

# PORSCHE

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## EXCLUSIVE MANUFAKTUR



## Porsche Centre Abu Dhabi creates unique 911 Turbo Cabriolet

15/04/2025 Porsche Centre Abu Dhabi is used to fielding enquiries for tailored, bespoke commissions and being able to meet virtually every request from customers. Using the Porsche Online Car Configurator and access to Exclusive Manufaktur and Paint To Sample, the team decided to create its own, very special 911 Turbo Cabriolet.

**Abu Dhabi** | Porsche Centre Abu Dhabi has created an exclusive, unique vision of one of the most desirable models in the Porsche range, the 911 Turbo Cabriolet by using a combination of Paint To Sample, the Porsche Online Car Configurator and the resources of the Porsche Exclusive Manufaktur program.

The result is an eye-popping 911 Turbo Cabriolet that is the drawcard of its showroom, taking pride of place next to the Porsche Café inside the Porsche Centre Abu Dhabi showroom.

“Our customers in Abu Dhabi are big fans of personalisation and we often get requests for Paint To Sample and other touches, so we thought we would work with Exclusive Manufaktur to come up with

our own car that was like no other 911 we have seen in our showroom yet," said Sobhe Haroun, the Global Certified Sales Consultant at Porsche Centre Abu Dhabi.

"Arguably the most popular colour request we receive for Paint To Sample is green and in many shades, so we thought we would do something completely different and choose Viola Purple Metallic. This colour comes from the 2016 911 GT3 RS and we paired it with 20-inch and 21-inch 911 Turbo S Exclusive Design Wheels painted in Satin Aurum with both the wheel design and colour from Exclusive Manufaktur to give it an incredible contrast.

"After settling on a final look on the Configurator, we placed our order and after four days, confirmation and approval arrived from Porsche."

Making full use of the popping Viola Purple Metallic, the team extended the colour to include the Rear Side Air Intakes, the Slat Inlays on the Rear Lid and the bases of the exterior mirrors while the Porsche Logo and Model Designation were painted in High Gloss Black for maximum contrast.

Other Exclusive Manufaktur features on the exterior of the 911 Turbo Cabriolet include Tinted LED main headlights with Main Beam including the Porsche Dynamic Light System Plus and Exclusive design tail lights to give it an illuminated signature front and rear that clearly identifies it as a Porsche 911 at night.

While the drive train remains untouched, featuring Porsche's 3.7-litre, turbocharged, six-cylinder boxer engine producing 580PS and 750Nm of torque and an eight-speed PDK transmission, it has been enhanced with a Sports Exhaust System with Exclusive Manufaktur tailpipes in Black along with Brake Calipers also painted in High Gloss Black from Exclusive Manufaktur to complement its High Gloss black badging.

"The exterior colours give it an incredibly sporty feel but being a Cabriolet, we also wanted a luxury feel inside, so the interior has more of a classic feeling from behind the wheel," said Haroun.

"We chose Truffle Brown, which is darker than the Classic Cognac many people select. It gives it an elegant look because being a convertible, we wanted this to be a car that can be used anywhere, whether it be in the UAE, along the Italian Riviera or in Monaco."

Truffle Brown with Crayon Stitching is also used for the heated and ventilated Adaptive Porsche Seats Plus with powered 18-way memory settings as well as for the seat belts.

"The leather door guards also feature a classic Porsche 930-style pattern, which gives it a retro 1970's feel that is also an option that can be found on the Configurator."

Contrasting against the dark interior is an instrument package from Exclusive Manufaktur that includes a Tachometer with a white dial as well as a Sport Chrono Stopwatch Instrument package with white dials.

"To see it in the showroom, it immediately gets everyone's attention and even if they're not looking to buy a 911, they look at our Turbo Cabriolet and can see the attention to detail and what Porsche can do, so it's also a bit of a showcase for them to show what Porsche can do to their car as well whether that be a Macan, Cayenne or Taycan," said Haroun.

Porsche offers fully customised and tailored options through Porsche Exclusive Manufaktur, which makes it possible to configure and design a Porsche to meet individual needs and make it truly your own 'dream' Porsche.

## In The Media

# MEDIA ENQUIRIES



### Chris Jordan

Head of Public Relations Porsche Middle East & Africa  
+971 4 356 9911  
cjordan@porsche-me.ae



### Mahvesh Sayed

PR Specialist Porsche Middle East & Africa  
+971 4 356 9911  
mahvesh.sayed@porsche-me.ae

## Consumption data

### Taycan Turbo S (Predecessor model)

\*Further information on the official fuel consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO<sub>2</sub>Emissions 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](http://www.dat.de)).

## Link Collection

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