

Porsche Sonderwunsch: You dream it, Porsche can build it

30/10/2025 Proving that with Porsche, there really is no substitute. The Sonderwunsch program makes virtually everything possible, so if you can dream it, Porsche can build it.

Dubai |For many owning a Porsche is a personal decision and often an expression of its owner's personality. This can be accentuated through limited builds or personalisation options through Porsche Exclusive Manufaktur, but there's an even more select option.

The Porsche Sonderwunsch programme was established in 1978 and offers the ultimate in bespoke craftmanship where any request is limited only by the imagination. Meaning 'Special Request,' Sonderwunsch is Porsche's most exclusive personalisation programme where virtually anything is possible.

Porsche 911 S/T

The Porsche 911 S/T is already one of the most desirable models offered with just 1963 examples

created to celebrate 60 years of the iconic 911. With the help of Sonderwunsch, this example has expanded on its historic, retro theme with the addition of a flying, red Pegasus on the leading edge of the door as a homage to 1950's actor and Porsche enthusiast James Dean.

Dean owned a Porsche 356 and a 550 Spyder and personalised them with a red Pegasus which has since been adopted by fans of early 911s and 356s ever since and is regarded as a respectful nod to the actor and his love for Porsches.

Its leather seats and trim as well as the air vents and internal mirror are also featured in a matching tone to complement the Shade Green Metallic exterior colour.

Porsche 911 GT3 RS

Similarly, the GT badge and in particular, the GT3 name is synonymous with Porsche's most track-focused and desirable 911 models with the GT3 RS being the ultimate interpretation of Porsche's on-track prowess.

With the help of Sonderwunsch, Porsche brings customers' dreams to life by involving them in every step of the commissioning and build process. Consulting Porsche experts, from engineers to upholsterers, this 911 GT3 RS is like no other 911 to wear the desirable GT badge.

Featured in white with the extended decorative GT3 RS side logo in Python Green, it cuts a purposeful silhouette. Racing Yellow highlights for the seat belts, door opening loops, tachometer, chronograph, and stitching contrast the white exterior, which is capped by 20- and 21-inch GT3 RS forged magnesium lightweight wheels in Python Green, covering its Porsche Ceramic Composite Brakes (PCCB).

The interior features full bucket seats and the Weissach package trimmed in black/GT silver leather and Race-Tex but without the roll cage for improved rearward visibility.

Exclusive Manufaktur features include tinted LED main headlights with matrix beam including Porsche Dynamic Light System Plus (PDLS Plus), exclusive design taillights and 'PORSCHE' logo LED door courtesy lights.

Three Pillars of Sonderwunsch

Three pillars define Porsche's Sonderwunsch process comprising 'Factory Commission', 'Factory Re-Commission' and 'Factory One-Offs'.

Factory Commission allows customers to choose specific colours and trims for a new car, building it with individual options directly at the factory before delivery.

A Factory Re-Commission usually involves consultation with Porsche Classic and Exclusive Manufaktur experts to advise customers who brings their cars back to the factory to be re-built the way they would have wanted it if they had the opportunity to do so from new. They effectively give their car a second life, leaving once again through the Porsche gates at the factory 'as new.'

The final pillar, 'Factory One-Off', is where fantasy meets reality, with completely new parts developed for the car to create a bespoke one-of-one for the customer. Some features on past commissions, such as the ducktail rear wing re-imagined for the 911 Classic Club Coupe of 1998, have since carried over into series production.

It shows how every customer effectively becomes a part of the company, as a dream Porsche once thought to exist only in their head becomes real.

Icons of Porsche

At Icons of Porsche this year, a dedicated Sonderwunsch display area will showcase some of the region's most exclusive customer commissions and bespoke creations.

Further event announcements to follow

Tickets are now on-sale for the fifth edition of Icons of Porsche in Dubai. The colourful and family-friendly festival will be held in the Dubai Design District on 22-23 November 2025, again featuring classic cars, art, culture and much more.

Icons of Porsche will once again deliver a colourful and vibrant festival atmosphere, with an amazing collection of classic Porsche sportscars, the public debut of all new models, art installations, cultural displays and food and beverage from some of Dubai's most well-known and loved food and beverage outlets. Now a well-established annual festival in the city, Icons of Porsche brings together diverse cultures and reinforces Dubai's reputation as a global hub for luxury, automotive excellence, and world-class international events, as well as a platform for celebrating and sharing interests. Porsche enthusiasts from all over the world are expected to travel to Dubai, joining residents of the city in sharing their passion for the brand and its exciting products, reflecting the city's ability to unite people through culture, creativity, and shared interests. It also highlights Dubai's position as an international events destination, providing a unique and enriching experience for diverse, discerning audiences from around the world.

More details on this year's festival will be announced over the coming weeks. All press announcements and Icons of Porsche content is available on the Porsche Newsroom here.

Tickets are on-sale now via IconsofPorsche.com. Follow Porsche Middle East and Africa on Instagram for more event updates.

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