

Products 03/06/2020

## Heritage Design: Renaissance of Cherry Red and corduroy

The Cherry Metallic exterior of the 911 Targa 4S Heritage Edition echoes the style of the 1950s with its intense red colour.



Back then, dark red was a very popular exterior car colour. The Porsche 356 colours were called Pascha Red (colour code Reutter 523, 524), Ruby Red (Reutter 702) and Polyantha Red (Reutter 604). On the early 911 models, the colour was known as Burgundy Red. The Porsche literature of the 50s – Driver's Manuals and books – was also produced in dark red and white. The lettering for workshops, Porsche retailers and dealerships also radiated in a strong red colour. Just like the corduroy fabric, the colour red has been modified and adapted to modern times. Intense and in high quality, Cherry Metallic creates a harmonious impression in combination with the silver Targa bar and the gold-coloured logo.



## Spears and start numbers: Motorsport graphics as high-quality wraps



### **Corduroy: fabric with special feel**

"Corduroy, Pepita, Pasha and Tartan. These are all historic fabrics and patterns that we are reviving in the interior of the new Heritage Design models," reports Volker Müller, Head of Colour & Trim. "Fabric and haptics are very important and bring back memories, perhaps of childhood, of bygone days – of the Porsche cars of yesteryear ..." says Müller. "It was particularly exciting to study and test the old fabrics and patterns. We then reinterpreted the materials to meet current safety and comfort requirements and had them produced," explains Stéphanie Kleiböhmer, Colour & Trim Designer.

In the 911 Targa 4S Heritage Design Edition, corduroy in Atacama Beige finds its place as a style-defining element on the seats and door panels. "However, the relatively high wool content in the original fabric no longer met today's requirements," says Volker Müller. Alternative fibres were therefore used, resulting in a sharper look.

Cord is a woven fabric in which a second warp or weft thread is introduced. The fabric is held together by loops which end in a fibre pile. Typical for all cord types are the longitudinal ribs which vary in spacing and number. The term cord is derived from the English corduroy. In Central Europe, cord is also commonly known as Manchester. The first looms were set up in this town in the northwest of England at the end of the 18th century.

### **Link Collection**

#### **Link to this article**

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#### **Media Package**

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