Virtual tour of the special exhibition at the Porsche Museum

10/11/2021 The Porsche Museum is expanding its range of digital exhibits: Anyone who is interested can now take a virtual tour of the special exhibition "50 Years of Porsche Development Weissach" in either German or English. This tour brings the historical development of the spiritual birthplace of all Porsche sports cars into living rooms across the globe.

The online tour, which lasts around 12 minutes, is available on YouTube. The museum's website www.porsche.com/Museum and the Porsche Museum's social media channels (Instagram channel @ porsche.museum and Facebook @porsche.museum.stuttgart) link to the video.

A trained museum guide provides insights not only into the beginnings and development of the site, but also into the sophisticated departments of the Weissach Development Centre. Facts and stories are used to present the various sections of the special exhibition: these include "First Steps", which covers the origins of the Development Centre and the ground-breaking ceremony in 1961.

At the "Test Bench" station, visitors are given an insight into everything that employees do at test

benches. The "Design", "Porsche Engineering" and "Motorsport" sections offer equally fascinating stories as well as covering the topics of vehicles and innovations. The run-in and test track, where Porsche puts its sports cars through their paces, is also explained in great detail. Historical film excerpts from the company archive are used to supplement the stories told by the museum guide.

Weissach Development Centre stands for innovative vehicles

The Porsche think tank celebrates its anniversary this year: the Weissach Development Centre, was opened 50 years ago. The success story of the Weissach Development Centre began on 1 October 1971 when the Development and Design departments were relocated from Zuffenhausen to Weissach, 25 kilometres away. Since then, the Weissach Development Centre has stood for innovative vehicles and intelligent development services.

MEDIA ENQUIRIES

Inga Konen

Head of Communications Porsche Schweiz AG
+41 (0) 41 / 487 914 3
inga.konen@porsche.ch

Video

https://newstv.porsche.com/porschevideos/196550_en_3000000.mp4

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