Porsche Experience Center Atlanta opens a new exhibit with one-of-a-kind cars

03/03/2025 Some of the brand's rarest and most interesting cars are now on display in the Center's Heritage Gallery.

Atlanta. Porsche Experience Center Atlanta (PECATL) today announced the opening of a new exhibit in the Heritage Gallery featuring some of the rarest Porsche cars on the road and track. As part of the celebration of the Center's 10th anniversary in Atlanta, the exhibit titled *"The Why?"* – aims to uncover what motivates and inspires the brand's most devoted owners and fans.

"The exhibit isn't only about the cars; it's about the people behind them and the special meanings those cars hold for them," said Michelle Rainey, Director of Porsche Experience Centers.

The new collection features one-of-a-kind personal builds and legendary race cars—from the 1994 911 Turbo S Flachbau to the 1953 356 Pre-A, a shining example of Porsche's beginnings over 70 years

ago. The cars are surrounded by displays that tell the unique stories of each car in detail.

Included in the lineup:

1994 911 Turbo S "Flachbau"
A rare "Flatnose" 911, this Turbo S is one of only 76 ever built.

2018 911 GT2 RS MR (Manthey Racing)
The ultimate roadgoing 911 GT2 RS, the 911 GT2 RS MR features extreme changes to both its dynamic performance and aerodynamics to create the most agile and focused iteration of the '991' generation of the 911.

1953 356 Pre-A
The 356 Pre-A is where the Porsche story began more than seven decades ago. One of the early U.S. imports through the famed Hoffman Motor Car Company, it exemplifies the core principles of beauty and engineering integrity that guide us today

2023 RSR-19 "Rexy"
Part of the beloved "Rexy" race car series, this T-Rex-inspired, Porsche RSR-19 raced with AO Racing in 2023. With its toothy grin meant to evoke a T-Rex, "Rexy" has become a firm fan favorite.

Lowenbrau 962-103
Known as the "Holbert Racing Löwenbräu Special," this 962 was built in 1984 for the IMSA GT Championship and has become one of the most successful and recognizable race cars in Porsche history.

This collection will be on display until July, when new vehicles will join the exhibit which runs through 2025.

How to visit:

"The Why?" at the Porsche Heritage Gallery inside Porsche Experience Center Atlanta is open to guests with existing reservations, whether they are here for a drive experience—on the track or in a simulator—dining at Restaurant 356, or attending a private event. For those without a prior booking, the exhibit can also be accessed by booking a tour or purchasing a general admission ticket at PorscheDriving.com/Atlanta.

MEDIA ENQUIRIES

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Image Sublines

Path: media/Images/img_1.jpg
Title: 1994 Turbo S “Flachbau"
Subline: Ryan Friedman's rare 'Flatnose' Turbo S

Path: media/Images/img_2.jpg
Title: 911 GT2 RS MR
Subline: 2018 911 GT2 RS MR (Manthey Racing)

Path: media/Images/img_3.jpg
Title: 1953 356 Pre-A
Subline: 1953 Porsche 356 Pre-A

Path: media/Images/img_4.jpg
Title: 2023 Porsche 911 RSR-19 'Rexy'
Subline: 2023 Porsche 911 RSR-19 'Rexy' – AO Racing's fan-favorite race car

Path: media/Images/img_5.jpg
Title: Lowenbrau 962-103
Subline: The 'Holbert Racing Löwenbräu Special

Link Collection

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