“Raceborn – 75 Years of Porsche Motorsport” Exhibition Opens at Beijing Genesis Centre

03/09/2026 On August 28, the “Raceborn – 75 Years of Porsche Motorsport” exhibition opened in the lobby of Beijing Genesis Centre. That same day, the Porsche Brand Pop-Up on the Liangma River unveiled its motorsport-themed redesign. Titled "Raceborn for Every Driver," it serves as the exhibition's fifth chapter, echoing the Genesis showcase. Together, they chronicle Porsche's 75-year championship legacy – unconstrained by terrain or era – and the everyday stories of bringing racing spirit to every driver.

“Motorsport has been in Porsche's DNA. It is our history, and it shapes our present and future,” said Alexander Pollich, President and CEO of Porsche China. “The racetrack is our laboratory for innovation and the heart of our brand spirit. Above all, it is a shared passion. Whether you are a lifelong motorsport enthusiast or discovering Porsche for the first time, I hope you feel the true meaning of ‘Raceborn’ here. It belongs not only to professional drivers, but to everyone who pursues pure driving pleasure.”

Porsche brand ambassador and freestyle skiing world champion Eileen Gu attended the opening ceremony. “Most people see skiing and motorsport as completely different worlds,” she said. “But to me, the spirit is identical – precise judgment at extreme speeds, constantly pushing boundaries, learning from every run and coming back stronger.”

75 Years of Racing Legend, Four Chapters on the Track

In 1951, a modest Porsche 356 SL rolled onto the Le Mans circuit, claiming a class victory. Few imagined that this small Stuttgart sports car brand would go on to claim more than 30,000 victories over the next 75 years, becoming one of the most celebrated names in motorsport worldwide.

Through 12 iconic races spanning Europe, Asia, Africa and North America, the exhibition invites visitors to explore what it truly means to be Raceborn.

Chapter I: **Foundations of Endurance** – 19 overall wins at the 24 Hours of Le Mans, 20 at the 12 Hours of Sebring, 21 at the 24 Hours of Daytona, and 13 at the 24 Hours of the Nürburgring. These numbers are not just records. They are proof of mechanical reliability and engineering innovation.

Chapter II: **Legends of the Open Road** – This section transports visitors to the golden age of road racing. Original posters from the Targa Florio and Carrera Panamericana, alongside 550 Spyder and 911 Carrera RSR scale models, trace how Porsche conquered Sicily's cliffside roads and Mexico's open highways – giving rise to legendary names like Targa, Carrera and Panamera.

Chapter III: **Conquest of the Extremes** – Porsche's dominance across ice, sand and wilderness takes centre stage. From the 911's three straight Monte Carlo Rally wins (1968–1970) to the 959's one-two finish at the 1986 Paris-Dakar Rally; from the Cayenne's three consecutive Transsyberia titles (2006–2008) to the purpose-built machines that attacked the 4,300-metre summit of Pikes Peak – Porsche has proven there is no terrain it cannot master.

Chapter IV: **Heritage & Tomorrow** – The 911 Cup, one of the most successful GT race cars ever built, represents the enduring spirit of Porsche customer racing. Meanwhile, the 99X Electric in Formula E has already secured drivers', teams' and manufacturers' world championships, with technologies developed on the track now feeding into Porsche's road-going electric vehicles.

The exhibition also features a curated collection of historic race posters, iconic racing liveries and rare archival footage, immersing visitors in 75 years of motorsport culture.

Brand Pop-up New Theme: Bringing the Racing Spirit to Everyday Life

Echoing the historical depth of the Genesis exhibition, the Porsche Brand Pop-Up adopts the theme

"Raceborn for Every Driver." As the fifth chapter, it brings the racing spirit from professional competition into everyday life.

The ground floor presents three distinctive display cars – the 911 Dakar, the 911 GT3 R rennsport and the Cayenne Passion – illustrating how motorsport DNA extends from extreme frontiers to everyday roads.

- 911 Dakar – Raceborn for Adventure. Inspired by the 953 that delivered Porsche's first overall win at the 1984 Paris-Dakar Rally, the 911 Dakar channels rally heritage into a series-production sports car. It is proof that the 911 can conquer Le Mans, cross the African savannah and then cruise city streets. The display is complemented by desert-exploration staging and classic rally imagery from Monte Carlo, Dakar, Transsyberia and the East African Safari – a tribute to Porsche's unrelenting spirit of adventure.
- 911 GT3 R rennsport – Raceborn for Performance. Unshackled from motorsport regulations, the 911 GT3 R rennsport is the ultimate customer racing machine. Limited to 77 units worldwide, it fuses pure racing engineering and design into a single, uncompromising entity. Its iconic red, white and blue livery and aggressive aerodynamics command attention, while the adjacent motorsport collection creates a sanctuary for racing enthusiasts.
- Cayenne Passion – Raceborn for Everyday. Cayenne Passion — Raceborn for Everyday. Finished in a Rennsport-inspired livery, the Cayenne Passion mirrors the central display. Its solid chassis translates racetrack-born precision into everyday composure – proof that Porsche's racing DNA belongs on the road as much as it does on the track. A photo wall beside the car traces the Cayenne's rule-breaking journey, combining off-road capability, sportiness and luxury, and celebrating the community of enthusiasts it has inspired.

The second-floor Sonderwunsch space has also been transformed, presenting bespoke projects inspired by motorsport – from racing liveries to interior materials – showcasing the deep connection between personalization and motorsport culture.

From the Genesis exhibition to the immersive experience on the Liangma River, Porsche turns 75 years of track legend into a brand dialogue that transcends time and place. Whether walking through corridors of glory or discovering the everyday spaces where racing spirit endures, visitors will find more than speed and victory. They will find Porsche's unwavering commitment to pure driving pleasure.

The “Raceborn – 75 Years of Porsche Motorsport” exhibition is open to the public free of charge at Beijing Genesis Centre through September 25. The Porsche Brand Pop-Up will remain open through November. All are welcome to begin their own motorsport journey where racing DNA meets urban life.

MEDIA ENQUIRIES

Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

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