

Porsche Classic's “Project Gold” heads to new home for EUR 2.7 Million

This article reflects the status at the time of its publication. The content may since have become outdated.

28/10/2018 After a total of 37 bids and ten minutes, the main prize for Porsche collectors was ready to go: The “911 Turbo Classic Series” saw auctioned off at the Porsche Experience Centre Atlanta (USA) as part of the “RM Sotheby's – The Porsche 70th Anniversary Auction 2018” event.

This car – based on an original 993 body shell – was sold for a total price of EUR 2.743.500. The one-off piece created by Porsche Classic is already considered a highly sought-after collectors' item. The net proceeds of EUR 2.589.027 will go directly to the not-for-profit Ferry Porsche Foundation, which was set up this year to mark the brand's anniversary, “70 years of Porsche sports cars”. Porsche Classic has also created two “Project Gold”-inspired genuine parts as a special treat for all 993 owners. Porsche

customers can opt to upgrade their vehicles with a new aluminium tank cap (available for all 911 models from the years 1980 to 1998) and a black tail pipe.

A total of 51 vehicles went under the hammer during the auction. The Estimate for the unique 911 Turbo Classic Series was EUR 154.473 equivalent to the retail price for a 911 Turbo S from 1998. The story behind the "Project Gold" model is as unusual as the design itself: Painted in Golden Yellow Metallic, it references the 2018 911 Turbo S Exclusive Series. The black wheels are highlighted by Golden Yellow design accents, while the seats and interior trim are finished in black with Golden Yellow details. The bodyshell features the characteristic side air intakes of the 993 type 911 Turbo S. The 331 kW (450 hp) Classic Series celebrated its world premiere at the Porsche Rennsport Reunion in Laguna Seca (USA) on September 27, 2018.

The net proceeds of EUR 2.589.027 will go directly to the not-for-profit Ferry Porsche Foundation. The foundation – named after the brand's founder, Ferry Porsche – focuses primarily on the homes of its Stuttgart and Leipzig factories. It also supports projects at the brand's international sites. The foundation supports work in the fields of education, research, sport, culture and social affairs. In the future, the foundation is also planning to focus more on its own range of projects.

Link Collection

Link to this article
https://newsroom.porsche.com/en/products/porsche-classic-project-gold-911-turbo-classic-series-rm-sothebys-70-anniversary-auction-2018-experience-center-atlanta-ferry-porsche-stiftung-16326.html

Media Package
https://pmdb.porsche.de/newsroomzips/d0d80fae-520a-485e-8524-d42fae017d35.zip

External Links
https://www.porsche.com/countries/classic/

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