FAT International x Peaches: Motorsport DNA meets Tokyo's Car Culture

03/10/2025 With a spectacular pop-up event at Peaches. Japan Garage, FAT International and Porsche built a bridge between international motorsport and Tokyo's vibrant car culture.

Last weekend, Peaches. Japan Garage—a hotspot in Shibuya's local scene—transformed into a meeting point for Porsche enthusiasts and creatives from around the world.

FAT x Peaches Capsule Collection

The centerpiece of the event was the unveiling of a Porsche 911 (992.2) GT3 with Weissach package in exclusive FAT livery—a visual statement that fuses classic motorsport aesthetics with contemporary design. Inspired by the legendary Le Mans victory of the Porsche 962 in 1994, the livery combines typographic elements, logos, and custom-designed characters. The unveiling was complemented by a

limited “FAT x Peaches Capsule Collection”.

The festivities began even before the official opening, with the “FAT Mankei Export Drive”—a curated road trip with Porsche and Peaches. The convoy led participants from Tokyo along the legendary Hakone Turnpike, culminating in an exclusive “Cars & Coffee” at the summit.

Another highlight was the WEC 6 Hours of Fuji, where motorsport, design, and community merged into a unique experience. Hot laps and meet-and-greets with drivers brought together the global motorsport elite and Japan’s local car culture, creating lasting connections and memories.

FAT International: Racing Culture, Design, Community

Originally a European logistics company making a name for itself by sponsoring motorsports to highlight its express delivery service, FAT International has since been reimagined by Ferdinand “Ferdi” Porsche.

Nearly thirty years after their iconic Le Mans victory, Ferdi Porsche revived the FATurbo Express Racing Team together with Proton Competition to compete in the FIA World Endurance Championship with the Porsche 963 Hypercar. With this event in Japan, FAT International not only celebrated its WEC entry, but also the power of collaboration.

Ferdi Porsche emphasises: “With FAT International, we want to build bridges—between tradition and innovation, between motorsport and lifestyle, between cultures. Racing is an inherent part of our brand’s DNA, but our mission goes further: to change motorsports forever by making it more accessible, starting from the bottom – with the FAT Karting League, a revolution in the world of karting.”

The future of car culture

Today, FAT International is more than just a brand – it’s a platform that connects global car culture with creativity, design, and community.

Ferdi Porsche adds: “Tokyo is the perfect place for this: here, passion, vision and community come together to create something truly unique.” Driven by this spirit, the pop-up at Peaches. Japan Garage became a vibrant statement for the future of car culture—characterised by partnership, diversity, and a shared enthusiasm for the automobile.

MEDIA ENQUIRIES

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Consumption data

911 GT3 RS (WLTP)*: Consommation combinée (gamme): 13.2 l/100 km; Emissions de CO_2 combinée (gamme): 299 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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