

SELECT

No. 2 | 2020
Porsche Magazine



Living Heritage

Some things are so fascinating that they still inspire after decades.



Editorial

Zeitgeist reloaded

Loving the past does not necessarily mean looking backwards. On the contrary – it can show you the way to the future. That is instantly visible in a Porsche. Its design is past and future combined. There are similar principles in the world of fashion – think about trends: it is said that they come and go. But they also return. And when they do, they bring a piece of coolness from back then into our present.

Therefore, this SELECT edition lends a new look to the past Zeitgeist. The Porsche 917 gives the starting signal – a vehicle that not only made racing history but also left a lasting impression through its extraordinary motorsport designs. Such as the Salzburg design which inspired our 917 Salzburg Collection: an outfit for winners. Hans Herrmann and Richard Attwood, who sat in the cockpit at the legendary Le Mans victory in 1970, tell us what else is needed to win. Then we take a look at the 917 'Living Legend'; a design study created a few years ago. In the countdown to the Porsche Top 5 YouTube series, you can marvel at the most famous motorsport liveries on the 917.

The 911 Targa 4S also breathes the air of the past. Already a design icon in itself, the Heritage Design Edition now brings the Zeitgeist of the 1950s and early 60s to the road. The matching collection also brings it into your everyday life. As you can see, the past has rarely had so much future as in this issue. We hope you enjoy your journey through time.

The SELECT Editorial Team

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Heritage Collection



The 50s are back

This year, not only has the 911 Targa 4S Heritage Design Edition been launched but also the new Heritage Collection from Porsche Driver's Selection. It interprets style elements of the 1950s in a timeless, modern look.

And makes it clear: trends come and go. But true style lasts forever. Read more about the iconic outfits and the vision behind them from page 32 onwards.



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911 Soundbar Special Edition

917 Salzburg Collection

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NEW. Kids' T-shirt – 917 Salzburg. For product details see page 19. WAP 461 098-164 0M SZG
NEW. Men's polo shirt – 917 Salzburg. For product details see page 12. WAP 462 00S-3XL 0M SZG

917

The 917 Salzburg Collection shows its colours. But not just to anybody, to none other than the Porsche 917 which, with the number 23, achieved the first Le Mans victory for Porsche against all odds. As a tribute to the legendary race, the new collection quotes not only the red and white paintwork but also the start number and model designation of the winning car.

SALZBURG COLLECTION





MOTORSPORT HISTORY IN RED AND WHITE

Some are born winners. Others have to work at it for a while. The initial difficulties of the Porsche 917 were followed by legendary victories. The success at Le Mans 1970 in the iconic Salzburg design stands out in particular.

The 917. Probably the most famous race car of all time. Many things about it are legendary – from its design and extraordinary paintwork to its racing successes: above all its triumph in the 24h of Le Mans in 1970 – the first overall victory for Porsche in what is probably the most prestigious race in the world. At the beginning of its career, it did not look like the 917 was a born winner.

For the 1968 season, the FIA surprisingly changed the regulations of the Constructors' World Championship. The displacement limit was increased from three to five litres. At the same time, 'only' 25 – instead of the previous 50 – vehicles were now required for homologation, which is why other manufacturers were pushing into this racing class. Porsche therefore needed a successor to the otherwise successful 908 quickly so that it could continue to compete. Porsche was accustomed to best times on the race track, but now it had to set them in order to develop. Less than a year after the initial designs, the 917-001 was presented to the public at the Geneva

Motor Show on 12 March 1969. At that time, nobody could have imagined, or even dreamed, that this car would have an unprecedented racing career: the focus in the development of the air-cooled twelve-cylinder engine had been on aerodynamics, at the expense of downforce and thus stability. And so the 1969 racing season turned out to be a difficult one. Handling presented a challenge for the Porsche works drivers, and therefore successes were not forthcoming at the start. Until the first overall victory in Zeltweg [Austria] in August during the last race of the season indicated an imminent turnaround.

Significant modifications to the rear, nose, sills and wings increased speed and considerably improved handling. The following season, this paid off at the finish line: a 917 won seven races.

The highlight of this enormously successful season was without a doubt 14 June 1970. At Le Mans, seven Porsche 917s competed against 11 Ferrari 512s. In the course of the race, the Elföld/Ahrens team, with start number 25,

did a brilliant job of paving the way for its sister car to achieve a major triumph: the 917 KH of Hans Herrmann and Richard Attwood, with start number 23, under the Porsche Salzburg team and painted in the Austrian national colours red and white, crossed the finish line as the winner after 343 laps and 4607.81 kilometres. Not just any victory, the first overall victory at Le Mans for Porsche. And thus the brand's greatest success to date in the legendary 24-hour race.

In the years that followed, the winning streak of the Porsche 917 continued: in the 1971 season, the car won numerous victories and also repeated the triumph of the previous year at Le Mans. In view of the high speeds and the equally high fuel consumption, the race organisers again changed the regulations of the Constructors' World Championship after the 1971 season. The upgraded 917 therefore drove from 1972 on as the 917 Spyder with a turbo version of the twelve-cylinder engine in the Can-Am series in

North America and the Interseries in Europe, where it was victorious 37 times until 1975.

And today? The 917 is still part of the living past at Porsche. In 2019, the Porsche Museum commemorated the race car within the framework of an extensive special exhibition called '50 Years of the 917 – Colours of Speed'. As one of many highlights, Porsche also presented to the public a concept study in red and white. A small team of designers and engineers created this tribute to the Number 23 in the Salzburg design under the name '917 Living Legend'.

NEW. Men's T-shirt – 917 Salzburg. Short-sleeved T-shirt for men with Porsche logo on the breast and back. '917' print on the back. '23' decorative stitching on the right sleeve. 100% cotton. In red/white/black. WAP 460 00S-3XL OM SZG **NEW. Sunglasses P' 8642 – 917 Salzburg.** For product details see page 14. WAP 078 642 OM 917 **NEW. Pure Watch – Limited Edition – 917 Salzburg.** For product details see page 12. WAP 070 003 OM 917 **NEW. Bag – 917 Salzburg.** For product details see page 11. WAP 035 460 OM SZG



NEW. Kids' hoodie – 917 Salzburg. Hoodie for children. With '917' appliqué and 'PORSCHE' print in white. Soft sweater material in 60% cotton and 40% polyester. Unisex. In grey melange. WAP 464 098-164 OM SZG **NEW. Bag – 917 Salzburg.** Sporty bag with print design inspired by the Porsche 917 Salzburg, shape based on classic helmet bags. Offers plenty of space for a helmet. With two patch pockets and an inner pocket with zip. With detachable shoulder strap and handles. Water-repellent. Durable nylon material: 100% polyamide. Dimensions: approx. 46 x 48cm. Unisex. In red/white/black. WAP 035 460 OM SZG



NEW. Men's polo shirt – 917 Salzburg. Short-sleeved polo shirt with three buttons and 'PORSCHÉ' print on the breast. '23' decorative stitching on the sleeve. 'PORSCHÉ' and '917' print on the back. Piqué. 100% cotton. In red/white/black. WAP 462 00S–3XL 0M SZG **NEW. Pure Watch – Limited Edition – 917 Salzburg.** Limited to 1,917 units. In stainless steel. In black/red/white. WAP 070 003 0M 917 **NEW. Sunglasses P' 8642 – 917 Salzburg.** For product details see page 14. WAP 078 642 0M 917

**THE TOUGHEST RACE:
THE ONE AGAINST TIME**



NEW. Men's T-shirt – 917 Salzburg. For product details see page 10. WAP 460 00S–3XL OM SZG **NEW. Sunglasses P' 8642 – 917 Salzburg.** Modern, timeless sunglasses from Porsche Design in 917 Salzburg Collection look. In stainless steel. In red/white with 'Porsche Design' logo on the lens and temples. Lenses: silver mirrored. Made in Italy. WAP 078 642 OM 917



NEW. Kids' polo – 917 Salzburg. Short-sleeved polo shirt with three buttons and 'PORSCHE' print on the breast. With '23' badge on the sleeve. 'PORSCHE' and '917' print on the back. Piqué. In 100% cotton. In red/white/black. WAP 463 098-164 OM SZG **NEW. Bag – 917 Salzburg.** For product details see page 11. WAP 035 460 OM SZG



NEW. Kids' hoodie – 917 Salzburg. For product details see page 11.
WAP 464 098-164 OM SZG **NEW. Kids' cap – 917 Salzburg.**
Stylish baseball cap for children. Front panel printed with the Porsche 917 Salzburg logo. Top of visor with white print design, inspired by the Porsche 917 Salzburg paintwork. Side print with numbers '23' and '917'. With freely adjustable velcro fastener in black to adjust the size. Material: 100% cotton. In grey melange/black/red. WAP 460 001 OM SZG



NEW. Men's polo shirt – 917 Salzburg. For product details see page 12. WAP 462 00S–3XL 0M SZG **NEW. Kids' T-shirt – 917 Salzburg.** Short-sleeved T-shirt for children with '917' appliqué and 'PORSCHE' print in white. Soft jersey material: 50% cotton and 50% polyester. Unisex. In grey melange. WAP 461 098-164 0M SZG

START YOUR ENGINES



NEW. Baby set – PTS 917 Salzburg. Baby set including gift packaging – inspired by the Porsche 917 Salzburg. Bib, T-shirt and trousers with appliqués. One size available [62/68].
Made of soft cotton jersey: 62% polyester, 35% cotton, 3% elastane. In grey melange/black/red.
WAP 465 002 0M SZG

Interview

with Hans Herrmann and Richard Attwood

Was there a particularly strong motivation for you in the 1970 race, after you lost by just under 90 metres in 1969?

It was the 20th time since 1951 that Porsche participated in Le Mans and Ferry Porsche lowered the starting flag. Did that put extra pressure on you?

Hans Herrmann: The race was also special for me because in 1969 I was so close to Jacky Ickx, only one and a half seconds behind and only placed second after 24 hours. Le Mans is of course an incredibly difficult race. This is because so many different race categories have to drive at the same time. Our cars, the fastest ones, drove 350, and the other category only 250, so you had to be very careful not to get it wrong. In particular on the straights and especially at night and in the rain. That was the danger.

The weather conditions were described as very difficult due to the heavy rain. What was it really like to drive?

Hans Herrmann: This race was a rain race. We had to change the tyres all the time and adapt them to the situation. This means that it was not wear and tear that forced us to change tyres but the constantly changing weather conditions.

During the race, were there phases when you were afraid or would have been happy for the race to end early?

Richard Attwood: We wanted to stay where we were for the rest of the race – at the front. And that was difficult. Another 14 hours, just one little mistake – over and out! So there were 70 people in this race. It was crazy. Today they would have stopped the race or there would have been lots of safety car phases.

Can you describe the feeling when the Number 23 crossed the finish line, and what did you first think or do afterwards?

Hans Herrmann: That we had achieved what we set out to do. We were highly satisfied, happy, and we had withstood it well.

How was the relationship between the Porsche teams like Wyrer, Salzburg and Martini and the drivers themselves?

Richard Attwood: You know, like the other teams, we had the best car, the 917. I think there was a lot of competition between the three teams but that was more political. Each team wanted to beat the other. Wyrer went to great lengths, especially in Le Mans, and he knew a lot about Le Mans. The same applies to Gerhard Strasser, the head of the Porsche Salzburg sports department, and the Salzburg team. We drove the race more or less the way we wanted to drive it. Wyrer used to tell you what you should do in the race and he would give you lap times that you should stick to. That was his method.

For both of you, Le Mans 1970 was definitely something very special. Was it the highlight of your career? The end? The start of a new future? How do you judge that today, 50 years later?

Richard Attwood: Winning Le Mans with Porsche and Hans was completely unexpected because our car did not have the right set-up for the speeds. Before the race, I said to my wife that we had no chance of winning because we were too slow. The significance of this race 50 years ago is much greater today because Porsche was more successful at Le Mans than any other manufacturer. You could say that Hans and I started something that continues to this day.

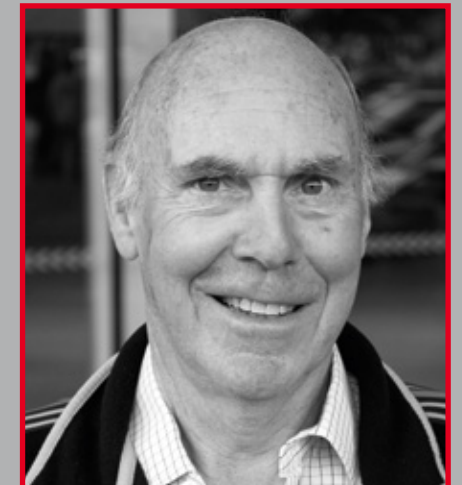


Hans Herrmann [*23 February 1928]

During his racing career, Hans Herrmann achieved more than 80 overall and class victories with brands such as Porsche, Mercedes-Benz, Borgward and Abarth. In 1953, 1954 and 1955, he was the German race car champion up to 1500cc, and the Constructors' world champion in 1969 and 1970. Hans Herrmann celebrated his greatest successes with race cars from Zuffenhausen: at the Mille Miglia, the Targa Florio, the Carrera Panamericana and, of course, at Le Mans, where he took the first overall victory for Porsche in 1970 in a 917. After his great Le Mans success, Hans Herrmann retired from active racing at the age of 42 and devoted himself to his company 'Hans Herrmann Autotechnik', which specialises in the trade of accessories and spare parts.

Richard Attwood [*4 April 1940]

After a time in formula racing with Triumph and BRM, Richard Attwood came second in a private Porsche 906 Carrera 6 at Zeltweg in 1967. Two years later, he was invited to join Porsche for the World Sports Car Championship. As a works driver, he finished second in the 1000 kilometres at the Nürburgring in 1970 together with Hans Herrmann in a Porsche 908/03 Spyder. In the same year, the two achieved the first overall victory for Porsche at the 24h of Le Mans. In 1971, Attwood won the 1000-kilometre race at the Österreichring. He retired from active racing at the age of 31. To this day, he accompanies the Porsche Museum at historical motorsport events.



Hans Herrmann with the 917 KH Coupé with start number 23 at Le Mans 1970



Colours of Speed – Porsche 917



In 1970, Porsche took the first overall victory at Le Mans. The Porsche Museum Edition in the colours of the winning car, the company archivist presents the background to the development and technology, vehicles and drivers, races and successes of the Porsche 917, with special attention to the rain race 50 years ago.

NEW. Colours of Speed. High-quality Porsche Museum Edition with numerous illustrations on 352 pages. German edition MAP09025120, English edition MAP09025220.

917

LIVING LEGEND

SINCE ITS LEGENDARY LE MANS VICTORY IN 1970, THE 917 HAS BEEN ONE OF THE MOST IMPORTANT RACE CARS FOR PORSCHE. AND EVEN 50 YEARS ON, IT STILL WINS HEARTS AND RACES: AS PART OF THE RACING GAME 'GRAN TURISMO SPORT'.



917 design study [2019]

From the race track to the digital world. And to your home. The 917 Living Legend model car is a tribute to the legendary Le Mans winner from 1970, and proves that Fascination Porsche knows no bounds. NEW. 917 Living Legend – 1:18. High-quality, detailed collector's model of the 917 Living Legend. Exterior in red/white. Interior in black. In practical gift packaging. Scale 1:18. WAP 021934 0L



There have been numerous icons at Porsche. Many of those are still admired by fans today, for example in the Porsche Museum. But some are far more than just extraordinary exhibition pieces, even after decades they are still highly topical and fully in tune with the times. Above all, the Porsche 917.

This legendary race car left its competitors behind – after initial difficulties in the late 1960s – and secured its place in the annals of motorsport history: it recorded two Le Mans overall victories and numerous victories

at various sports car racing series up to 1975. But is it just collecting dust now? Not a chance.

In 2013, a team of designers, aerodynamicists, package specialists, and chassis and drivetrain engineers created a concept study inspired by the 917 under the name 'Living Legend'. In the colours red and white, it is no less than a tribute to the legendary Le Mans winner of 1970 – the 917 KH with the number 23 in the so-called Salzburg design. Initially hidden from the public, fans from all over the world were finally able to admire this creation a few years later at an exhibition in the Porsche Museum.

June 2020 marks exactly half a century since Hans Herrmann and Richard Attwood in their 917 KH clinched the first overall victory for Porsche in the 24h of Le Mans, immortalising themselves and above all their race car. A good reason to offer Porsche fans the chance to get a feel for motorsport behind the wheel of the 917 Living Legend. In the game 'Gran Turismo Sport', available exclusively for the PlayStation 4 console.

Since 2017, fans have been able to experience the typical Porsche driving pleasure in this popular game. 2019 saw the new Porsche Taycan Turbo S take to the starting grid. In summer 2020, the partnership between

Porsche and the development studio Polyphony Digital Inc. enters the next round with the 917 Living Legend. And so the name 'Living Legend', which is associated with the 917, can be taken more than literally, not only by fans of race simulations.

TOP

5

MOST ICONIC LIVERIES

In over 70 years of motorsport, Porsche race cars have not only driven to countless victories, they have also set visual exclamation marks. A special episode of the successful YouTube series format 'Porsche Top 5' lends the most extraordinary liveries a contemporary look – and shows how they once shaped the Zeitgeist. Leading actor of the episode: the 917. Who else?

The 'Porsche Top 5' format was launched in 2017. The episodes focus on various aspects of the Porsche brand. Sometimes famous personalities even appear in front of the camera – whether Wolfgang Porsche, racing legends like Derek Bell and Walter Röhrl or successful current day drivers like Patrick Long and Marc Lieb. But even away from the race track, designers, engineers and co. let the spectators discover exciting stories and facets.

NEW. Porsche 917 Salzburg. High-quality, detailed collector's model of the Porsche 917 Salzburg. In red/white. Interior in black. Made of resin. In practical gift packaging. Scale 1:18. WAP 021 940 OM 917. Scale 1:43. WAP 020 940 OM 917

With all the visual appeal, it is of course important not to forget the sound in the 'Porsche Top 5'. The topic was already presented in the first season – with over a million views on YouTube, it is the most successful of the 32 episodes. It makes it clear how strongly fans associate the Porsche brand with sound. Well we have good news for you on the next page...

Scan in, step on it.
With our Porsche
'Top 5 Most Iconic Liveries'
video on YouTube.



1 2 3 4 5



Top 1. First place goes – of course – to the 917 KH with the number 23 of the Porsche Team Salzburg. Legendary: the first Le Mans overall victory for Porsche in 1970, won by Richard Attwood and Hans Herrmann. Iconic: the design in the national colours of Austria, red and white. This look inspires fans even today.



Top 2. The 'Gulf' paintwork in light blue and orange is perhaps the most famous in the world. After all, the same design adorned Steve McQueen's Porsche 917 in the feature film 'Le Mans'. In the 1970/1971 racing season, it could be found on the 917 KH with which the British JW Automotive Engineering Team took to the starting grid.



Top 3. The 917 LH in MARTINI RACING® design made a visual statement in 1971. But the race car was not only captivating with its iconic paintwork in blue, red and silver – it reached top speeds of 380km/h and was the first car ever to achieve an average speed of 240km/h at Le Mans. It still turns heads today, even though it was denied racing success at the time.



Top 4. The 917/20, or simply called 'the Pig', caused quite a stir at Le Mans 1971. Even though it withdrew from the race, its extraordinary look made it the most photographed vehicle: the designers in Weissach paired the widened body with the light pink paintwork to reproduce the anatomical parts of a pig. So 'the Pig' attracted the attention of fans and critics alike.

Top 5. The 917-001 was finished just two days before its official presentation at the Geneva Motor Show 1969. The race car was the first of a total of 24 units with green and white paintwork, but the model with chassis number 001 never raced. As a show car, it has had many liveries over the years before the original paintwork was restored for exhibition purposes in 2019.



911 SOUNDBAR

SPECIAL EDITION



High-end sound meets exclusive design – in the new 911 Soundbar Special Edition. The limited special edition with exclusive white base does not only attract attention. It also gives you goosebumps. Even without starting the engine.



THE SYMPHONY OF A SPORTS CAR.

AT HOME.

Sound in its most exclusive form: the new 911 Soundbar Special Edition is a popular high-end sound system, limited to 500 units. And thanks to its extraordinary design, it will certainly be the undisputed highlight of the new Masterpiece Collection.

The high-end sound system now shines in new splendour: the original rear silencer of the Porsche 911 GT3 is finished in black [high-gloss], the tailpipes in a combination of matt and gloss. Elegant and discreet at the same time. And the white housing with limited edition plaque makes the new 911 Soundbar Special Edition an exclusive highlight for Porsche enthusiasts with the highest standards with regard to sound quality and design.

NEW. 911 Soundbar Special Edition – Limited Edition. The 911 Soundbar Special Edition: a high-end 2.1 virtual surround sound system with Dolby Atmos® decoder and the original exhaust system of the Porsche 911 GT3 as a subwoofer extension. 300-watt system power. With LED display and OSD [on-screen display]. WiFi compatible. Chromecast built-in™ for multi-room system and a variety of premium streaming services such as Spotify®. Compatible with GOOGLE® Android and iOS. Including infrared remote control. Limited to 500 units. In white/black. Made in Germany. Porsche Original. WAP 050 111 0L SPE

TRENDS COME AND GO. STYLE REMAINS.
THIS IS PROVEN BY THE NEW
HERITAGE COLLECTION, A TRIBUTE TO
THE ROOTS OF THE PORSCHE BRAND.
AND WHICH, THROUGH MANY SMALL
DESIGN HIGHLIGHTS, BRINGS A PIECE OF
SPORTS CAR HISTORY BACK INTO THE HERE
AND NOW AND INTO YOUR EVERYDAY LIFE.

NEW. Men's polo shirt – Heritage. For product details see page 42.
WAP 320 00S–3XL 0L HRT NEW. Sunglasses P' 8508 – Heritage.
For product details see page 40. WAP 078 508 0L HRT



HERITAGE

COLLECTION

PETTICOATS, SHIFT DRESSES, BLUE JEANS AND LEATHER JACKETS. ELVIS PRESLEY, JAMES DEAN, MARILYN MONROE. THERE WERE MORE THINGS THAT SHAPED THE 1950S. FOR EXAMPLE, SPORTS CAR FEELINGS MADE IN GERMANY. BECAUSE FERRY PORSCHE HAD ACHIEVED SOMETHING WITH THE LEGENDARY PORSCHE 356 THAT NO ONE HAD EVER MANAGED BEFORE: HE BROUGHT SPORTS CAR EMOTION TO SERIES PRODUCTION, ACCELERATED THE SPIRIT OF THE TIMES, AND REDEFINED THE WORD 'FREEDOM'. A CONCEPT THAT HAS ALSO BEEN EMBODIED BY THE TARGA WITH ITS UNIQUE ROOF CONSTRUCTION FROM THE VERY BEGINNING.



911 TARGA 4S

HERITAGE DESIGN EDITION

911 Targa 4S Heritage Design Edition
Fuel consumption [in l/100km] urban 15.0–13.3 · extra urban 8.0–7.6
combined: 10.3–9.9; CO₂ emissions [in g/km] combined: 235–227



WITH THE 911 TARGA 4S HERITAGE DESIGN EDITION, A PIECE OF THE PAST IS NOW DRIVING TOWARDS THE FUTURE, AS THE EDITION BRINGS THE LIFESTYLE OF THE 1950S AND EARLY 60S BACK TO THE ROAD. AND HONOURS ICONIC PORSCHE CLASSICS WITH NUMEROUS DESIGN HIGHLIGHTS.

LOVE STORY. RELOADED.



GOLD-COLOURED LOGOS, CORDUROY IN THE INTERIOR AND A HISTORIC CREST? WELCOME TO THE 50S.

The 911 Targa 4S Heritage Design Edition marks the start of the Porsche Heritage Design series and takes us on a journey into the past. To be more precise: to the 1950s. Because the exclusive edition from the Porsche Exclusive Manufaktur reinterprets the classic design elements of the 50s. Those were the days when sports car emotions from Stuttgart took to the starting grid. Therefore, it's not surprising that the 911 Targa 4S Heritage Design Edition is inspired not only by lifestyle but also two style icons: the legendary Porsche 356 and the first generation of the 911. It brings back the most popular design elements, colours and materials of the two historic models. In a reinterpretation that perfectly supplements the timeless character of the new 911.

It starts with the exterior colour of the 911 Targa 4S Heritage Design Edition: Cherry Metallic. It is available in the 911 series exclusively for this model and gives it a nostalgic look. And refers to the time when more and more vehicles with a red exterior colour took to the roads. This was also the case with the first Porsche models – at that time, however, in the earthy red typical of Porsche. Slightly modified and brought into the modern era, the rich red of the new edition is in perfect harmony with the gold-coloured logos. They are a design feature steeped in tradition. Because already from the mid 1950s on, they were increasingly used at the rear. In this edition, the gold-coloured signature adorns not only the rear but also the iconic Targa bar.

Another detail that makes the hearts of enthusiasts beat faster is the historic Crest of the original 911 from 1963 or the Porsche Heritage plaque on the tailgate grille. In the 1950s, it was presented to every 356 driver when they reached the 100,000km mark – and was considered a seal of excellent engine performance.

Two far less hidden design highlights are the exterior decals which have their origins in motorsport. The high-quality foil stripe of the front wings is a reference to the hand-painted 'spears' of the 50s. The optional personalised start number pays tribute to the 356 SL, which began the 24h of Le Mans 1951 with the number 46.

But the 50s are not only immediately recognisable on the outside. The interior also tells of times past. Most clearly visible in the fine corduroy that lines the seat centres and can be found on the door panels. Another beloved detail is the roof lining which is refined with perforated Alcantara in Atacama Beige. A reference to the origins of Porsche – with the launch of the Porsche 356 A at the end of 1955, the perforated roof lining was also used as a special design feature. Speaking of the 356: the ultra-modern instrument cluster with two high-resolution 7-inch displays and analogue rev counter has green numbers – as a tribute to the legendary first Porsche.

But despite all this nostalgia: the 911 Targa 4S Heritage Design Edition is equipped with state-of-the-art technology, such as the LED main headlights with matrix beam in black including Porsche Dynamic Light System Plus [PDLS Plus] or the enhanced 8-speed Porsche Doppelkupplung [PDK], which makes every journey even sportier.

In short: the 911 Targa 4S Heritage Design Edition is a true work of art that takes us on a journey from the past directly into the future. And brings back what was previously considered cool.

FOLLOWING THE TRACKS OF THE PAST.

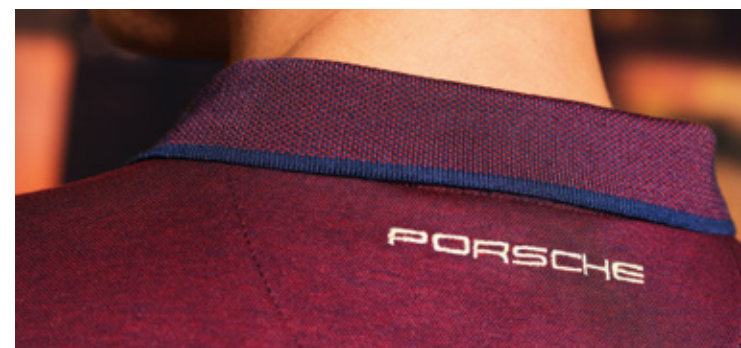
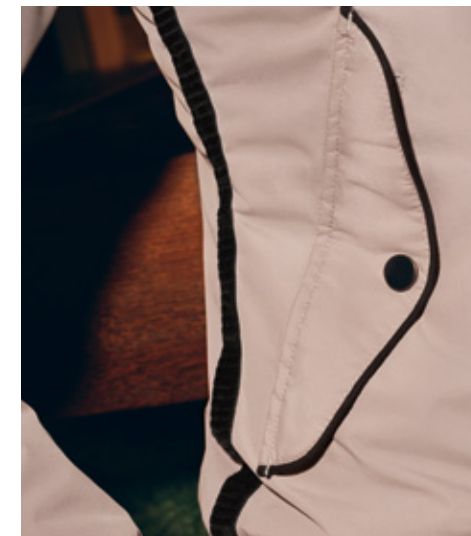


NEW. Men's jacket – Heritage. Lightly padded bomber jacket with two patch pockets and baseball collar. Additional pocket on upper arm and inner pocket with zip. Decorative details in Bordeaux Red, gold colour and black. Gold-coloured Porsche stitching on breast and neck. Porsche Heritage story label in the jacket. 100% polyester, lining: 100% nylon. In Bordeaux Red. Add-on: card holder in leather with carabiner for attaching to interior pocket. 100% leather. WAP 322 00S–3XL OL HRT **NEW. Sunglasses P' 8508 – Heritage.** For product details see page 40. WAP 078 508 OL HRT **NEW. Weekender – Heritage.** For product details see page 50. WAP 035 011 OL HRT

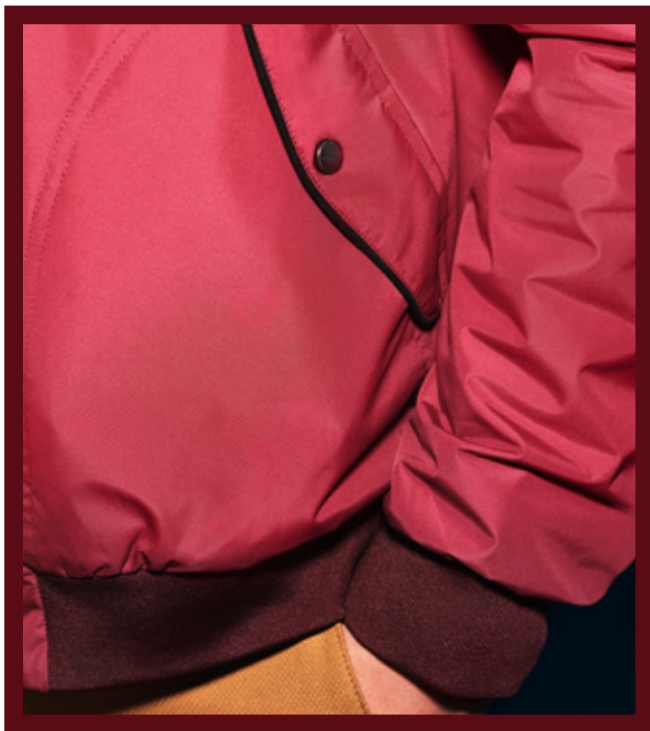
ZEITGEIST AT A GLANCE.



NEW. Men's jacket – Heritage. For product details see page 38. WAP 322 00S–3XL OL HRT **NEW. Sunglasses P' 8508 – Heritage.** Retro style, modern interpretation: stainless-steel aviators from Porsche Design with ultra flexible temples. In stainless steel. In gold colour/Bordeaux Red. Made in Italy. WAP 078 508 OL HRT **NEW. Pure Watch – Limited Edition – 917 Salzburg.** For product details see page 12. WAP 070 003 OM 917 **NEW. Weekender – Heritage.** For product details see page 50. WAP 035 011 OL HRT

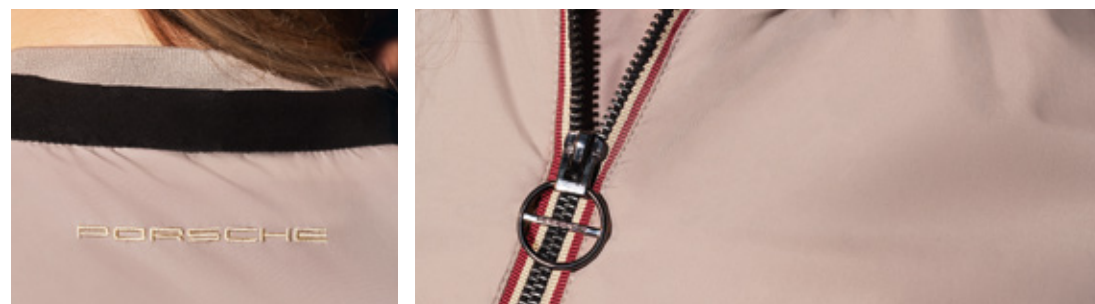


NEW. Women's jacket – Heritage. Sporty-chic, lightly padded bomber jacket with two patch pockets and baseball collar. Additional pocket on upper arm and inner pocket with zip. Decorative details in Bordeaux Red, gold colour and black. Gold-coloured Porsche stitching on breast and neck. Porsche Heritage story label in the jacket. Outer fabric and padding: 100% polyester, lining: 100% nylon. In beige. Add-on: card holder in leather with carabiner for attaching to interior pocket. WAP 323 OXS–XXL OL HRT **NEW. Crest key ring – Heritage.** For product details see page 44. WAP 050 090 OL HRT **NEW. Pure Watch – Limited Edition – 917 Salzburg.** For product details see page 12. WAP 070 003 OM 917 **NEW. Men's polo shirt – Heritage.** Polo shirt for men with iridescent effect thanks to two-tone piqué in Bordeaux Red and blue. With three buttons. Gold-coloured Porsche stitching on breast and neck. Porsche Heritage label at the hem. 50% cotton, 50% polyester. WAP 320 00S–3XL OL HRT



NEW. Men's jacket – Heritage. For product details see page 38. WAP 322 00S–3XL OL HRT **NEW. Sunglasses P' 8508 – Heritage.** For product details see page 40. WAP 078 508 OL HRT **NEW. Pure Watch – Limited Edition – 917 Salzburg.** For product details see page 12. WAP 070 003 OM 917 **NEW. Crest key ring – Heritage.** Real leather. Suitable for all Porsche vehicle keys. Including gift packaging. Made in Germany. Ring: brass. In beige, gold colour. WAP 050 090 OL HRT **NEW. Men's wallet – Heritage.** Wallet in high-quality cowhide leather with embossed Porsche logo. With coin and various other compartments. Banknote compartment with divider. Made in Europe. 60% cowhide leather, 30% polyester, 10% microfibre. In Asphalt Grey with detailing in Bordeaux Red. WAP 030 035 OL HRT

**NO FUTURE
WITHOUT HERITAGE.**



NEW. Women's jacket – Heritage. For product details see page 42. WAP 323 OXS–XXL OL HRT **NEW. Women's polo shirt – Heritage.** For product details see page 48. WAP 321 OXS–XXL OL HRT **NEW. Women's purse – Heritage.** Purse in high-quality cowhide leather with embossed Porsche logo and zip. Large interior coin compartment with zip and various other compartments. Two banknote compartments. Made in Europe. 60% cowhide leather, 30% polyester, 10% microfibre. In Asphalt Grey with detailing in Bordeaux Red. WAP 030 034 OL HRT **NEW. Collector's T-shirt no. 19 Unisex – Limited Edition – Heritage.** A tribute to the 1950s and the new 911 Targa 4S Heritage Design Edition: the Collector's shirt with print design. Packaged in an exclusive metal box printed with the same motif. Includes a postcard explaining the print. Very soft quality T-shirt. 100% cotton. In dark grey. WAP 325 OXS–3XL OL HRT



CLOSELY ENTWINED WITH HISTORY.



NEW. Women's polo shirt – Heritage. Polo shirt for women with iridescent effect thanks to two-tone piqué in Bordeaux Red and blue. With collar and feminine V-neck. Gold-coloured Porsche stitching on breast and neck. Porsche Heritage label at the hem. 50% cotton, 50% polyester. WAP 321 OXS–XXL OL HRT
NEW. Sunglasses P' 8508 – Heritage. For product details see page 40. WAP 078 508 OL HRT **NEW. Crest key ring – Heritage.** For product details see page 44. WAP 050 090 OL HRT **NEW. Weekender – Heritage.** For product details see page 50. WAP 035 011 OL HRT

NEW. Men's jacket – Heritage. For product details see page 38. WAP 322 00S–3XL OL HRT
NEW. Men's polo shirt – Heritage. For product details see page 42.
WAP 320 00S–3XL OL HRT **NEW. Pure Watch – Limited Edition – 917 Salzburg.**
For product details see page 12. WAP 070 003 0M 917 **NEW. Credit card case – Heritage.**
Credit card case in high-quality cowhide leather with embossed Porsche logo.
With eight compartments for credit cards and additional compartments. Banknote compartment
with divider. Made in Europe. 60% cowhide leather, 30% polyester, 10% microfibre.
In Asphalt Grey with detailing in Bordeaux Red. WAP 030 036 OL HRT **NEW. Weekender – Heritage.**
Modern canvas weekender bag inspired by the Porsche 911 Targa 4S Heritage Design Edition.
Porsche logo and other accents in gold colour. High-quality leather straps and adjustable
shoulder strap. Inside zip compartment. Including three separate inner pockets for shoes,
shirts and accessories. 35% linen, 40% cotton, 25% cowhide leather.
In Anthracite. WAP 035 011 OL HRT



A BREATH OF FRESH AIR. AND A TOUCH OF THE PAST.

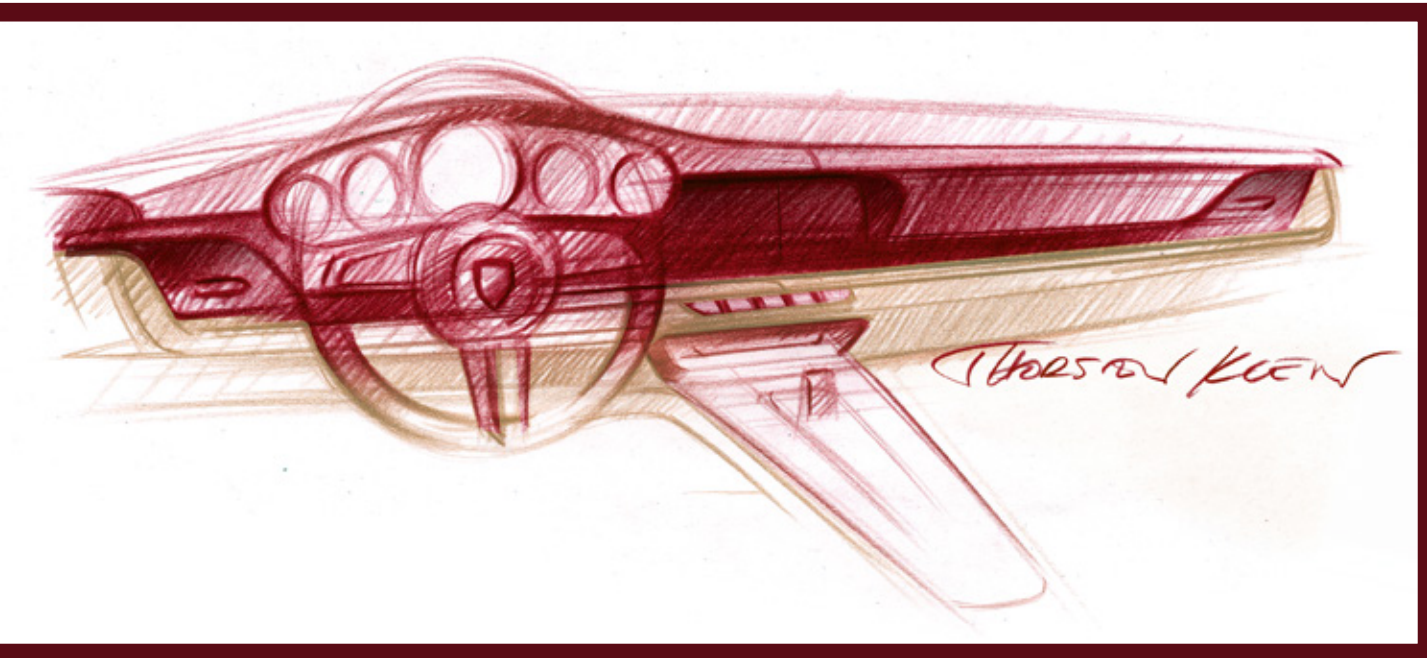
FOUR VEHICLES. FOUR DECADES. THE VISION: TO REVIVE THE SPIRIT OF THE TIMES.
AND TO PUT IT BACK ON THE ROAD IN THE FORM OF VERY SPECIAL 911 MODELS.

Reinterpret design elements. And bring back what was previously considered cool. That was the vision of Porsche Exclusive Manufaktur and the 'Style Porsche' design department. The result? The Heritage Design strategy. To be more precise: highly technical special editions that bring iconic design elements from the 1950s, 60s, 70s and 80s back on the road. And into the hearts of fans and Porsche enthusiasts. But Porsche Heritage Design is not just about nostalgia. Not just about the classic retro factor. It's about making hearts race, about goosebumps, about design and functionality. And about once again creating unique sports cars that you

dreamt of in the past as much as you do today – and even more so in the future.

The aim of the designers was to carry the values of the brand into the future. And to position the Heritage Design models on the market as a conscious addition to the hybrid and electric vehicles. Because they achieve the perfect symbiosis of technology, design and historical reference. A particular priority for Ivo van Hulten [Head of Interior Design Style Porsche], Volker Müller [Head of Colour & Trim Design Style Porsche] and Stéphanie Kleiböhmer

In the first model of an extraordinary series of vehicles, it is the 50s that make a comeback. Newly developed corduroy in Atacama Beige is used as a style-defining feature on the seats and door panels of the 911 Targa 4S Heritage Design Edition. And everywhere in the limited special edition – which is a nod to the legendary Porsche 356 and the first generation of the 911 Targa – there is a lot to discover and experience. And plenty that refers to the origins – such as the historic Crest of the original 911 from 1963. Or the instrument cluster in the look of the historic rev counter of the 356. And the gold-coloured logos, as a tribute to the beginnings, also attract



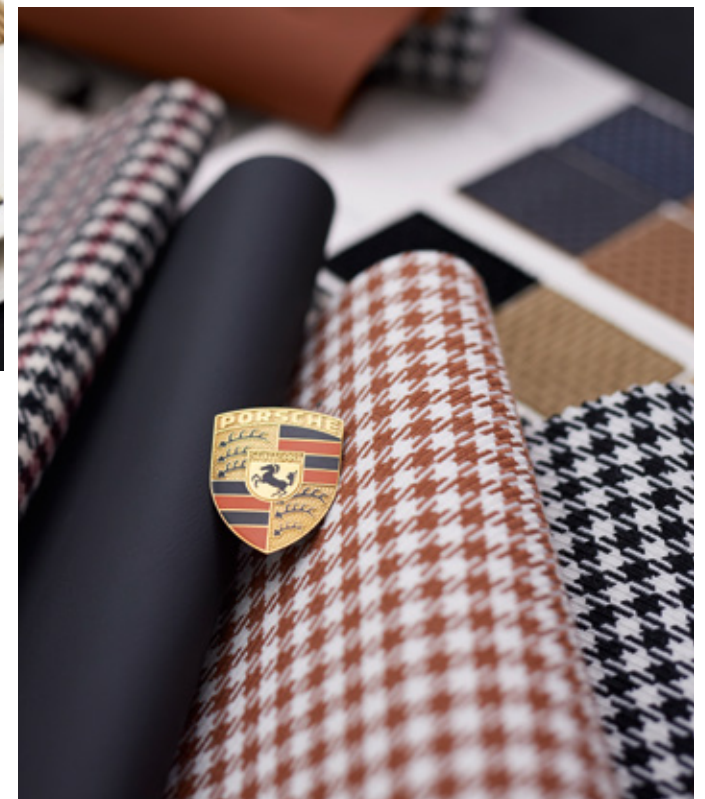
[Colour & Trim Design Style Porsche], along with Thorsten Klein [Design Interior Style Porsche]: **looking to the future. While not losing sight of the past.**

Old colour and equipment cards, design elements from the corresponding era and historical museum vehicles served as sources of inspiration. And, of course, the lifestyle that characterised the decade. The key theme of textiles in the interior is a special distinguishing feature that unites all special editions. It has played a major role at Porsche right from the start. **"Corduroy, Pepita, Pascha or tartan. All textiles and patterns from our history that we are redesigning, testing, producing and reviving in the interior,"** reports Volker Müller.



attention and provide an exclusive finish. But the first thing that catches the eye is the exterior colour, 'Cherry Metallic'. Just as with corduroy, this basic feature has been modified and updated: in the form of an exclusive, earthy red that inevitably attracts attention.

In short: in the Porsche Heritage Design models, everything has a story. Everything has its purpose and equivalence. It's almost like meeting your first love again. And they have not lost any of their fascination.



Save the date: 11/10/2020

And take to the grid with us.



Classic Cars Coffee &

The term 'petrol talk' is probably best used when owners of classic cars meet in Leipzig to talk about the good old days. And everything that is fascinating about these extraordinary vehicles to this day – and beyond.



Those were the days.

'The good old days' may sound a tad dusty at first. But anyone who has ever been to the 'Classic Cars & Coffee' event knows that dust is definitely not on the agenda. After all, everything here revolves around vehicles that are 30 years old or older – not only during the chat about horsepower and torque but also during the driving event on the circuit.

Over a length of 3.7 kilometres, the FIA-certified circuit contains copies of famous sections from the world of motorsport. Illustrious names such as 'Corkscrew', a legendary section of the Laguna Seca race track, the famous 'Parabolica' from Monza or the 'Karussell', the steep curve of the Nürburgring-Nordschleife, rush past as you drive.

Twice a year, a very special group of people who share their love of classic cars – even across brand boundaries – comes together on the Porsche Leipzig site. So not only can air-cooled Porsche models be admired here, but also the odd jewel from other manufacturers. A state of mind that speaks for the openness of the city of Leipzig – more precisely, the Porsche Leipzig location.

The success proves the organisers right. In March 2018, more than 250 car lovers came together to admire not only many extraordinary vehicles but also one extraordinary person: Magnus Walker. Born in 1967, the punk fashion designer is the proud owner of a large collection of 911 models, some of which he designed himself. With his unconventional look, he is, as it were, the living proof of how 'cool' and 'hip' – to say it in a contemporary way – the classics still are today. And the three other events that have taken place since then, with similarly good visitor numbers, confirm that these icons can still be seen on the big stage today. Over and over again.

The next event will take place in front of the Leipzig Porsche Customer Centre in Porschestraße 1, 04158 Leipzig.



Leipzig and classics. That is quite an emotional combination. Here, the cars with soul are not only admired but also moved. And anyone who has been to 'Classic Cars & Coffee' knows that this can be quite moving.



Find dates, secure tickets: simply scan the QR code or visit www.porsche-leipzig.com/cc



NEW. Collector's cup no. 3 – Limited Edition – 917 Salzburg. Collector's mug no. 3 in porcelain for the 50th anniversary of the 917 Salzburg. Limited to 10,000 units. Porcelain shape exclusive to Porsche inspired by the Porsche Crest. Design by Studio F. A. Porsche and in the look of the overall winner of the 24h of Le Mans 1970 with start number 23. In red/black/white – the original racing colours. With high-quality gift packaging. Dishwasher-safe. WAP 050 604 0M 917 **NEW. Collector's espresso duo no. 3 – Limited Edition – 917 Salzburg.** Limited to 5,000 units. Set consisting of two espresso cups and saucers. Porcelain shape exclusive to Porsche inspired by the Porsche Crest. Design by Studio F. A. Porsche and inspired by the design of the overall winner of the 24h of Le Mans 1970 with start number 23. In red/black/white – the original racing colours. In high-quality gift packaging. Dishwasher-safe. WAP 050 605 0M 917

'Classic Cars & Coffee'. That is not only the motto of the event but also the new espresso cups and collector's mugs in the 917 Salzburg design, with which you can accelerate your pulse even off the race track.



1



2



3



4



5



6

DARFYMERS DRIVERS

FASCINATION PORSCHE IS NOT ONLY AT HOME WHEN ON THE ROADS OF THE WORLD. IT'S ALSO ALWAYS EXACTLY WHERE YOU ARE. THANKS TO THE PHONE CASE IN THE 917 SALZBURG LOOK, FOR EXAMPLE, WITH WHICH YOU CAN BRING A PIECE OF RACING HISTORY BACK INTO YOUR EVERYDAY LIFE. OR MAKE A MARK WITH THE PEN HOLDER, WHICH IS MADE FROM AN ORIGINAL PART OF THE PORSCHE 911 CARRERA. A SPORTY ONE, OF COURSE.

1 | NEW. Essential Collection unisex reversible belt. Reversible leather belt with pin buckle. Adjustable standard length [140cm]. With Porsche logo on the buckle. Including gift packaging. Made in Germany. Belt: 100% cowhide leather. Buckle: 100% zamac. In black/brown. WAP 660 009 OM ESS **2 | NEW. Baby Porsche with lighting.** Control of headlights and taillight strip via an integrated touch switch, which switches off automatically after 10 minutes. Non-slip security steering wheel with mechanical horn. With extra-wide whisper-quiet tyres. Ergonomically designed soft seat [removable]. For children aged between 18 months and 3 years. In Lava Orange. Made in Germany. WAP 040 005 OL BBP **3 | NEW. Porsche 935 Salzburg – 1:18.** High-quality, detailed collector's model of the Porsche 935 Salzburg. In red/white. Interior in black. Made of resin. In practical gift packaging. Scale 1:18. WAP 021 941 OM 935 **4 | Snap-on case for iPhone – 917 Salzburg.** iPhone sleeve in the 917 Salzburg design with start number 23. Volume buttons as well as recesses for camera, speaker and microphone. In red/white. 100% polycarbonate. Snap-on case for iPhone 11 [WAP 030 008 OL 917], iPhone 11 Pro [WAP 030 002 OL 917] and iPhone 11 Pro Max [WAP 030 005 OL 917] **5 | NEW. Grill badge – 917 Salzburg.** Ø 95mm. Made of 95% zinc, 5% acrylic varnish. With fixing material [screws]. In red/white – like its motorised role model. WAP 050 917 OM SZG **6 | NEW. 911 pen holder.** High-quality pen holder with original tailpipes of the Porsche 911 Carrera sports exhaust system. Including gift packaging. 90% aluminium, 10% plastic. In black. Made in Germany. Porsche Original. WAP 050 200 OM STH

All products in this SELECT issue at a glance.

917 Salzburg Collection



NEW. Men's polo shirt – 917 Salzburg
WAP 462 00S–3XL OM SZG



NEW. Men's T-shirt – 917 Salzburg
WAP 460 00S–3XL OM SZG



NEW. Sunglasses P' 8642 – 917 Salzburg
WAP 078 642 OM 917

DE MADE IN GERMANY
LE LIMITED EDITION



NEW. Pure Watch – Limited Edition – 917 Salzburg
WAP 070 003 OM 917



NEW. Kids' polo – 917 Salzburg
WAP 463 098-164 OM SZG



NEW. Kids' T-shirt – 917 Salzburg
WAP 461 098-164 OM SZG



NEW. Kids' hoodie – 917 Salzburg
WAP 464 098-164 OM SZG



NEW. Kids' cap – 917 Salzburg
WAP 460 001 OM SZG



NEW. Baby set – PTS 917 Salzburg
WAP 465 002 OM SZG



NEW. Bag – 917 Salzburg
WAP 035 460 OM SZG



LE LIMITED EDITION
NEW. Collector's cup no. 3 – Limited Edition – 917 Salzburg
WAP 050 604 OM 917



LE LIMITED EDITION
NEW. Collector's espresso duo no. 3 – Limited Edition – 917 Salzburg
WAP 050 605 OM 917



NEW. Grill badge – 917 Salzburg
WAP 050 917 OM SZG



NEW. Snap-on case for iPhone – 917 Salzburg
WAP 030 008 OL 917 [iPhone 11],
WAP 030 002 OL 917 [iPhone 11 Pro],
WAP 030 005 OL 917 [iPhone 11 Pro Max]



NEW. 917 Salzburg – 1:43
WAP 020 940 OM 917
NEW. 917 Salzburg – 1:18
WAP 021 940 OM 917
[not shown]

Masterpiece Collection

P PORSCHE ORIGINAL
DE MADE IN GERMANY
LE LIMITED EDITION



NEW. 911 Soundbar Special Edition – Limited Edition
WAP 050 111 OL SPE



LE LIMITED EDITION

NEW. Collector's T-shirt no. 19 Unisex – Limited Edition – Heritage
WAP 325 0XS–3XL OL HRT



NEW. Sunglasses P' 8508 – Heritage
WAP 078 508 OL HRT



NEW. Weekender – Heritage
WAP 035 011 OL HRT

Heritage Collection



NEW. Men's polo shirt – Heritage
WAP 320 00S–3XL OL HRT



NEW. Women's polo shirt – Heritage
WAP 321 0XS–XXL OL HRT



NEW. Men's jacket – Heritage
WAP 322 00S–3XL OL HRT



NEW. Women's jacket – Heritage
WAP 323 0XS–XXL OL HRT



NEW. Men's wallet – Heritage
WAP 030 035 OL HRT



NEW. Women's purse – Heritage
WAP 030 034 OL HRT



NEW. Credit card case – Heritage
WAP 030 036 OL HRT

DE MADE IN GERMANY



NEW. Crest key ring – Heritage
WAP 050 090 OL HRT

Accessories & Lifestyle



DE MADE IN GERMANY

NEW. Essential Collection unisex reversible belt
WAP 660 009 0M ESS



NEW. Baby Porsche with lighting
WAP 040 005 0L BBP



P PORSCHE ORIGINAL
DE MADE IN GERMANY

NEW. 911 pen holder
WAP 050 200 0M STH

Model cars



NEW. 917 Living Legend – 1:18
WAP 021 934 0L
NEW. 917 Living Legend – 1:43
WAP 020 934 0L
[not shown]



NEW. 935 Salzburg – 1:18
WAP 021 941 0M 935
NEW. 935 Salzburg – 1:43
WAP 020 941 0M 935
[not shown]

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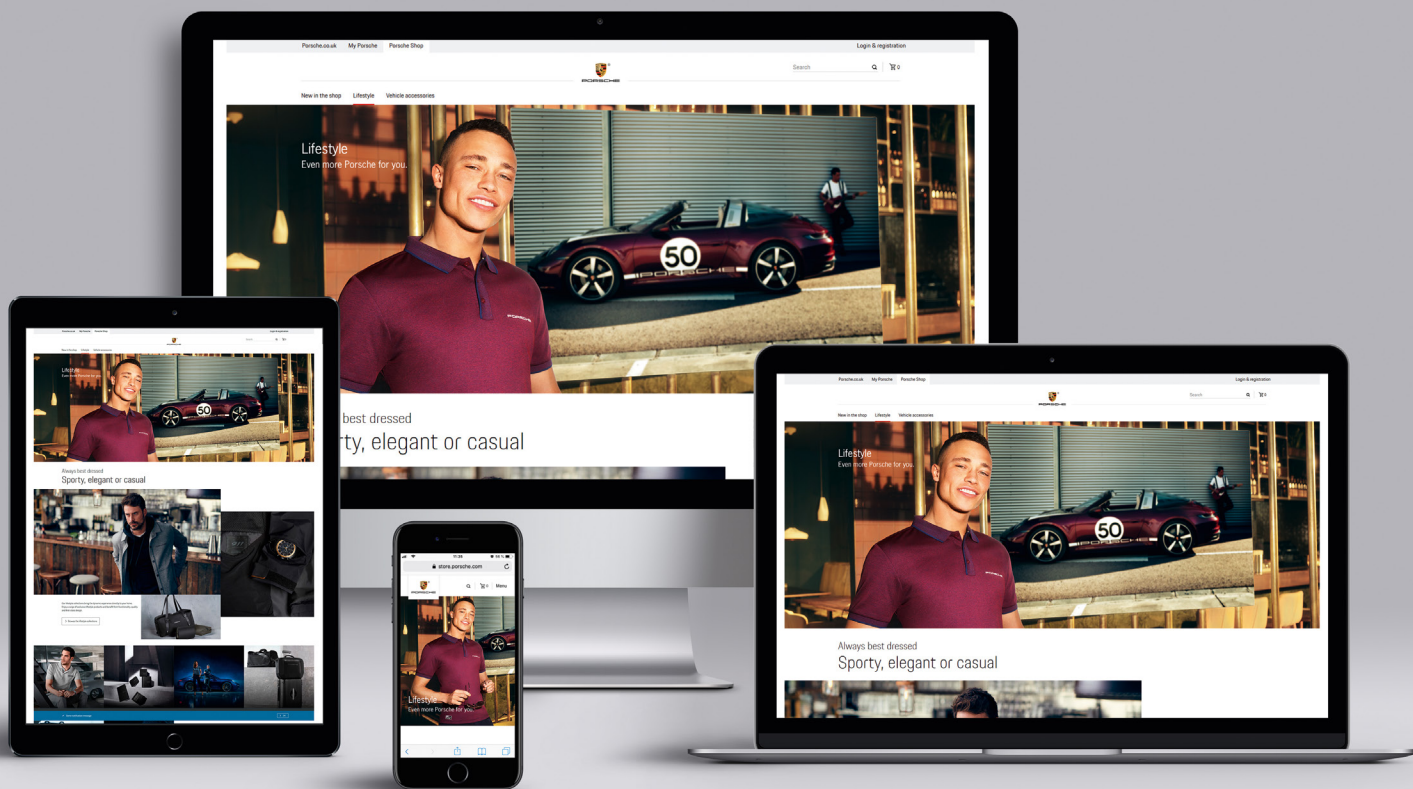
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PORSCHE DESIGN

ROCK 'N' ROLL ON THE WRIST.

A homage to the 50s and early 60s: various design features and materials of historical Porsche icons such as elements of the new 911 Targa 4S Heritage Design Edition can be found on the chronograph. It is reserved exclusively for the car owners and is also limited to the 992.

CHRONOGRAPH 911 TARGA 4S HERITAGE DESIGN EDITION

www.porsche-design.com/911TargaHeritage



911 Targa 4S Heritage Design Edition
Fuel consumption (in l/100km) urban 15.0–13.3 · extra urban 8.0–7.6 · combined 10.3–9.9; CO₂ emissions (in g/km) combined: 235–227