

**PORSCHE**

**MUSEUM**

# Not just on the race track: Preparation is key.

The visitor information of the Porsche Museum.





# Table of Contents

4	<b>Introduction</b>
7	<b>Guided tours</b>
11	<b>Porsche 4Kids Offers</b>
12	<b>Porsche 4School Offers</b>
14	<b>Price List of the Porsche Museum</b>
18	<b>Your Arrival</b>

# Introduction

**A place to dream –  
with your eyes wide open.**

The dream of the sports car becomes reality before your eyes in the Porsche Museum. Delve deep into the exciting world of this sports car manufacturer. There's also lots to discover away from the main exhibition. Besides culinary and cultural delights, there's an adventure in store for our younger guests too.

A tour through the exhibition is the stuff dreams are made of. In the 5,600 square metre exhibition area, you will find legendary racing cars, fascinating series production cars, as well as unusual prototypes and studies. More than 80 vehicles are just waiting to be discovered, and heard.

## Multimedia Guide

On request, you can receive an electronic multimedia guide free of charge. Get to know our exhibition on your own terms. The multimedia guide contains sound material for films, information about individual vehicles and much more. The guide is available in German, English, French, Spanish, Italian, Russian, Japanese and Chinese. We also offer a children's version for our younger visitors. Throughout the exhibition, our Explainers are also available to you for questions about the exhibition and the exhibits. Please don't hesitate to talk to us.

At the end of the exhibition tour, you will immerse yourself again in the Porsche history. The interactive Porsche Touchwall offers a virtual journey through time and exciting high-tech functions. You can then experience live, in our museum workshop, how our collection vehicles are restored and prepared for their use around the world.

## Accessibility

All areas of the museum have barrier-free access and can be accessed with ramps or the lift. Free parking is available for people with disabilities.

## Museum Workshop

Here collection vehicles are restored and young at heart vintage cars are prepared for racing. A job for experts - but not an activity that has to be done behind closed doors. From the foyer you can watch through a glass pane our masters and mechanics in the museum workshop, who professionally repair and maintain the vehicles there.

## Corporate Archives

Porsche AG's memory is located above the workshop. Here the company archive stores all important information with economic, technical, social or cultural references related to Porsche AG.

The Coffeebar, the Bistro Boxenstopp or the Christophorus Restaurant await you for a break. And of course, in our museum shop, you will find everything that makes the hearts of big and small Porsche fans race faster.

## Please stay outside

Animals (except guide dogs) are not allowed in the exhibition.





## Guided tours

Let us lead you the way.  
We are experts in leading.

### Guided Tours of the Museum and Location

#### Porsche Museum Admission Charges

For groups of 10 or more people, a reduced entrance fee of 7,80 Euro per person applies. Registered school classes and student groups as well as their accompanying people receive free admission.

You can also use the registration form on the Internet at [www.porsche.com/museum](http://www.porsche.com/museum) or contact our visitor service:

Phone: +49 (0) 800 3560-911

E-Mail: [info.museum@porsche.de](mailto:info.museum@porsche.de)

#### Regular tours

For spontaneous visitors, we offer guided tours open to the public twice a day at 11 a.m. and 3 p.m. These last 60 minutes. Tickets are available at the ticket desk for 5.80 Euro plus the admission price. The starting point is in the foyer. The number of participants is limited to 25. If you would like to take part in a tour, you will need to register at the ticket desk on the day of your visit.

#### Individual museum tours

These tours can be booked in advance, until further notice, limited to 10 people. We offer tours in different languages. For a 60-minute, personal tour by one of our museum guides, 175 euros including the entry price will be charged.

#### Awareness Tour

The one-hour Awareness Tour lets you experience and participate in the history of Porsche from a completely different perspective. The focus of this tour is on experiencing things for yourself, i.e. learning by do doing. Various aids such as blindfolds or wheelchairs are used in the tour. Through this change of perspective, visitors experience the exhibition with all their senses. This experience strengthens cooperation and teamwork. The minimum age requirement is 12 years of age. The cost is 97 Euro including admission

#### Guided Tours for People with Disabilities

The Porsche Museum offers guided tours for visitors with hearing and visual disabilities, in easy-to-understand language and for sufferers of dementia. Please note that sign language interpreters must be organised by tour participants themselves.

### Zuffenhausen Historic Walk

In this 90-minute factory walk for up to 15 people, visitors go on a virtual journey through time. Zuffenhausen has been the heart of the Porsche brand for over 80 years. Walking through its historic and modern buildings, you will learn how the site has developed from its beginnings as a construction office to a highly modern automotive factory. The buildings will not be entered. The minimum age requirement is 12 years of age. The cost is € 146 without the entrance fee to the Porsche Museum. These tours are offered from Tuesday to Sunday.

### Individual evening tours

Outside the regular opening times we offer individual evening tours. Get to know our exhibition exclusively and in a special atmosphere. Discuss the details of the process and your individual wishes, such as a champagne reception in our foyer, with the event management:

Phone: +49 (0) 711 911-21911

E-Mail: [events.museum@porsche.de](mailto:events.museum@porsche.de)



Prices valid until 31. Dec 2020.

# Guided tours

Let us lead you the way.  
We are experts in leading.

## Factory Tours

Factory Tours are offered from Monday to Friday. Please note that participation is only possible from the age of 12 and factory tours are unfortunately unsuitable for people with walking difficulties. In addition, a maximum of 15 people per group can take part in all factory tours.

Filming and photography is not permitted on the factory premises. Please pay attention to suitable footwear.

E-Mail: [werksfuehrungen@porsche.de](mailto:werksfuehrungen@porsche.de)

## 911/718 Factory Tour

Discover the fascinating world of vehicle production and experience the perfect symbiosis between tradition and modernity at the Porsche headquarters in Zuffenhausen. This one-and-a-half-hour plant tour takes you through various production departments, giving you an exclusive insight into the best of leather craftsmanship and series production. Our 911 and 718 sports cars are manufactured together with close-to-production race cars on one single assembly line – a first in the automotive industry. The price for an open 911/718 factory tour is 9.70 Euro per person 911/718. For an individual 911/718 factory tour, the price is 146 Euro. The prices do not include admission to the Porsche Museum.

## Taycan Factory Tour

Experience Porsche Production 4.0 – smart, lean and green. Our two-hour Taycan tour takes you through the world's most cutting-edge vehicle production plant, showing you the latest technologies and production processes for you to witness up close the development of the first all-electric Porsche car. The price is 14.60 Euro per person for a Taycan factory tour. For an individual tour of the Taycan factory, the price is 219 euros. The prices do not include admission to the Porsche Museum.

## Powertrain Factory Tour

Perfection in product and process: Find out what drives our sports cars. Boxer, V and electric engines are manufactured at our plant in Zuffenhausen. Learn more about all three types of engine on this two-hour tour through various assembly areas. Powertrain Factory Tours not offered until further notice. The price is 175 euros without the entrance fee to the Porsche Museum.



Prices valid until 31. Dec 2020.



# Porsche 4Kids Offers

The great dream of a Porsche.  
Is something the kids can also experience.

### Porsche 4Kids Rallye

Children can playfully explore the exhibition along the thematic areas in the Porsche Museum with the Porsche 4Kids Rallye. Through a variety of creative and tricky tasks such as the alphabet soup or the Le Mans puzzle labyrinth, the children get to know the special features of the Porsche brand. There is a small text on each page with exciting and funny background information that also invites you to take a closer look at one or the other exhibit. The Porsche 4Kids Rallye is available at the box office in the foyer for 3.90 Euro in German and English.

### Porsche 4Kids Multimedia Guide

For those who want to discover our exhibition individually, we have a free multimedia guide with child-friendly information on our exhibits and soundtracks for our films. We recommend the use for children over 6 years.

All of the following programs for children and school classes can only be booked in advance via the visitor service.

Phone: +49 (0) 800 3560-911  
E-Mail: info.museum@porsche.de

### Porsche 4Kids Tours

We offer special tours in which the walk through the museum is child-friendly and playful. We adapt the content to the respective age group.

### Option 1: Porsche 4Kids "Junior" (4 - 7 years)

We explore the Porsche Museum with a lot of fun and joy of discovery and get to know Beetle, Sow and Sally. After our 45-minute exhibition tour, you can let your creativity run free and draw your vehicle designs with colored pencils in the midst of historic Porsche.

Duration: 75 minutes  
Max. Number of participants: 10 children + 2 accompanying people  
Age: 4 - 7 years  
Price: 73 Euro + admission  
Languages: German, English

### Option 2: Porsche 4Kids Tour (8 - 13 years)

We explain the company's history and the exhibits in the Porsche Museum in a easy to understand manner. You can discover the fascination of Porsche in a playful way.

Duration: 60 minutes  
Max. Number of participants: 10 children + 2 accompanying people  
Age: 8 - 13 years  
Price: 73 Euro + admission  
Languages: German, English

### Porsche 4Kids Birthday Party

Celebrate a child's birthday against the backdrop of over 23,000 horsepower. Choose the motto of the celebration yourself and immerse yourself in one of three exciting subject areas. The birthdays are suitable for children between 8 and 13 years.

You can either book a sweet or savory catering or you bring your own drinks, cakes, cutlery and dishes. As the birthday party takes place in the exhibition room, we ask you to bring dry cakes. Cutlery and dishes must be brought along.

Duration: 3 hours  
Max. Number of participants: 10 children + 2 accompanying people  
Age: 8 - 13 years  
Price: 242 Euro (without meals)  
Meals: 6.30 / 8.70 / 10.20 Euro per child  
Date: Saturdays or Sundays, 2 p.m. - 5 p.m.

The following subject areas are available:

### Accelerate! Become a Porsche racing driver! (8 - 13 years)

Qualify with your racing team in an interactive iPad discovery tour and experience the fascination of Porsche motorsport. In the subsequent exciting Carrera track race you slip into different roles and prove your racing skills.

### Eyes wide open! Become a Porsche designer!

With the help of an interactive iPad discovery tour, you will decipher as a team the Porsche shapes- and color language. The action-packed game continues with a Porsche Design movement game, before you finally design and shape your own Porsche leather.

### Get started! Become a Porsche future researcher!

On an interactive iPad discovery tour you can find out as a team what future mobility will entail. Then you build your own future car – of course with an electric motor and design it according to your ideas.

Prices valid until 31. Dec 2020.

# Porsche 4School Offers

Learn, apply and win.  
A principle that's not only pursued by Porsche.

## Porsche 4School Teamspirits

With our Porsche Teamspirits we want to give students a deeper understanding of the automotive world. Use the Porsche Museum as an extra-curricular learning location. There are four fascinating subject areas to choose from: „Automotive Design“, „Engine Technology“, „Aerodynamics & Lightweight Engineering“ and „Electromobility“.

The contents were designed together with Klett MINT for classes 5 to 13 and are in compliance with the educational curriculum. During the tour of the exhibition, the schoolchildren receive in teams a tablet with an installed app. Controlled by the guide, the tablets are used to work on methodologically varied and sometimes also playful tasks on the tablet.

The team solutions on the app are evaluated so that a winning team can be selected at the end of the Teamspirit!

Topic selection:	1. Automotive Design 2. Aerodynamics and Lightweight Engineering 3. Engine Technology 4. Electromobility
Duration:	90 minutes
Max. Number of participants:	30 students (+ at least 1 accompanying person)
Age:	5th - 13th grade
Price:	73 Euro (including museum entry)
Appointment:	on request, Tuesday to Friday

## Teamspirit automotive design

The time travel journey through the company's history begins with a vision in the Porsche Museum: in 1948, Ferry Porsche built the first car called Porsche, the Type 356. This vehicle already had everything that makes the sports car from Zuffenhausen to this day unique in the world: lightweight construction and aerodynamics, exceptional driving performance and reliable technology, and above all the Porsche characteristic design. The "Automotive Design" Teamspirit invites the students to understand the DNA of Porsche based on the model series. The question as to why a Porsche is identified as a Porsche even by children is examined. In this workshop, the students deal creatively with the focal points of brand identity, line management and design development. This experience offers them insights into how designers work. Finally, the groups present what they have achieved during the Teamspirit.

## Teamspirit Aerodynamics & Lightweight Engineering

The decisive factor in sports car construction has always been the so-called power-to-weight ratio, i.e. the ratio of vehicle weight to engine power. That is why Ferdinand Porsche has committed himself to weight reduction and lightweight engineering from day one.

The Teamspirit "Aerodynamics & Lightweight Engineering" gives the pupils an overview of the various materials used in automobile construction. Today, as in the past, aerodynamics and materials science promote speed while reducing fuel consumption. Through this, the students are also introduced to aerodynamic aids. On a model-scale wind tunnel with different shapes and Porsche models, they can experiment on their own how different the aerodynamics of the different vehicle types behave. This Teamspirit is also designed for grades 5 to 7.

## Teamspirit Engine Technology

For almost 70 years, Porsche engineers have been motivated by the same thing: achieving maximum efficiency, i.e. creating the optimal combination of performance, weight and consumption. To this day, it is an obvious matter for the Porsche brand that the quick and economical will also be the first to finish. Ever since Ferdinand Porsche, people have been looking for even more intelligent solutions. Nowadays this project is also known as "rightsizing". In front of a backdrop of 23,000 hp, the students answer the questions of how an engine is built and what distinguishes a Porsche engine. Together with a guide, the students immerse themselves in the basics of engine technology. Information on rear, middle and front engines, air and water cooling is transmitted. Furthermore, insights are given into the typical Porsche boxer- and turbo engine. The students apply what they have learned and present it at the end.

## Teamspirit Electromobility

Questions about electromobility are answered during this tour. When did the history of electric vehicles began? Why couldn't the electric drive prevail a good 100 years ago? How does the internal combustion engine and the electric motor work?

The Porsche Museum also offers one-hour guided tours for all grades. If you are interested, please do not hesitate to also ask about guided tours for disabled pupils. During the school holidays, the Porsche Museum invites children to take part in varying and free of charge holiday programs.

For more information, please contact our visitor service or download the teacher information booklet at [www.porsche.com/museum](http://www.porsche.com/museum).

Phone: +49 (0) 800 3560-911  
E-Mail: [info.museum@porsche.de](mailto:info.museum@porsche.de)

Prices valid until 31. Dec 2020.



# Pricing

The best starting line-up counts.  
In racing as well as for us.

Day ticket	9.70€	Adults
Day ticket reduced	4.80€	School children, students, pensioners, persons with disabilities, jobseekers, Porsche Classic Card holders, Porsche Club members.
Free admission	0€	Children under the age of 14 (admission with an accompanying adult only), school classes and groups of students that notified of their visit in advance including any accompanying people, bus drivers/tour guides, person accompanying person with disabilities, journalists.
Evening ticket	4.80€	Adults, valid from 5.00 p.m.
Evening ticket reduced	2.90€	School children, students, pensioners, people with disabilities, jobseekers, Porsche Classic Card holders, Porsche Club members (from 5 pm).
Multimedia Guide	0€	Rent for one Multimedia Guide during the museum visit (Multimedia Guides for adults and Multimedia Guides for children).
Parking	3.90€	Parking up to 6 hours in conjunction with a visit to the museum: €3.90. Parking between 6 and 12 hours: €14; parking over 12 hours: €29. Parking without visiting the museum: €14. Guests of the Boxenstopp and Christophorus restaurants park free of charge. Please have your parking tickets validated at the restaurant. Please pay at the ticket counter.
<b>Group and family tickets</b>		
Family ticket	23.30€	Includes two adults and their children (up to 18 years), parking fee and Porsche 4Kids Rallye (max. five people).
Group ticket	7.80€	Valid from ten people subject to admission fees. Price per person.
<b>Annual tickets</b>		
Annual ticket	39€	Adults. Non-transferable.
Annual ticket reduced	19.50€	School children, students, pensioners, people with disabilities, jobseekers, Porsche Classic Card holders, Porsche Club members. Non-transferable.
<b>Vouchers</b>		
Voucher	9.70€	Admission voucher for adults.
Voucher reduced	4.80€	Admissions voucher for school children, students, pensioners, people with disabilities, jobseekers, Porsche Classic Card holders, Porsche Club members.
Tour voucher	175€	Museum tour (includes admission to museum).

## Guided tours

Individual Museum Tour	175€	Guided tour through the Porsche Museum. Bookings for groups up to 25 people inclusive the correspondingly valid admission rate (following advance notification).
Zuffenhausen Historic Walk	146€	Tour for groups up to 15 people (following advance notification). No access to buildings.
Open guided Museum Tour	5.80€	Tour of Porsche Museum. Fee per participant plus correspondingly applicable admission rate, as available, at maximum 25 persons.
Open guided 911/718 Factory Tours	9.70€	Public factory tours as available.
Open guided Taycan Factory Tours	14.60€	Public factory tour as available, maximum group size: 15 persons (adults, children over twelve).
Guided Tour for people with disabilities	97€	Various group tours for people with disabilities. In this context, tours are geared towards individual needs to adapt to the level of disabilities, at maximum 10 participants (following advance notification).
Awareness Tour	97€	The tour from a completely different perspective, maximum 10 participants (following advance notification) including admission price
911/718 Factory Tour	146€	Fee per group (adults, children over twelve years), maximum group size 15 people (following advance notification).
Taycan Factory Tour	219€	Fee per group (adults, children over twelve years), maximum group size 15 people (following advance notification).
Powertrain Factory Tour	175€	Fee per group (adults, children over twelve years), maximum group size 15 people (following advance notification).

Subject to changes. A combination of discounts is not possible. Discounts only with a valid identification document.  
Prices valid until 31. Dec 2020.



# Pricing

The best starting line-up counts.  
In racing as well as for us.

## Porsche 4Kids Offers

Porsche 4Kids Rally	3.90€	Children can playfully explore the exhibition with the Porsche 4Kids Rally. Available in German and English.
Porsche 4Kids Birthday Party	242€	There are three topics for children from 8 to 13 years to choose from. Catering packages can be booked separately, a maximum of ten children plus two accompanying people (following advance notification). Available in German and English.
Porsche 4Kids Tour	73€	Museum Tour suitable for children from 8 to 13 years. Free admission for children up to 14 years plus 9,70 € per accompanying person, a maximum of ten children plus two accompanying people (following advance notification). Available in German and English.
Porsche 4Kids Tour „Junior“	73€	Museum tour suitable for children from 4 to 7 years. Free admission for children up to 14 years plus 9,70 € per accompanying person, a maximum of ten children plus two accompanying people (following advance notification). Available in German and English.

## Porsche 4School Offers

Porsche 4School Tour	73€	Special museum tours for 1st to 4th class / 5th to 8th class / 9th to 13th class, maximum 30 students plus at least one supervisor (following advance notification). Available in German and English.
Porsche 4School Teamspirit	73€	The four subject areas of Automotive Design, Aerodynamics & Lightweight Engineering, Engine Technology and Electromobility are available. All programs suitable for grades 5 to 13, a maximum of 30 students plus at least one supervisor (following advance notification). Available in German.

## Museum pass

With the museum pass, which you can also purchase at our ticket desks, you get free entry to our house for one year. It is also your ticket to around 320 museums, castles and gardens in Germany, France and Switzerland.

## Bus driver

We invite bus drivers for a cup of coffee while the tour group visits the exhibition. Please register at the ticket offices.

## Birthday children

Would you like to visit the Porsche Museum on your birthday? We warmly congratulate and offer you free entry upon presentation of your ID.

Subject to changes. A combination of discounts is not possible. Discounts only with a valid identification document.  
Prices valid until 31. Dec 2020.



# Your Arrival

## to the Porsche Museum

### Arrival by car

Via the A81 motorway (Stuttgart-Heilbronn) to the Zuffenhausen exit. Continue on the B10 towards Stuttgart. Take the first exit towards Zuffenhausen. After about one kilometer you drive directly along the Schwieberdinger-Straße to the Porsche Museum. At the Porscheplatz roundabout, take the first exit.

From the main train station in Stuttgart-Mitte, follow the B27 / Heilbronner Straße towards Zuffenhausen. After about five kilometers, keep left towards Zuffenhausen / ZOB. Follow Ludwigsburger Straße. At the first traffic light at the Jet petrol station, turn left into Franken Straße. Keep left. At the first traffic light after the underpass, turn right onto Schwieberdinger Straße. Follow Schwieberdinger Straße to Porscheplatz. At the roundabout, take the third exit.

An environmental sticker is required for the Stuttgart area.

### Arrival by public transport

By train: You can reach the Porsche Museum with the S-Bahn line S6 and S60 from the city center in the direction of „Leonberg / Weilder Stadt“. The Porsche Museum is located directly at the „Neuwirtshaus / Porscheplatz“ stop.

By bus: The Porscheplatz is regularly served by these bus lines: 52, 99, 501-503, 591. The Porsche Museum is located directly at the Porscheplatz. Our staff will be happy to provide you with information on the journey times on site.

We recommend arriving by public transport.

### Distances

The distance to the main station is around seven kilometers and takes around 20 minutes depending on the traffic. With the S-Bahn you need about 10 minutes from Stuttgart main station. Leinfelden-Echterdingen Airport is around 16 kilometers away. It takes around 50 minutes by S-Bahn.

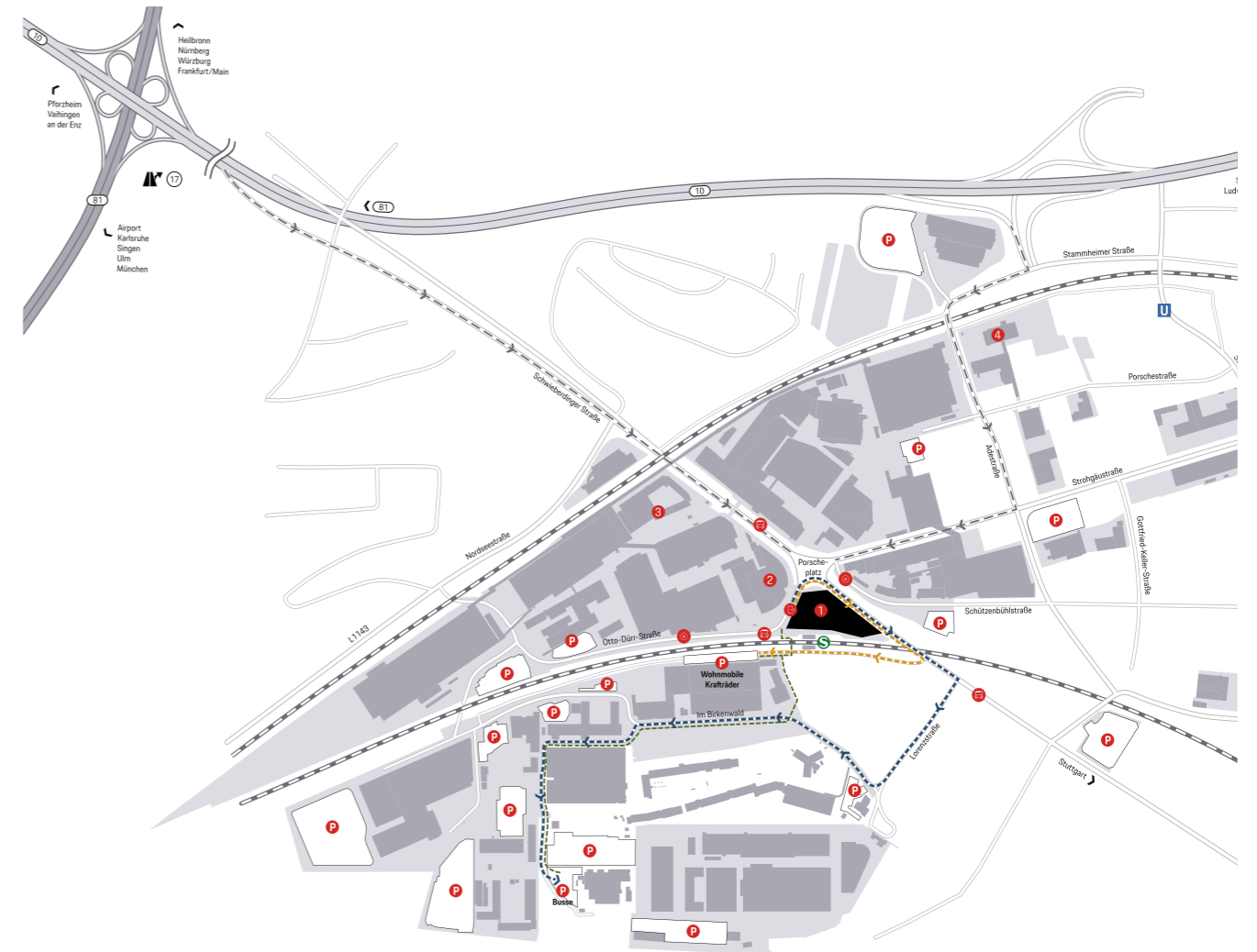
### Parking

Parking spaces are available in the underground garage of the Porsche Museum. Visitors pay 4 euros for a duration of 3 hours. If the parking time goes beyond this, additional fees apply. Disabled visitors will find marked parking spaces near the lifts. There are two charging stations available for your electric or hybrid vehicle.

The parking fee is paid when you buy the tickets.

Please note that the underground car park has a maximum entrance height of 2.10 m.

A bus parking lot is available one kilometer from the museum.



Guidance Buses

Guidance RVs & Motorcycles

Walk from the parking lot to the museum

- 1 Porsche Museum
- 2 Porsche Stuttgart Branch
- 3 New Cars Delivery
- 4 Factory Car Sale
- P Parking

- ⊘ Passage forbidden
- ⊘ Exit Bus Passengers
- ⊘ Bus Stop 52
- S S-Bahn Stop Line S6
- U Tram Stop Line U15

Please note the following signs. There may be changes in the routing.



**Address**

Porsche Museum  
Porscheplatz  
70435 Stuttgart-Zuffenhausen

**General Information**

Phone: +49 (0) 800 3560-911  
Our visitor service will be happy to assist you.  
More information available at [www.porsche.com/museum](http://www.porsche.com/museum).

**Bookings**

Visitor service e-mail: [info.museum@porsche.de](mailto:info.museum@porsche.de)  
E-mail for guided plant tours: [werksfuehrungen@porsche.de](mailto:werksfuehrungen@porsche.de)

**Social Media**

Facebook: [porsche.museum.stuttgart](https://www.facebook.com/porsche.museum.stuttgart)  
Instagram: [porsche.museum](https://www.instagram.com/porsche.museum)

**Information on the Data Protection Policy**

[www.porsche.com/museum/en/privacypolicy/](http://www.porsche.com/museum/en/privacypolicy/)

As of December 2019

**Opening Hours**

Tuesday to Sunday: 9.00 a.m. to 6.00 p.m.  
Ticket desks close at 5.30 p.m. Closed on Mondays. We are open on all national bank holidays. Information on special closing and opening days is provided on our homepage.

**Museum Shop**

Tuesday to Sunday from 10 a.m. to 6 p.m.

**Boxenstopp – Coffeebar**

Tuesday to Sunday from 9 a.m. to 6 p.m.

**Boxenstopp – Bistro**

Tuesday to Sunday from 11 a.m. to 6 p.m.

**Restaurant Christophorus**

Tuesday to Saturday from 11.30 a.m. to 2.30 p.m.  
and from 5.30 p.m. to 12 midnight.  
The Christophorus restaurant opens on Sundays for individual reservations for groups of 40 or more.  
Grill and kitchen times from 12 noon to 2 p.m. and from 6 p.m. to 9.30 p.m. Closed on Mondays

The restaurant is also accessible via a separate entrance and through our underground garage.

Phone: +49 (0) 711 911-25980  
E-Mail: [gastronomie.museum@porsche.de](mailto:gastronomie.museum@porsche.de)

Of course, you can also visit the museum shop and restaurants without an entrance ticket.