

Three editions, three distinct styles: Porsche showcases the many facets of individualisation

02/07/2026 Individualisation as an expression of heritage and character: with three market editions for Kuwait, Japan and the UK, Porsche is demonstrating the breadth of its offering beyond the standard production line. Each model draws on regional influences and combines them with the precision craftsmanship of Porsche Exclusive Manufaktur.

The sports car manufacturer is using three market editions to illustrate the breadth of its individualisation offering. The models exemplify different approaches to design, choice of materials and design details – and they demonstrate just how versatile the possibilities of Porsche Exclusive Manufaktur can be. Each edition picks up on regional influences and historical references, translating them into distinctive vehicle concepts – from culturally inspired patterns to traditional craftsmanship and brand-specific history. The result is three models that are not only individually designed but also bear their own distinctive signature.

Porsche 911 Turbo S Sadu Edition

One example is the 911 Turbo S Sadu Edition for Kuwait. The model pays tribute to 70 years of Porsche in the region and picks up on the traditional art of Sadu weaving through distinctive patterns. These feature on both the exterior and in the interior and leave a lasting impression on the appearance of the vehicle.

The inspiration is particularly evident inside the car: a two-tone leather interior in Black/Bordeaux Red, complemented by accents in Light Silver, forms the basis of the interior design. Added to this are specially developed seat fabrics featuring Sadu patterns, available in Bordeaux Red, Guardsred, GT Silver, and Black, which lend the vehicle an unmistakable identity.

The exterior also incorporates these cultural influences: characteristic Sadu patterns are featured as graphic elements on the bodywork, complemented by custom-designed 20/21-inch Sport Classic wheels and exclusive details such as a specially manufactured edition badge that underlines the vehicle's unique character.

Porsche 911 GT3 Artisan Edition

Porsche is targeting its Japanese customers with the 911 GT3 Artisan Edition. The model seamlessly combines motorsport technology with traditional craftsmanship, produced as a Japanese special edition by Porsche Exclusive Manufaktur. The exterior is finished in White and is combined with Clubblau (Paint to Sample). The colour scheme is accentuated by subtle light blue details, which reference the traditional ‘Japanese blue’ of indigo dyeing. A gradient side graphic symbolises the flow of air and time, while visually referencing the iconic Manthey ‘Grello’ racing livery, all while emphasising the car’s aerodynamic shape. The external appearance is complemented by specific design elements such as two-tone wheels featuring ‘GT3’ logos, which underline the exclusive character of the special edition.

The design is purposefully carried through to the interior. High-quality materials such as leather and Race-Tex are combined with carefully coordinated colour contrasts. Particular highlights include specially developed seat covers featuring a colour gradient as well as embroidered and embossed elements that draw on traditional Japanese manufacturing techniques and emphasise the model’s commitment to quality craftsmanship. In addition to the customised design, performance also plays a central role: the Artisan Edition is equipped with a Manthey Kit as standard, which has been specifically optimised for use on the racetrack. This includes, among other things, specially tuned suspension as well as aerodynamic and dynamic handling components that further sharpen the already precise handling of the 911 GT3.

Porsche 911 GT3 Earls Court 51 Edition

The trio is rounded off by the 911 GT3 Earls Court 51 Edition for the British market – developed to mark 75 years of Porsche in the UK. This model's exterior, featuring the specially created Earlscourtgreenmetallic paint colour, pays homage to the historic 356 models that were first presented in the UK at the Earls Court Motor Show in 1951. The appearance is complemented by specific details such as two-tone wheels in Earlscourtgreenmetallic with contrasting accents in Brilliant Silver, edition-specific badges and other design elements that translate historical references to the 356 into a contemporary form.

Inside, the edition combines classic materials with a modern interpretation: a two-tone leather design in Nightgreen and Chalk Beige is combined with corduroy elements and Paldao wood panelling, creating a characteristic, historically inspired atmosphere. Embossed details such as the edition logo on the headrests, the 356 silhouette with lettering in the interior as well as specific trim elements and material combinations, underline the high standards of craftsmanship and the wide range of possibilities.

All three editions illustrate how differently individual vehicle concepts can be interpreted – from cultural influences and traditional craftsmanship to historical references. It is always about more than just design: materials, manufacturing processes and the smallest details are carefully coordinated to create holistic and unmistakeable vehicles. "Our market editions show how diverse the possibilities for individualisation can be. As part of our Exclusive Manufaktur range, we combine the highest level of craftsmanship, modern materials and cultural inspiration to create unique vehicle designs," says Alexander Fabig, Vice President Product Offering & Individualsation.

About Porsche Exclusive Manufaktur

Fulfilling customers' personal wishes is an important part of Porsche's global offering. The success of this concept speaks for itself: worldwide, 98 per cent of customers now opt for at least one personalisation option from Porsche Exclusive Manufaktur when ordering a 911.

The range of interior and exterior customisation options for new vehicles extends from individual features and lifestyle-oriented packages to the production of limited-volume small-batch series and market editions. Customers worldwide already have access to about 1,000 Porsche Exclusive Manufaktur options via the Car Configurator. With more than 230 additional exterior colours across all model series, the extensive Paint to Sample range rounds off the Exclusive Manufaktur offering. Porsche also offers numerous accessories, retrofit options and equipment to help customers create their dream car. The Manthey kits are a particular highlight.

MEDIA ENQUIRIES



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Consumption data

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

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911 Turbo S (WLTP)*: Fuel consumption combined: 11.7 – 11.5 l/100 km; CO_2 emissions combined: 266 – 261 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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