art. Today, it remains a symbol of Colombia's natural diversity and resilience.

The interior of this unique GT3 Touring translates the essence of the ocelot into Sonderwunsch craftsmanship. Most of the cabin is finished in Cohiba Brown leather, a rich shade echoing the animal's coat, paired with Crema and Truffle Brown cross-stitching throughout. The Sports Seats combine Cohiba Brown with Pepita fabric seat centres in a palette of Truffle Brown, Black and Cream White — reminiscent of the ocelot's spotted pattern and a nod to Porsche's classic heritage.

The tribute is most clearly expressed in the headrests, which are embossed with the cunning and instantly recognisable silhouette of the ocelot. This design was directly inspired by Colombian traffic signs that alert drivers to wildlife crossings. On rural roads, where the rainforest meets the tarmac, these signs remind travellers of the delicate balance between humanity and nature. In this GT3 Touring, that same silhouette becomes a symbol of coexistence, respect, and admiration.

Sonderwunsch meets Latin American identity

Individualisation continues in every detail. An exclusive badge on both B-pillars, finished in Centenaire Silver, combines the Porsche Latin America logo with the script "Iconos de Latinoamérica" – a discreet yet powerful signature of the project's identity. Illuminated door sill guards bear not only the GT3 logotype, but also inscriptions marking both anniversaries: "30 Años de Autoelite" on the driver's side, and "25 Años de Porsche Latin America" on the passenger's side – a subtle reminder of the project's celebratory purpose. Most interior components, such as the Sport Chrono clock housing, upper and lower dashboard, air vent frames and slats, are all upholstered in fine Cohiba Brown leather, stitched in Truffle Brown.

The unique steering wheel, upholstered in Cohiba Brown leather, features a Truffle Brown 12 o'clock marker, reflecting precision and attention to detail. The Race-Tex headlining in Truffle Brown envelops the cabin in warmth, while the floor mats, seat belts, and interior panels have all been carefully tailored in matching tones.

Even the front luggage compartment is trimmed in Cohiba Brown and Truffle Brown leather, with Pepita fabric inserts echoing the seat design. Wherever the eye falls, there is a story of Sonderwunsch craftsmanship and Porsche passion.

About the Sonderwunsch Program

Porsche is reinterpreting the legendary Sonderwunsch (special wishes) programme of the late 1970s, enabling personalised one-offs – co-created by the customer and professionally realised by Porsche. The offering for new vehicles includes the installation of tailor-made special request options directly in the production run. A highlight that customers can access when ordering a car is Paint to Sample Plus:

Porsche creates and develops an individual exterior colour based on the customer's personal wishes.

Retrofitting of vehicles is also possible. Customers can completely redesign the interior and exterior of their car or create highly individualised one-offs with the support of Porsche's own development and design team. For older vehicles, this programme always includes restoration, which can also be commissioned separately.

MEDIA ENQUIRIES



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Consumption data

911 GT3 avec Pack Touring (WLTP)*: Consommation combinée (gamme): 13.8 – 13.7 l/100 km; Emissions de CO_2 combinée (gamme): 312 – 310 g/km; Statut [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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