

Porsche Museum presents exciting programme to end the year with a flourish

20/10/2023 For 75 years, sports cars from Zuffenhausen have inspired people from all over the world. In its anniversary year, Porsche is celebrating all the people who, with their dreams and daring, have contributed to the success story of the brand. The special exhibition in the Porsche Museum is dedicated to this anniversary, as are the many other events and highlights for youngsters and adults at the brand's headquarters.

There are years in the chronicle of a company that are more exciting than others, and 2023 is one such year for Porsche. The 911 is celebrating its 60th birthday and the brand is looking back on the success story of '75 Years of Porsche Sports Cars'. In 2023, many people all over the world celebrated the 8th of June 1948, the day on which the Porsche 356 'No. 1' Roadster received its general operating permit. First, Ferry Porsche and his team made his dream sports car a reality, and in the 75 years that followed, millions of other people have done the same. "Never before have so many people visited our Porsche Museum in a single month as in August 2023. We had the pleasure of welcoming more than 70,000

visitors. And we're already expecting 2023 to be the second-best year since the museum opened in January 2009," reports Achim Stejskal, Head of Porsche Heritage and Museum. "We're looking forward to finishing the year with a flourish, and to many further events for our visitors and guests."

The current special exhibition celebrating '75 Years of Porsche Sports Cars' is the most comprehensive in the 14 years since the opening of the museum. Up to 7 January 2024, the Porsche Museum will be inviting visitors on a journey through 75 years of the brand's history. A journey through the past, present and future on which our guests not only encounter many innovative technologies, but also many dreamers. The people behind the brand. People who, like Ferry Porsche, believed in their dreams. And with its special exhibition the Porsche Museum is opening up a cosmos full of dreams, and presenting its protagonists among the stars.

For all those people unable to make the trip to the museum in Zuffenhausen, or who want to enjoy the anniversary exhibition a second time in their own living room, the Porsche Museum is offering a 360-degree tour. The digital visit includes a selection of five cars that can be tried out virtually, among them the jubilee-celebrating 356 'No. 1' Roadster, and this option is also available until 7 January 2024.

Activities for kids, autumn holiday programme and photo challenge

The Porsche Museum is not only inviting adults on a journey through the past 75 years of the brand's history. There are also two new tours for children, each with six activity stages, which are part of the permanent exhibition. The boys and girls can choose between two exciting stories told on the Porsche 4Kids explorer tours. Test driver Tom Targa is very busy preparing for a big race, and he wants to build a sports car for it. Meanwhile, development engineer Tina Turbo is looking for creative ideas to take to a competition. On both tours, there are search tasks to complete, puzzles to solve, experiments to try, and lots of fun to be had – all while learning. More information on the activities for kids in the Porsche Museum can be found here.

In the autumn holidays, from 28 October to 5 November inclusive, Porsche is providing free tours of the museum for children between four and 13 years of age. Our experienced guides take the kids on an exciting explorer tour. Here is the booking page for registrations.

Up to the end of the year, girls and boys can take part in the Porsche 4Kids photo challenge. And the good thing is that there's no right or wrong here. The first challenge for the kids and their families or friends is to take a photograph of their favourite car while highlighting one particular detail. In the next creative task, the children take a funny photo of their family on the winners' podium. Finally, they alternate between the frog and eagle perspectives when taking photos of a Porsche.

International Day of Persons with Disabilities

December 3 is the International Day of Persons with Disabilities. This is also the final day of a dedicated

week of the same name in the Porsche Museum. From 28 November to 3 December included, visitors with a disabled person's pass and their accompanying person receive free entry to the Porsche Museum during opening hours. On December 2 and 3, the race car of paraplegic US American Tim Horrell will be on display. , the race car of paraplegic US American Tim Horrell will be on display. This year he competed in the German GTC Race with a Porsche 718 Cayman GT4 RS Clubsport from W&S Motorsport. To control it, the race car was specially adapted to Tim Horrell's needs by PARAVAN mobility experts. He operates the vehicle manually with a throttle ring installed on the steering wheel and a brake lever.

For families with two adults and children up to 18 years, the family ticket for 24 euros is still available for visits to the Porsche Museum. It includes entry for a maximum of five people, the Porsche 4Kids Explorer Book, as well as parking for one day.

New lounge in the Christophorus Restaurant

Visitors wishing to treat themselves in the Christophorus Restaurant can look forward to a completely redesigned lounge with all-round comfort offering seating for 22 guests. The redesign provides a glimpse into Porsche's brand essence. The emotionally palpable connection between tradition and the future was the guiding concept according to which Porsche designers and specialists selected every single element and exhibit in the lounge. In the process, part of the atmosphere of the historic Werk 1 was transported into the modern surroundings of the Porsche Museum. In addition to bookshelves offering works on the Porsche brand, individual exhibits represent special features never seen before. For example, the electric guitars staged on the wall in Heritage Design were not only designed by Studio F.A. Porsche in Zell am See, but the finishing was also implemented there by hand. The Christophorus Lounge is thus not only a place to feel good and enjoy, but also to inspire the fulfillment of the next very personal Porsche dream.

MEDIA ENQUIRIES



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Image Sublines

Path: Porsche Museum presents exciting programme to end the year with a flourish/Images/img_1.jpg
Title: Achim Stejskal, Porsche Museum, 2023, Porsche AG
Subline: Achim Stejskal, Head of Porsche Heritage and Museum

Path: Porsche Museum presents exciting programme to end the year with a flourish/Images/img_2.jpg
Title: Tom Targa and Tina Turbo, Porsche Museum, 2023, Porsche AG
Subline: The Porsche Museum offers interesting visitor programmes for all generations.

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Title: Lounge Restaurant Christophorus, Porsche Museum, 2023, Porsche AG
Subline: Lounge in Christophorus Restaurant

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