

75 Years of Porsche in Australia: GO WEST in the Porsche Cayenne S

05/03/2026 Porsche Cars Australia is celebrating its 75th anniversary with a bold tribute to the landscapes that define our home. Four specially themed vehicles have been styled and specified to reflect the unique environments of Australia, each inspired by a cardinal direction and the breathtaking beauty that surrounds us.

When the first two Australia-bound Porsche sports cars arrived in Melbourne in 1951, company founder Ferdinand Porsche could not have imagined the impact his creations would have on the country's automotive landscape. To celebrate Porsche's 75-year Australian journey, Porsche Cars Australia has chosen four models from its catalogue and combined them with famous elements of the country's vast natural landscape.

Unveiled at this year's Formula 1® Australian Grand Prix, each Porsche in this unique collection – a Panamera 4 E-Hybrid, a Macan 4S, a Taycan 4S Cross Turismo and a Cayenne S – takes its styling and configuration inspiration from iconic settings found in Australia's north, south, east and west.

"These four cars symbolise the legacy and future of Porsche in Australia," says Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "They showcase Porsche's local and global heritage by aligning our timeless design with regional identity, culture, lifestyle and purpose.

"Customers who choose any of these four Porsche models can join our 75-year celebrations by using the Porsche online car configurator to specify their new car inspired by these commemorative specifications. They can also tailor these configurations to suit their individual needs."

GO WEST: Cayenne S

Outback Western Australia was the inspiration for this special Porsche Cayenne S.

This is quintissential Australia. These vast open spaces are amongst the most remote on earth. They're also the oldest, containing continental crusts that date back some 4.4 billion years.

This seemingly endless hot and rugged terrain might be inhospitable but it's home to some of the most beautiful natural landscapes on the planet.

Porsche Cars Australia has specified this Cayenne S to reflect these settings. Paint to Sample Ipanema Brown Metallic mirrors the brown-and-red ochre ground for the grasslands, deserts and rock formations that attract visitors from around the world.

The 22-inch Exclusive Design Sport wheels painted in Black silk-gloss share their colour with the dark vertical streaks of WA's famous Wave Rock and the trunks of *Xanthorrhoea* grass trees that pepper remote regions like the Pilbara.

The Off-Road package, which comprises rockrails with integrated skid plates, a reinforced engine bay guard and extra protection for the rear axle, provides the type of protection needed when driving through Outback WA. It also includes a compass display in the dashboard, an important instrument for such vast terrain.

Atop the Cayenne's Aluminium roof rails is the Roof Transport System carrying the Porsche Roof Box, which offers 480 litres of capacity with a payload of up to 75 kilograms. Designed at Porsche's Weissach development Centre specifically for Porsche vehicles, it offers extra carrying capacity on remote roads. Its aerodynamic profile integrates perfectly with the Cayenne's exterior design.

The Black leather interior of this special Cayenne S features Bordeaux Red for the seat centres and other matching highlights, including the seat belts and the upholstery's decorative stitching. Despite the colour's French name, this bright russet red could easily have originated in the caves and shelters in WA's Kimberley or Pilbara regions, where some of the world's oldest indigenous rock art can be found. These massive outdoor galleries pre-date Egypt's pyramids and the Great Wall of China. Some examples are more than 50,000 years old. The Pilbara's Murujuga Cultural Landscape, a UNESCO World

Heritage Site of around 1,000 square kilometres, is home to the world's largest collection of rock engravings, some which date back more than 40,000 years.

The Cayenne's interior also features a Mojave Beige Compass instrument dial, echoing Western Australia's sun-bleached landscapes and deserts plains. The colour is also a nod to the famous coastal town of Broome and the blonde sands of Cable Beach.

The four-zone climate control system offers the kind of cooling performance needed in one of the country's hottest zones, something the *Eucalyptus victrix* smooth-barked Coolabah tree has offered to thousands of years.

Along with its Porsche Exclusive Manufaktur details, several Porsche Sonderwunsch ('special request' personalisation) touches feature this GO WEST Cayenne S. They include '75 Years of Porsche in Australia' bespoke vehicle keys (with key cases) painted to match the exterior, bespoke interior floor mats embossed with '75 Years of Porsche in Australia', as well as bespoke door sill guards in brushed Aluminium customised with 'GO WEST' & Cayenne logo illuminated in Red.

Australia's vast Western state is Cayenne territory. Long roads, fascinating terrain and a quiet in-cabin ambience to enjoy one of the world's greatest natural landscapes.

Porsche Cayenne S

The third-generation Porsche Cayenne is renowned for its on-road performance, off-road abilities and luxurious every day comfort.

Porsche released the first generation Cayenne just over 20 years ago. It was the company's first SUV model and quickly cemented its place as one of the best luxury-performance sport utility vehicles available.

Today, the Cayenne is available as an SUV (nine model variants) and Coupé (10 model variants), underlining its flexibility and appeal with Australians.

The Porsche Cayenne S is powered by a 4.0-litre biturbo petrol V8 engine, delivering up to 349 kW of power and a maximum torque of 600 Nm from just 2,000 RPM. Advanced engine technologies, such as single-scroll turbocharging, electrically controlled turbocharger wastegates and higher fuel injection pressure, all combine to maximise performance and efficiency while optimising fuel use.

The eight-speed Tiptronic S gearbox offers three driving models (Normal, Sport, Sport Plus) and works with the Porsche Traction Management (PTM) system which actively distributes drive torque to all four wheels for optimal drive, grip and agility – both on- and off-road.

The Adaptive Air Suspension system uses a two-air-chamber design that can achieve spring rates and

damping characteristics that range from effectively gliding over the road surface for optimal ride comfort, to dynamic handling performance with noticeably reduced body movements. This blends the best of Porsche sports car performance with comfortable in-cabin luxury.

Inside, along with the innovative Porsche Driver Experience display and control concept, the Cayenne offers an abundance of space, with up to 772 litres available in the rear luggage area, ideal for long-distance touring.

Also ideal for regional touring is the standard-fitment 90-litre fuel tank.

Four off-road driving modes (Gravel, Mud, Sand, Rocks) optimise the Cayenne S for different terrain types.

On-road, the Cayenne S delivers Porsche sports car performance, with a 0 – 100 km/h time of 5.0 seconds and a top speed of 273 km/h (on a suitable closed racing circuit).

Click here for the complete Australian Product Highlights of the Porsche Cayenne model range.

GO WEST: 75 Years celebration specification

Model: Porsche Cayenne S

Exterior:

- Exterior colour: Paint to Sample | Ipanema Brown Metallic
- Wheels: 22-inch Exclusive Design Sport wheels painted in Black (silk-gloss)
- Off-road package including reinforced underbody protection
- Stainless steel skid plates (front and rear)
- Exterior mirrors painted in exterior colour
- Exclusive Design fuel filler cap
- Panoramic roof system (standard equipment)
- Roof rails in Aluminium
- Deletion of model designation
- Decorative side logo 'PORSCHE' in Silver
- Tinted HD-Matrix LED headlights

- 'PORSCHE' logo LED door courtesy lights

Interior:

- Interior colour: Black, smooth-finish leather
- Comfort seats in front (14-way, electric) with memory package (standard equipment)
- Seat heating and ventilation (front and rear)
- Decorative stitching and seat centres in leather in contrasting colour (Bordeaux Red)
- Seat consoles in leather (front and rear) with coloured decorative stitching (Bordeaux Red)
- Porsche crest on headrests
- Seat belts in Bordeaux Red
- Roof lining grab handles in leather with coloured decorative stitching (Bordeaux Red)
- Compass instrument dial and digital tachometer in Mojave Beige
- Leather interior package in contrasting interior colour (Bordeaux Red)
- Accent package in Silvershade
- Air vent frames painted (Bordeaux Red)
- Extended trim package with grab handles in leather with coloured decorative stitching (Guards Red)
- Model logo embossed on centre console armrest
- Bespoke door sill guards in brushed Aluminium, customised with 'GO WEST' & Cayenne logo illuminated in Red
- Sonderwunsch ('special wishes') bespoke vehicle keys painted with case (75 Years of Porsche in Australia)
- Sonderwunsch ('special wishes') bespoke floor mats (75 Years of Porsche in Australia)

Technology & Other:

- Passenger display
- Four-zone automatic climate control
- Air Quality System
- Load space management system

- Trailer hitch without tow ball

Info

Click here to see the GO WEST Cayenne S using the Porsche Cars Australia online car configurator.

Published figures should only be used for the purpose of comparison between vehicles. Information provided and images displayed on our websites or links therefrom may relate to models, performance characteristics, optional extras and features only available in overseas models of the vehicle and must not be relied upon as they may be unavailable in Australia. Please note, product changes may have been made since the production of any content. Please contact an Official Porsche Centre for specific information on current data, vehicles, performance characteristics, optional extras and features available in Australian delivered vehicles.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

Cayenne S (WLTP)*: Fuel consumption combined: 12.6 – 12.0 l/100 km; CO_2 emissions combined: 287 – 272 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).

Link Collection

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