PORSCHE

Porsche Exclusive Manufaktur

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We are committed to the tradition of building unique sports cars.

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

We build very special cars, thereby fulfilling unusual customer requirements – this has always been our top priority. Because something truly exceptional isn't simply created anyhow, anywhere. It's created in a very special place. With craftsmanship, experience and passion. And using the inspiration of the customer. Masters of their craft transfer these ideas to the car, along with the buyer's personality – thereby turning a Porsche into 'your' Porsche.

Porsche Exclusive Manufaktur.
Your inspiration. Our passion.

1983

The initial spark for the exclusive small series was an order from TAG owner, Mansour Ojjeh, in 1983, who wanted to drive a very special 911: a road version of the Type 935 race car. A 409-hp turbo-charged car was meticulously created, featuring a flatnose body and an enormous rear wing. The wood-panelled interior was embellished with the finest 'Creme Caramel' leather, while a Clarion hi-fi system provided sumptuous sound. This Porsche 935 'Street' was the highlight of a small series that was to become a symbol of the 1980s – the 911 Turbo 'Flatnose'. From 1981 to 1989, the Porsche Special Order Department created no fewer than 948 versions of the Porsche 911 Turbo with a modified front end in keeping with that of the Type 935, which was usually combined with door sill guards and air intakes in the rear wings. This combination of performance and luxury made the 935 'Street' unique for its time.

1992–1993

In 1992/93, the 86 911 Turbo S 'lightweight' models marked the height of the Porsche model range. Exceptional driving performance thanks to consistent weight savings.

2009–2010

Tradition and modernity were combined to create an overall work of art with a twin-domed roof, 'duck tail' and 19-inch Sport Classic wheels. Production run of the 911 Sport Classic: 250 units.

1989

Seven versions of the Porsche 959 were created for a sheikh – they remain unique today.

1995

Furniture designer, Carlo Rampazzi, gets the 911 Turbo Cabriolet of his dreams: in Orange – inside and out. The inspiration for this extraordinary colour request came from a plate.

2010–2011

In the best Speedster tradition, the 70 millimetre lower, more raked windscreen, flat contours of the sporty-look fabric hood and double bubble on the hood cover define the distinctive profile of the 356 units of the limited 911 Speedster edition.

2012

The first two Porsche Clubs were founded 65 years ago and had just 13 members. There are now 675 official Clubs with over 200,000 members. In 2012, 13 911 Club Coupe models were built in honour of the first Clubs.

2014–2015

Panamera Exclusive series: a small series, limited to 100 units. Particular highlights include a special leather from Poltrona Frau, handcrafted paintwork and limited edition number.

2017–2018

446 kW (607 hp). 750 Newton metres of torque. 500 units. Lightweight construction meets craftsmanship. Carbon meets character. Perfection meets performance. The result: the 911 Turbo S Exclusive Series. An exceptional phenomenon.

Today

Formerly known as the 'personalisation programme', it was renamed Porsche Exclusive in 1986. It's only logical that from now on, it should bear the full name of the special finishing plant : Porsche Exclusive Manufaktur.

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

What's just as impressive as a work of art? The creative process.

Our most important tools since day 1?

Our hands.

In addition to the use of the finest materials, such as leather, Alcantara®, carbon, wood and aluminium, our most important asset is our hands. Often, they're the only tools that can meet our high standards. When covering components with leather, painting and polishing. When cutting and stitching, as well as during assembly in the Porsche Exclusive Manufaktur. Always on schedule. Or in other words: with the utmost care, tranquillity, concentration, passion and commitment. So that ultimately a harmonious ensemble is always created.

Do high-tech and craftsmanship really go together? Absolutely. When customising our sports cars, we inevitably use wood. The grain of this natural material is like a genetic fingerprint. Entirely unique – and telling its own individual story. In short: the ideal material for turning a car into a genuine one-of-a-kind.

We use the finest wood from around the world. With a unique, impeccable structure. Exquisitely crafted during perfected manual processes.

Be it sanding, cutting, painting or polishing: every stage demands maximum precision to ensure that everything about your unique vehicle fully meets your expectations.

Passion
Craftsmanship

Our customers are looking for something truly exceptional. And we make the extraordinary possible. Using unusual materials and production processes. Such as carbon. A hard, lightweight material that enables us to push the boundaries, not least in motorsport.

We've been inspired to further refine this material: with a woven gold-coloured metallic thread. Many long believed this to be impossible. But that's what made the challenge so appealing.

You don't need to reinvent the wheel to customise it. But you do need a great deal of craftsmanship to give wheels their exceptional character. Which you determine. By designing their paintwork, for example – which extends far beyond the standard specification.

We dismantle the wheels at Porsche Exclusive Manufaktur. The tyres are then removed in our own Tyre Centre, to allow the wheels to be painted – by hand, of course. Because personal taste deserves personal implementation.

How we achieve the overall look: with attention to detail.

Our customers' requirements are exclusive and far from mainstream. How do we meet these? With the experience and passion of every individual employee, which is noticeable down to the very last detail. This passion is the reason why we repeatedly create the truly exceptional: cars that entirely reflect our customers. Full of personality and character. With one particular feature: to follow their own unique line. And for us, this often begins with a small sketch on a sheet of paper and grows from there.

Those with the highest standards always pay attention to the smallest details and personal refinements, in order to achieve a perfect overall appearance. This is what connects us to our customers. Because we carefully maintain our attention to detail, and process our leather to a thickness of just 0.4 –0.3 mm in our upholstery shop: so we can cover even the smallest component in leather. We therefore use premium leather from Germany and Austria that is selected according to strict criteria.

The result? A totally natural appearance – with no surface variations. What's really special is that our staff pool their specialist knowledge of tailoring, shoemaking and interior design. For a perfect overall appearance. Down to the very last detail.

Passion
Attention to detail

We're proud to offer over 100 leather and yarn colours, whose processing is always perfect – down to the exact millimetre.

Precision and personal design are just some of our hallmarks. This particularly applies to our marque: the Porsche Crest. We take extreme care with its embossing, in order to present it in the best possible light. Because every piece of leather has varying properties, due to its colour and thickness – and requires individual treatment. Our staff therefore make specific adjustments to the temperature, force and duration of the embossing process. To ensure that every Crest enjoys a special status – just like you.

We always uphold our tradition of continuous development.

We stand for permanent progress. So we not only work closely with the Porsche designers, but also with the Porsche engineers in Weissach. We constantly strive for perfection – based on our tradition.

We therefore develop products that are intended to deliver an overall concept: your personal sports car. After all, good looks are not everything in life. Clever ideas and the highest quality standards are equally important for us. In the past and in the future.

Passion
Tradition and innovation

From the initial sketch to the final test – exclusive quality standards prevail throughout the entire development process. So we not only focus on design and aesthetics, but also on our engineering skills. With the Aerokit 911 Turbo, for example, which was subjected to extensive tests in Weissach, both in the Porsche Development Centre and on the race track. One crucial test: the 8-metre diameter high-tech wind tunnel that can produce wind speeds of up to 300 km/h. The ideal prerequisites, therefore, for creating realistic conditions for testing a sports car.

Technically and visually, the Aerokit 911 Turbo is a genuine innovation in every respect. As well as a front spoiler and side fins, it also has an entirely new rear lid design with a fixed tailbuckle and side winglets. The extending rear wing with adjustable pitch angle completes the Aerokit 911 Turbo. In short: Porsche engineering skill in every component.

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

Your initial consultation: tailor-made.

We begin with a consultation focussing on you and your requirements. Every customer receives personal attention, along with individual, professional advice. We provide answers to all your questions regarding the respective Porsche models and their customisation options.

Passion
Customer consultation

The personalisation of your sports car is an affair of the heart. For you – and for us. There is probably no better place to express this shared passion than the factory in Zuffenhausen – at the heart of the brand – where you will receive excellent advice from our experts, with their extensive knowledge of all options and vehicle models.

One of the highlights of your visit is a tour of the Porsche Exclusive Manufaktur, where you can gain first-hand experience of what attention to detail means for us. We'll also offer you a globally unique collection of material and colour swatches, including examples of individual leather colours and paint. Exclusive access to our materials archive completes our service. And of course, you'll also have the opportunity to view unique showpieces. This service is not only limited to Zuffenhausen, but is also available at international locations: in Atlanta, Los Angeles, Dubai and Shanghai.

Styles come and go, while your
distinctive signature remains.

Uniqueness

Personalized customer vehicles.

The Porsche Exclusive Manufaktur offers a variety of personalisation options for your individual vehicle. For the exterior and interior. Visually and technically. From ad hoc changes to extensive modifications.

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

Editions.

The Porsche Exclusive Manufaktur also develops special editions, in collaboration with markets and the Porsche designers – to celebrate anniversaries, for example. They all have exclusive equipment and extensive refinements, consistently showcasing our expertise and product portfolio.

Limited Series.

A further hallmark of our work is Limited Series that reflect our enormous passion and extensive expertise. These masterpieces are identified by a 'Porsche Exclusive Manufaktur' plaque. Specially developed components, strictly limited production runs and unique model designations echo our high standards of craftsmanship.

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911

1 Extended interior trim package with decorative stitching and centre centres in Crayon leather, seat belts in Crayon, carbon interior package, instrument dials in white
2 SportDesign package, 'PORSCHE' logo and model designation painted, air intake slats in rear lid painted, rear apron painted
3 Sport Chrono stopwatch instrument dial in white
4, 6 SportDesign package, LED main headlights in black including PDLS Plus, 20-inch Carrera S wheels painted in satin black, SportDesign exterior mirror upper trims and window triangle trims in carbon
5 Personalised carbon floor mats with leather edging, pedals and footrest in aluminium

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

718

1 Carbon interior package, GT sports steering wheel and PDK gear selector in Alcantara®, extended interior trim package with decorative stitching in Racing Yellow
2 Instrument dials and Sport Chrono stopwatch instrument dial in Racing Yellow
3 Vehicle key painted and key pouch in leather, storage compartment lid in Alcantara® with 'PORSCHE' logo
4 20-inch Carrera Sport wheels painted in black (high-gloss)
5 Door sill guards in carbon, illuminated
6 SportDesign package and model designation painted in black (high-gloss), tinted taillights, sports exhaust system including sports tailpipes in black

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

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Panamera

1 SportDesign package painted in black (high-gloss), sports exhaust system including sports tailpipes in black, LED taillights including tinted light strip, model designation painted
2 Personalised carbon floor mats with leather edging, door sill guards in carbon, illuminated
3 Porsche Rear Seat Entertainment
4 Interior trim package with decorative stitching and seat centres in Crayon leather, centre console armrest with model logo, Porsche Crest on headrests, seat belts in Crayon
5 21-inch Panamera SportDesign wheels painted in exterior colour (complete)
6 SportDesign package painted in black (high-gloss), door release levers painted in black (high-gloss), air outlet trims painted in black (high-gloss), exterior mirrors painted

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

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Macan

1 Interior trim package with decorative stitching package in Garnet Red and seat centres in Pebble Grey leather, leather interior package, dashboard trim package in leather, steering column casing in leather, seat belts in Pebble Grey, Porsche Crest on headrests
2 Centre console armrest front with embossed Porsche Crest, PDK gear selector in aluminium
3 21-inch Sport Classic wheels painted in high-gloss black (complete)
4 Personalised floor mats with leather edging
5 'PORSCHE' logo and model designation painted, tinted LED taillights, sports exhaust system including sports tailpipes in black
6 SportDesign package painted in black (high-gloss) with door sill guards, door release levers painted in black (high-gloss), SportDesign exterior mirrors, Bi-Xenon main headlights in black, including Porsche Dynamic Light System (PDLS)

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

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Cayenne

1 21-inch Cayenne Exclusive Design wheels in high-gloss black (complete)
2 Seat belts in Crayon, Porsche Crest on headrests
3 Anthracite Chestnut interior package, multifunction sports steering wheel in Anthracite Chestnut
4 Sports tailpipes in black
5 21-inch Cayenne Exclusive Design wheels in high-gloss black (complete), door release levers painted in black (high-gloss), LED taillights including tinted light strip, sports tailpipes in black

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

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Editions

1, 4 911 Carrera S Endurance Racing Edition
2 911 Carrera GTS Club Coupe
3, 5, 6 911 Targa 4S Exclusive Design Edition

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

Limited Series.

1 Panamera Exclusive Series, 100 units
2, 3 911 Sport Classic, 250 units
4, 5 911 Speedster, 356 units
6 911 Turbo S Exclusive Series, 500 units

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

Our sports cars recount stories. As do our customers.

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

"If wood has a soul, then it's definitely part of the sports car of my dreams."

—
Alexander F.
His favourite instruments: violins.
And the steering wheel.

"Have you ever held a piece of natural wood? Examined its grain, counted its rings or simply breathed in its aroma? What's so fascinating is that wood is a very special, unique material that has been used for thousands of years. I have the impression that wood is alive. Perhaps that's why it's also the ideal material for producing musical instruments. Here, where form follows function, such an exclusively sourced material is magical, making each violin unique. An instrument with a soul. I also encountered this ideal in the Porsche Exclusive Manufaktur, when they individually refined my Panamera Turbo Executive using paldao wood."

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

You can only create exceptional things with the right inspiration. So this car has been built in accordance with our customer's wishes. Just like a virtuoso violin, we infused its interior with wooden spirit. Not with any old wood, but with a very special wood: paldao. Its continuous veneer lends it an extremely vibrant look. It's been used throughout the interior – including on the multifunction steering wheel. Focussing on what's important, millimetre by millimetre.

The same applies to the leather interior in Black and Saddle Brown. There's impressive evidence of our attention to detail – such as the steering column casing and instrument surround in leather. Another special feature: just as a hallmark adorns every exclusive violin, so the Porsche Crest graces every headrest. The centre console armrest bears the model logo. Perfection at first sight. And every time thereafter.

“Others collect books, LPs or fine wine – my passion is cars.”

—

Johannes T.
As an architect, he relies on clear lines.
On the road, on many bends.

"I'm a collector through and through. It started as a child with model cars and grew from there. The highlight of my collection? My 1986 911 Turbo, of course. Even back then I wanted to own the real thing some day. I've finally realised my dream. Like so many collections, mine also has an overriding theme, namely purity. Porsche has made history with many different models – very often in a special colour, i.e. white. It's a puristic symbol of German race cars. And therefore the perfect colour for a Porsche."

I wanted my new 911 R to be another highlight for my collection. Its decorative stripes and personalised leather interior in Yachting Blue enabled me to create an additional link to the other models in my collection, together with Porsche Exclusive Manufaktur."

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

We accepted the challenge and created a unique vehicle for our customer: a 911 R that is the highlight of their outstanding sports car collection – with a clear exterior and interior theme. Its Grand Prix White exterior and matching alloy wheels are already unusual. Clear glass taillights further enhance the impression of an entirely puristic thoroughbred sports car. The blue decorative stripes along the vehicle's entire length are a further reference to motorsport. Together with the 'PORSCHE' logos on the side panels, they form a transition to the predominantly blue interior, where a maritime look prevails – in personalised Yachting Blue leather. We covered countless details in leather – virtually everything we could, in fact.

Contrast is created by the Pebble Grey stitching. And above all by the contrasting Bianco White piping on the individually designed leather sports bucket seats. A number of additional, individual custom-made features were developed, requiring all our expertise. The result was worth it: a proud customer. Just like us.

"Do style icons have role models? Of course!"

—
Anna S.
Her designs are admired on the catwalk.
And on the road.

"As a fashion designer, I'm often asked where my inspiration comes from: from nature – of course – with its rich variety of colours. I become fascinated by the colourful flowers of certain plants. My imagination then runs wild, combining colours with materials. Is it leather, cloth or silk? As soon as I've had an idea, I put it down on paper. And if it withstands my critical scrutiny, I implement it in the cutting room. Recently, I was particularly intrigued by the beauty of violets. They have extraordinary colouring, somewhere between simple elegance and bold intensity. I couldn't let it go and an idea increasingly took shape in my head: my 718 Boxster S should take to the road in Violet Lilac Metallic."

For fuel consumption, CO_2 emissions and efficiency class, please refer to page 72.

Our aim is to create a design using the customer's inspiration. And sometimes also a colour. So in this case, we painted the 718 Boxster S in colour to sample Violet Lilac Metallic – according to the young designer's wishes. The Porsche Roadster was further enhanced with a SportDesign package in the vehicle colour, painted roll bars and air intakes on the rear side panels, as well as model designations on the doors in silver colour.

And what about the interior? The same applied here as to the exterior, of course: entirely personalised. So we designed the interior using an interior package painted in the vehicle colour and two-tone leather in Black and Crayon. The additional decorative stitching in Crayon and the Sport Chrono stopwatch instrument dial in white provided exciting contrasts. The instrument cluster dials are also white. The overall result clearly shows how a model is created in the Porsche Exclusive Manufaktur. With attention to detail – by the customer and by ourselves.

Model	Transmission	Fuel consumption (in l/100 km)[1]			Typical electric range during everyday driving (in km)[2]	CO_2 emissions combined[3] (in g/km)	Electricity consumption combined (in kWh/100 km)	Efficiency class[4), 5)] Germany (Switzerland)
		Urban	Extra urban	Combined				
911 Turbo S	PDK	11.8	7.5	9.1	–	212	–	F (G)
911 Turbo S Cabriolet	PDK	12.1	7.6	9.3	–	216	–	F (G)
911 Turbo	PDK	11.8	7.5	9.1	–	212	–	F (G)
911 Targa 4 GTS	Manual transmission/ PDK	13.3/11.2	7.6/7.3	9.7/8.7	–	220/196	–	G/E (G/G)
911 Carrera S	Manual transmission/ PDK	12.2/10.1	6.6/6.4	8.7/7.7	–	199/174	–	F/E (G/G)
718 Boxster S	Manual transmission/ PDK	10.7/9.5	6.5/6.0	8.1/7.3	–	184/167	–	F/E (G/G)
Panamera 4S Sport Turismo	PDK	10.4–10.3	6.9–6.8	8.3–8.2	–	189–187	–	C (G)
Panamera Turbo S E-Hybrid	PDK	–	–	2.9	25–50 km	66	16.2	A+ (E)
Panamera Turbo Executive	PDK	13.1–12.9	7.4–7.3	9.5–9.4	–	217–215	–	D (G)
Macan S	PDK	11.6–11.4	7.6–7.4	9.0–8.8	–	212–207	–	E–D (G)
Macan Turbo	PDK	11.8–11.6	7.8–7.6	9.2–9.0	–	216–211	–	E–D (G)
Cayenne Turbo	Tiptronic S	16.4–16.2	9.5–9.3	11.9–11.7	–	272–267	–	F (G)

1) Data determined in accordance with the measurement method required by law (Regulation [EC] 715/2007, as amended). The figures do not refer to an individual vehicle nor do they constitute part of the offer. They are intended solely as a means of comparing different types of vehicle. Fuel consumption calculated for vehicles with standard specification only. Actual consumption and performance may vary with items of optional equipment. A vehicle's fuel consumption and CO_2 emissions depend not only on its efficient use of fuel but also on driving style and other non-technical factors. The latest Porsche models with petrol engine are designed to operate on fuels with an ethanol content of up to 10%. You can obtain further information about individual vehicles from your Porsche Centre.
2) Range varies with driving style, traffic, route profile, outside temperature, use of electrical auxiliary consumers (e.g. heating) and number of passengers/payload.
3) Actual range may even be less than the range stated. The upper value has been determined in the NEDC, a standardised driving cycle enabling comparison between manufacturers.
4) The average CO_2 emission value of all new cars sold in Switzerland is 133 g/km.
5) Valid in the countries listed only.

Tyre identification

Model	Tyre type	Size	Fuel efficiency class/ rolling resistance	Wet grip class	External rolling noise[1] (class)	External rolling noise (dB)
911 Targa 4 GTS	Summer tyres	245/35 ZR 20	E	A		71
		305/30 ZR 20	E	A		74
718 Boxster S	Summer tyres	235/40 ZR 19	E	A		71
		265/40 ZR 19	C	A		71
		235/35 ZR 20	C	A		71
		265/35 ZR 20	C	A		72
Panamera Turbo S E-Hybrid	Summer tyres	275/35 ZR 21	C	B–A		73–71
		315/30 ZR 21	C	B–A	–	75–70
		325/30 ZR 21	C	B		73

For logistical and technical reasons relating to the production process, we are unable to accept orders for a particular make of tyre.
1) Quiet rolling noise Moderate rolling noise Loud rolling noise

Tyre identification

Model	Tyre type	Size	Fuel efficiency class/ rolling resistance	Wet grip class	External rolling noise[1] (class)	External rolling noise (dB)
Macan S	Summer tyres	235/60 R 18	C	B–A	–	71–70
		255/55 R 18	C	B–A	–	72–71
		235/55 R 19	C–B	B–A	–	71–69
		255/50 R 19	C–B	B–A	–	72–70
		265/45 R 20	C–B	A		71
		295/40 R 20	C–B	A		71
		265/40 R 21	C–B	A	–	72–71
		295/35 R 21	C–B	A		74–71
Cayenne Turbo	Summer tyres	285/40 R 21	C–B	A	–	74–70
		315/35 R 21	C–B	A	–	74–70

For logistical and technical reasons relating to the production process, we are unable to accept orders for a particular make of tyre.
1) Quiet rolling noise Moderate rolling noise Loud rolling noise

The models featured in this publication are approved for road use in Germany. Some items of equipment are available as extra-cost options only. The availability of models and options may vary from market to market due to local restrictions and regulations. For information on standard and optional equipment, please consult your Porsche Centre or Importer. All information regarding construction, features, design, performance, dimensions, weight, fuel consumption and running costs is correct to the best of our knowledge at the time of going to print (09/17). Porsche reserves the right to alter specifications, equipment and delivery scopes. Colours may differ from those illustrated. Errors and omissions excepted.

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