

Porsche unveils final PEC Singapore concept and revives Renndienst legacy

06/10/2025 Porsche has unveiled the finalised design and concept of the future Porsche Experience Centre (PEC) Singapore during F1 week, via an island-wide 'Raceborn' activation highlighting the brand's rich motorsport heritage and DNA.

Porsche's racing roots date back to 1951, when a 356 SL 'Super Leicht' achieved the brand's first class victory of the 24 Hours of Le Mans. Having collected well over 30,000 wins, Porsche was active across various race series, including its one-make Porsche Carrera Cup Asia that once again served as the support race for the Singapore Grand Prix.

Off the F1 track, motorsports fans were able to take home a part of the brand's rich motorsport history, as a Volkswagen T1 'Kombi' van took to the streets in the classic Porsche Renndienst or 'Race Service' livery.

The Renndienst van holds a special place in Porsche's motorsport history as it would follow Porsche race cars to different circuits, as well as iconic road races such as the Targa Florio and Mille Miglia. The vans would carry essential tools, spare parts, and equipment, and were a familiar sight in race paddocks across Europe.

Raceborn roadshow across Singapore

This year, that tradition was reimagined for the streets of Singapore, as the 'Renndienst' van tours selected locations around the island distributing a limited-edition Porsche 'Raceborn' publication, freely available for the public to take.

The pages uncover Porsche's motorsport storied roots – from famous liveries run at Le Mans, to the many innovations Porsche transfers from racing to the road. Regional racing personalities across Asia Pacific are also highlighted, alongside motorsport origin stories for many of Porsche's current model line-up. With so many insights and exclusive stories, the 'Raceborn' publication excited motorsports enthusiasts everywhere during this F1 season. It was distributed exclusively at Porsche Studio Singapore and Porsche at Jewel during F1 week, while the Renndienst toured the city with stops in the CBD at Guoco Midtown, in the city centre at Orchard Road in front of Ion Orchard, and finally at a special 'Cars & Kopi' event at Dempsey Hill.

Final PEC Singapore concept renders revealed

The headline story in this 'Raceborn' publication is a first look at the final concept images of the highly-anticipated PEC Singapore, set to open in 2027. Bold new design elements are seen, from a podium event plaza built for community events like themed Cars & Coffee gatherings, to a Porsche world-first 'drive-through track experience' design, where drivers blast through the PEC Singapore building before charging into an accelerating curve and onto the main straight.

The renders also tease other thrills: a technical double "S-curve" on the track that requires utmost discipline when keeping to the racing line, a dynamic handling area for learning emergency vehicle control, a low-friction handling track as well as drift circle for learning the basics of under- and oversteer control, and a banked corner where drivers can achieve up to 1.4 lateral Gs.

A milestone for Porsche in the region

"We are immensely proud that PEC Singapore will mark a milestone for Porsche in the region and set new benchmarks with many unique and world-first features for all its visitors. This development truly reflects the spirit of innovation and passion that defines Porsche, and we are excited to see this vision come to life," says Marc Beil, Senior Manager Porsche Experience at Porsche Asia Pacific.

“Once a year with the iconic F1 night race, Singapore becomes the region’s motorsport hotspot. We are immensely proud to further extend Singapore’s standing with the final design of the Porsche Experience Centre Singapore,” says Yannick Ott, Director of Marketing at Porsche Asia Pacific. “It is set to be where Porsche’s motorsport DNA meets unique driving experiences and vibrant community celebration. With this week’s Raceborn showcase, we want to seize the opportunity to spark curiosity and connect with enthusiasts across Singapore and the region, as we lead up to the grand opening in 2027.”

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