

Porsche Exclusive Manufaktur

29/08/2026 Porsche Exclusive Manufaktur

Individuality is at the core of the Porsche brand. There is therefore a large number of options already available for the new Panamera in the configurator to meet the customisation requirements of customers in this segment. In addition, Porsche's overlapping customisation programmes Paint to Sample, Paint to Sample Plus and Sonderwunsch further broaden the already extensive standard range. Paint to Sample includes more than 50 predefined, technically approved colours for the Panamera. With the Paint to Sample Plus option, the paintwork can be chosen almost without restriction. This includes an extensive feasibility study.

Porsche Exclusive Manufaktur has developed a number of directly configurable options for the new Panamera. These include the SportDesign package including sill trims in Black or Turbonite as well as the SportDesign package in Carbon Fibre + Aerokit and special 21-inch wheels. Six shades are available for each of the Exclusive Design and Sport Design wheels. In addition, there are tinted HD matrix LED headlights and tail lights with both departure and welcome-home animation. A special Sports exhaust system with tailpipes in dark bronze rounds off the exterior options for the new Panamera from the Porsche Exclusive Manufaktur.

Porsche Exclusive Manufaktur will also upgrade the interior on request. Interior packages in matt carbon with contrasts in Neodyme, Carmine Red or Ceramica can be configured directly. In addition, there are extended leather options, for example on the handles, the luggage compartment lid or the seat consoles. The leather-free finishes include the option of colour-coded decorative stitching and matching seat belts. The dial of the SportChrono cockpit watch can be configured in a matching Night Green on a Kalahari grey background. The GT sports steering wheel can be specified with a carbon trim on request. Even for vehicle keys and floor mats, Porsche Exclusive Manufaktur offers particularly high-quality options.

Panamera joins the Sonderwunsch programme

Beyond the directly configurable options, Porsche pursues a systematic approach to customisation. The Sonderwunsch programme from Porsche Exclusive Manufaktur combines the maximum individuality of a custom workshop with the uncompromising perfection of a large car manufacturer. Porsche has now brought the eponymous 1970s programme to the present day. It enables customer-created, personalised one-offs professionally implemented by Porsche.

The Sonderwunsch programme, which was restarted at the beginning of 2022, is comprised of three strands. First, customer-specific colour and material requirements in the interior and exterior can be integrated directly into the production run. The second strand is Factory Re-Commissioning. Here, it is possible to retrofit previously manufactured vehicles with new colour and material options according to special requirements. This is also possible after several years and in collaboration with Porsche Classic for classic Porsche vehicles. The third strand is the Factory One-Off option. At Porsche, this term describes cars that are not only customised or revised in terms of appearance, but also in terms of technology, at the customer's request. The options range from a complete restoration to new technical developments. Depending on the vehicle's age, the technical experts at Porsche Exclusive Manufaktur or Porsche Classic take care of implementation.

The implementation of special requests for the Porsche Panamera is carried out via Factory Re-Commissioning. The customer can become a co-project manager and work out their special wishes in close cooperation with Porsche designers and developers. They check the customer's ideas for feasibility and work out the details with them, including technical certification. This ensures that the result meets all Porsche quality standards in every detail. The implementation takes place either directly after the production of the car or at a later stage – as desired.

Panamera Turbo 'Sonderwunsch' demonstrates the potential of the Sonderwunsch programme

Porsche demonstrated the almost unlimited options of the Sonderwunsch programme during the world premiere of the new Panamera. The Panamera Turbo 'Sonderwunsch' show car illustrates a number of

possibilities. Specially created colour tones, individual accents and planning down to the last detail demonstrate the all-encompassing nature of the Sonderwunsch programme from Porsche Exclusive Manufaktur.

The demonstration model, customised by Porsche Exclusive Manufaktur, was given a two-tone colour scheme in the specially mixed shade of Leblon Violet Metallic. This is a chestnut shade with a violet note. In an elaborate painting technique, the colour fades into a solid black in the lower third of the car. The door sills and front and rear spoiler lips are in solid black. The darkened headlights, tail lights and windows are perfectly matched, and the tailpipes were designed by Porsche Exclusive Manufaktur designers in Black. They also mixed real gold flakes into the car's clear lacquer coating, creating a spectacular glitter effect.

The exterior of the Panamera Turbo 'Sonderwunsch' also features pinstripes in Avium Metallic with an integrated 'Sonderwunsch' logo. Porsche Exclusive Manufaktur also lacquered the face of the 21-inch centre-lock wheel rims and the frames of the side windows in this colour. In contrast, the rim base features the main shade of Leblon Violet Metallic.

Consumption data

Panamera 4S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.0 – 3.2 l/100 km; Fuel consumption with depleted battery combined: 9,8 – 8,8 l/100 km; Electrical consumption weighted combined: 18.5 – 17.6 kWh/100 km; CO_2 emissions weighted combined: 91 – 74 g/km; CO_2 class weighted combined: B; CO_2 class with depleted battery: G

Panamera Turbo S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.4 – 4.1 l/100 km; Fuel consumption with depleted battery combined: 10,8 – 10,4 l/100 km; Electrical consumption weighted combined: 18.8 – 18.4 kWh/100 km; CO_2 emissions weighted combined: 100 – 93 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Panamera 4 E-Hybrid (WLTP)*: Fuel consumption weighted combined: 3.8 – 3.0 l/100 km; Fuel consumption with depleted battery combined: 9,6 – 8,7 l/100 km; Electrical consumption weighted combined: 18.4 – 17.9 kWh/100 km; CO_2 emissions weighted combined: 86 – 69 g/km; CO_2 class weighted combined: B; CO_2 class with depleted battery: G

Panamera 4 E-Hybrid Executive (WLTP)*: Fuel consumption weighted combined: 3.8 – 3.2 l/100 km; Fuel consumption with depleted battery combined: 9,7 – 8,9 l/100 km; Electrical consumption weighted combined: 18.5 – 18.0 kWh/100 km; CO_2 emissions weighted combined: 87 – 72 g/km; CO_2 class weighted combined: B; CO_2 class with depleted battery: G

Panamera 4 (WLTP)*: Fuel consumption combined: 11.0 – 10.1 l/100 km; CO_2 emissions combined: 250 – 230 g/km; CO_2 class: G

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Panamera (WLTP)*: Fuel consumption combined: 10.4 – 9.6 l/100 km; CO_2 emissions combined: 236 – 219 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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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart