

The Targa in the glare of flash lights

04/06/2014 Hardly three months after its world premiere in Detroit in January, the 911 Targa really came into its stride. At the wheel: journalists from all over the world.

Without a doubt, a press folder is a very fine and important thing. At a glance it contains all the vehicle information that journalists need to write their articles: specifications, details on design, the engine or the history. But if a journalist wants to write about a new model, its special features or the feeling when driving the car, it is very difficult to form an opinion from an office desk. So he or she has to sit behind the wheel.

This is why Porsche invited a total of about 400 international journalists to a driving event in the port of Bari in southern Italy. There twenty 911 Targa models and three round trips were available for a period of two weeks. Whether it is the innovative roof system, the sports exhaust system or Porsche Torque Vectoring – these are more than just beautiful terms when you're driving on a tour through Apulia; technical innovations are experienced live.

August Achleitner, Head of the Model Series, announced to the guests: the Targa combines the "driving experience of a convertible with the safety of a coupé – dynamic and comfortable". Would the

journalists agree with him after their test drive? Read for yourself:

"The Targa plays between model worlds, conveys solidity, is low on wind noise even with an open air feeling – and looks just great." auto motor sport

"The 911 Targa is an eye-catcher even when it's closed. But as soon as you press the "Open roof" button on the ignition key, the 911 puts on a spectacular show even before you drive off it in." Spiegel Online

"The opening roof engineering of the Targa is the epitome of 80 years of soft top art." Die Welt Online

"Is it worth the money? We think so. The Targa exudes panache like very few convertibles do. At the end of the day, it is a 911 – therefore it also drives like a dream. We like it. A lot." topgear.com

"The latest member of the 911 family cuts a good figure when it comes to agility and, thanks to its precise communicative steering, it can be manoeuvred with style round the bend." Stern.de

"To be honest, we did not expect much from the Targa. But the new model demonstrates once again that Porsche design engineers are among the best in the world." Wired.com

Link Collection

Link to this article
https://newsroom.porsche.com/en/products/the-targa-in-the-glare-of-flash-lights-10710.html

Media Package
https://pmdb.porsche.de/newsroomzips/ba8d20d6-f1ca-4dd6-82d6-c801deda8f44.zip

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