

Porsche to present limited-edition espresso machine with La Marzocco at Icons of Porsche 2024

22/10/2024 Italian coffee machine manufacturer La Marzocco is producing an espresso machine in collaboration with Porsche, an example of which will be on display in the Porsche Lifestyle store at the Icons of Porsche festival in Dubai on 23-23 November 2024.

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This special edition of the Linea Micra portafilter model is limited to 911 units. It is available in two designs: in the original Porsche colour Slate Grey Neo or in the Martini Racing design. The latter pays tribute to the long-standing partnership between Porsche and Martini Racing. The design is inspired by the 911 Carrera RSR, with which Porsche won the legendary Targa Florio endurance race in Sicily in 1973.

“Porsche and La Marzocco share a common mission: we excel through exclusive design, quality and heritage. We are united by our attention to detail. And both brands thrive through strong customer bases that value these qualities. With our collaboration, we want to bring these groups together,” said Deniz Keskin, Director Brand Management and Partnerships at Porsche AG.

“Since 1927, La Marzocco has been a technological leader in espresso machines. Inspired by the beauty and Renaissance heritage of our native city of Florence, we have been promoting the link between coffee and craftsmanship for almost a century,” says Chris Salierno, Chief Marketing Officer at La Marzocco. “Like Porsche, we combine traditional craftsmanship with innovative technology and distinctive design. This special edition of the Linea Micra is aimed at espresso enthusiasts and all those who fulfil their dreams of an exclusive lifestyle.”

Design elements inspired by Porsche sports cars

Numerous details of the compact espresso machine are inspired by iconic Porsche sports cars. For example, the twist handles for steam and hot water bear similarities to the Porsche drive mode switch. The magnetic drip tray and the cup warmer bear the colour design of the Porsche 911 GT3 with Touring Package, and the analogue pressure gauges are reminiscent of a Porsche speedometer. Anodised aluminium is used on the rotary handles as well as the portafilter handle. The hexagon socket screws are black.

The espresso machine was presented on 21 October 2024 at an event at Soho Farmhouse in London (UK), at the launch of a pop-up café in Los Angeles, and a few days later at the Shanghai Coffee Festival. They are available in the Porsche Centres, in the Porsche online shop and in Porsche Design stores. Accessories include an electric coffee grinder from La Marzocco and matching espresso and cappuccino cups.

About the La Marzocco Linea Micra

The Linea Micra combines powerful technology with timeless design. It is compact, has a quick heat-up time and is easy to operate. So you can enjoy a perfect espresso in just a few steps. As a dual-boiler model, the Linea Micra has two stainless steel boilers, meaning that the brewing temperature and steam pressure are controlled separately. With the multi-purpose portafilter, you can quickly switch between single spout, double spout and bottomless spout setups. The easy-to-fill water tank holds two litres. The machine can also be operated using the water connection. The integrated steam wand makes it easy to froth milk. The La Marzocco Home app supports customers with programmable switch-on times, other timer functions and video tutorials, among other options.

About La Marzocco

Giuseppe and Bruno Bambi founded La Marzocco in Florence, in the heart of Tuscany, in 1927. In 1939, the company developed and patented the first espresso machine with a horizontal boiler, which is now

considered the industry standard. This was the first in a series of innovations in espresso preparation. Since 1927, La Marzocco has combined a passion for tradition and precise craftsmanship in the pursuit of the greatest reliability and design. Every machine that leaves the factory is handcrafted to order for the customer. More information is available here.

[1] Recommended retail price for Germany including 19 per cent VAT.

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