

The iconic 911 takes the spotlight as Porsche unveils cars at Auto Shanghai

24/04/2025 For more than six decades, the Porsche 911 has captivated sports car enthusiasts around the world. At the Auto Shanghai show, two very special variants of Zuffenhausen's icon have made their debut: the 911 Spirit 70 and the 911 GT3.

“The 911 is our icon. It combines our heritage with state-of-the-art sports car technology - and has been setting standards for decades. This unique combination of tradition and innovation is what defines the Porsche brand. We have designed this year's booth at the Shanghai Auto Show based on this", said CEO Dr. Oliver Blume at the Porsche press conference.

The sports car manufacturer's spectacular exhibition stand was designed in the style of the company's car collection for particularly exclusive Porsche models. Similar to the workshop at the Porsche Museum in Stuttgart, nine historical models from Zuffenhausen formed a unique backdrop on a stand designed to look like an oversized display case, with a mix of design elements from the 1970s and

modern features. This was especially fitting for the Porsche 911 Spirit 70, the third of four Heritage Design strategy collector's models.

Just 1,500 examples of the limited edition will be produced, each based on the 911 Carrera GTS Cabriolet. The collector's model with the innovative T-Hybrid system develops 398 kW (541 PS) and delivers superior performance. Many design elements, including the iconic Pascha pattern inside and the new Olive Neo paint colour on the outside, evoke the spirit of the1970s and early 1980s.

The 911 GT3 returns to China

The performance-oriented 911 GT3 celebrates its return to the Chinese market at Auto Shanghai. The base model for GT motorsport, which has enjoyed great popularity for more than 25 years, surpasses its predecessors not only in terms of track performance and emotive appeal but also aligns even more closely with what customers want, offering a range of specific innovations such as a lightweight folding bucket seat, the headrest of which can be removed – with one hand – for times when the driver is wearing a helmet.

With tailored equipment packages, the new 911 GT3, powered by a high-revving naturally aspirated engine producing 375 kW (510 PS), can be customised even further to meet customer needs. For the first time in China, the timelessly elegant 911 GT3 Touring will also be offered, which forgoes the fixed rear wing.

Passion and Active editions unveiled for China's Macan and Cayenne

The new market-specific Passion and Active editions of the Macan and Cayenne have been created with the needs of Chinese customers in mind. The Passion editions are urban models that come with an extended, lifestyle-oriented list of standard equipment, with a range of options that are particularly popular in China. The Active editions come with an off-road package and cater to the needs of outdoor-oriented customers, focusing on rugged aesthetics and outstanding off-road capabilities.

Porsche to open a new brand space in the heart of Shanghai this year

Inspired by the Porsche stand concept at Auto Shanghai, customers and fans will soon be able to experience everything Porsche at a new brand pop-up in Shanghai. It will showcase the core themes of the Porsche brand: heritage, motorsport, and individualisation.

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

911 Spirit 70 (WLTP)*: Fuel consumption combined: 10.6 – 10.4 l/100 km; CO_2 emissions combined: 240 – 236 g/km; CO_2 class: G

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

911 Carrera GTS Cabriolet (WLTP)*: Fuel consumption combined: 10.6 – 10.3 l/100 km; CO_2 emissions combined: 240 – 235 g/km; CO_2 class: G

Cayenne (WLTP)*: Fuel consumption combined: 11.7 – 10.6 l/100 km; CO_2 emissions combined: 266 – 242 g/km; CO_2 class: G

Taycan GTS (WLTP)*: Electrical consumption combined: 20.1 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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