

“Sonderwunsch for JENNIE”: personal Taycan for South Korea’s superstar

Cet article reflète les informations disponibles au moment de sa publication. Certaines informations peuvent ne plus être à jour.

12/10/2022 Jennie Kim, known as Jennie Ruby Jane or simply JENNIE, is a famous artist in South Korea. The 26-year-old is a member of girl group BLACKPINK, but has also won the hearts of many fans as a solo singer of rap and K-pop (Korean pop music). As part of the Sonderwunsch programme in collaboration with Porsche Korea, her own personal dream car has been built based on the Taycan 4S Cross Turismo.

Discreet highlights in “Paint to Sample” Meissenblue in the exterior and the interior, as well as a “Jennie Ruby Jane” logo that she created herself, are among the car's personal features. Painted in a metallic black, the car is named „Taycan 4S Cross Turismo for Jennie Ruby Jane“. The Sonderwunsch model will

be presented at 'the Sonderwunsch Haus' with the start of BLACKPINK's world tour in Seoul.

"JENNIE had very specific images of her dream Porsche. The collaboration was accordingly intense and inspiring," says Alexander Fabig, Vice President Individualisation and Classic at Porsche. "Working together with international customers on these special projects is particularly exciting and enriching. In this case we were also faced with interesting challenges that motivated us as a team to be able to make even the most creative wishes come true." In a digital workshop that ran for several hours, the experts on the Sonderwunsch team at Porsche Exclusive Manufaktur and the Style Porsche design department worked together with the artist to work out all the details of the Taycan 4S Cross Turismo.

Inspiring collaboration and creative exchange

The car was customised in the Sonderwunsch department of the Porsche Exclusive Manufaktur workshop in Stuttgart-Zuffenhausen. "As an artist, JENNIE is used to creative collaborations. She even brought a mood board to our meeting that visualised the initial ideas and reflected their reception," Grant Larson recalls. Larson has been with Style Porsche since 1989, and as project manager for special projects he is responsible for Sonderwunsch work within the design department.

"Being able to collaborate so intensively on my own very personal Porsche was an amazing experience," says JENNIE. "I'm especially proud of having designed the visualisation of the clouds. I spend a lot of time travelling around the world – the sky and the clouds are my travelling companions and a beautiful symbol of these unique experiences. This is why I feel a special connection to them and am so passionate about photographing these nature motifs."

"It was an exciting experience working with JENNIE from BLACKPINK on Porsche Korea's first Sonderwunsch project. JENNIE is an influential global icon that represents a generation of young and creative opinion leaders and the 'Generation Z' in Korea," says Holger Gerrmann, CEO Porsche Korea. "I was impressed by her commitment and ideas, which went into her very personal Porsche. With the new Sonderwunsch programme, we are pursuing the goal of enabling people with very different lifestyles to make their dream of the perfect sports car come true."

Meissenblue accents in the exterior and the interior

Understatement was deliberately chosen for the exterior of the Taycan. Contrasting with the metallic black finish, the 21-inch Exclusive Design rims are painted in Meissenblue. The "Electric" lettering on the driver's door, the model name on the rear and the cloud logos on the B-pillars are all in this special blue from the "Paint to Sample" programme. The front door entry guards carry illuminated "Jennie Ruby Jane" lettering, with her nickname "NiNi" to be seen in the rear doors. In accordance with JENNIE's wishes, the Porsche typography of the current 911 generation (Type 992) was used. The logo projector in the front doors projects the clouds onto the ground beside the car. The name of the artist and "Sonderwunsch" appear on the wheel hub covers.

In the interior, the combination of Black, Crayon and Meissenblue creates an elegant ambience. Only the seats and the top part of the dashboard are in Crayon. Meissenblue accents the door panel trim, the borders of the air vents, the cup holders and the top centre marking of the steering wheel rim. The headrests are adorned with the clouds designed by JENNIE. A special indoor car cover was also created with this personal touch. Another special feature also illustrates the attention to detail in this project, namely the black dog box on board for JENNIE's Pomeranian "Kuma" (Japanese for "bear"). Like the rest of the car, the box is accented in Meissen Blue, including the dog's name on the front. The cloud appears on the inside of the transport box.

About JENNIE Kim

Jennie debuted in August 2016 with [SQUARE ONE] as a member of YG Entertainment's girl group BLACKPINK. Starting with 'Whistle' and 'Boombaya', BLACKPINK achieved a major hit with each song they released, becoming Korea's representative girl group. In addition, JENNIE released her first solo single 'SOLO' in 2018, captivating her music fans all over the world with a different charm from the music that she showed as a group. JENNIE has a powerful global influence, with 70.35 million (as of September 24th, 2022) followers on her Instagram. Jennie is also active as a brand ambassador for various famous fashion, beauty, food, and living brands. Recently, Jennie's group BLACKPINK released their second full-length album 'BORN PINK'.

Porsche in South Korea

In 2021, Porsche delivered 8,425 cars in South Korea – up seven percent on the previous year. The Taycan, launched there at the end of 2020, was one of the success factors. With 1,288 units in 2021, the electric sports car had already jumped to second place behind the Cayenne (3,480 units). While the mid-engine 718 series was comparatively slow with 632 deliveries, this was still an increase of 30 percent for South Korea.

About Porsche Exclusive Manufaktur

Porsche Exclusive Manufaktur and Porsche Classic enhance and restore unique sports cars with a combination of skilled craftsmanship and attention to detail. As part of its Co-Creation strategy, the sports car manufacturer is reinterpreting its legendary Sonderwunsch programme from the late 1970s, which will enable it to design individualised, one-off cars – co-created by the customer and professionally produced by Porsche. The expansion of this offering is divided into the areas of Factory Commissioning for individual customer colour and material requests directly in production as well as subsequent Factory Re-Commissioning and Factory One-Off after vehicle delivery to the customer. Whereas Factory Re-Commissioning is all about individual colours and materials, the Factory One-Off service is a systematic new technical development. Depending on the vehicle's age, the technical experts of Porsche Exclusive Manufaktur or Porsche Classic take care of implementation.

MEDIA ENQUIRIES



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Consumption data

Taycan 4S Cross Turismo (Modèle précédent)

*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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