



PORSCHE

Porsche Exclusive Manufaktur





Drive	6
Passion	16
Uniqueness	34
Showpieces	52

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



Drive



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 anyway, 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.

Drive
History



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 turbocharged 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.

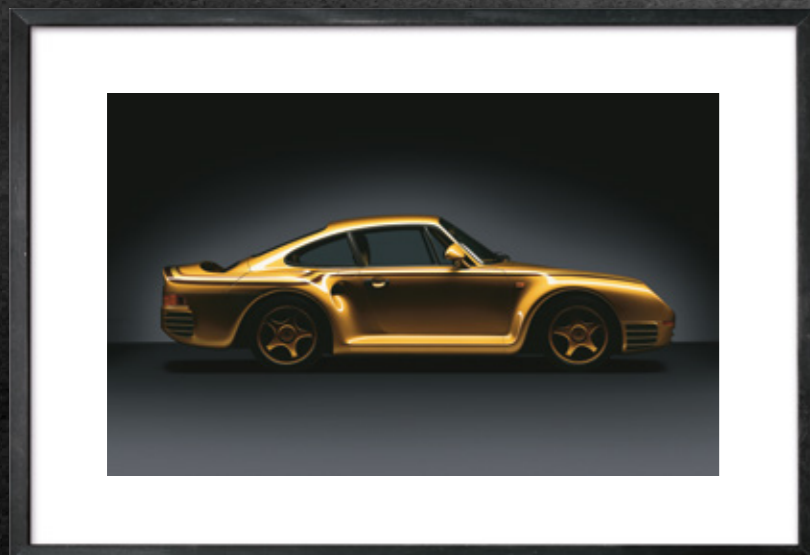
2009–2010



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 color request came from a plate.

2010–2011



In the best Speedster tradition, the 70 millimeter 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 honor of the first Clubs.



2017–2018

607 hp. 553 lb-ft of torque. 500 units. Lightweight construction meets craftsmanship. Carbon fiber meets character. Perfection meets performance. The result: the 911 Turbo S Exclusive Series. An exceptional phenomenon.



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.



Today

Formerly known as the 'Sonderwunschprogramm', 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.



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



Passion
Craftsmanship

Our most important
tools since day 1?

Our hands.

In addition to the use of the finest materials, such as leather, Alcantara®, carbon fiber, wood and aluminum, 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 customizing 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 fiber. 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-colored 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 customize 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 tires are then removed in our own Tire Center, to allow the wheels to be painted – by hand, of course. Because personal taste deserves personal implementation.



Passion
Attention to detail

How we achieve the overall look: 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 colors, whose processing is always perfect – down to the exact millimeter.

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 color 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.

Passion |
Tradition and innovation

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 Center and on the race track. One crucial test: the 8-meter diameter high-tech wind tunnel that can produce wind speeds of up to 186 mph. 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 lip with integrated dive planes, a new fixed rear wing with side winglets unifies the form. The Aerokit 911 Turbo is rounded off by the extendable rear wing which is automatically adjusted in height and angle of attack. In short: Porsche engineering skill in every component.

Passion
Customer consultation

**Your initial consultation:
tailor-made.**

We begin with a consultation focusing 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 customization options.

Passion
Customer consultation

Unsere Ingenieurskunst. Ihre Vorstellungskraft. Eine exklusive Verbindung.
Our engineering skills. Your imagination. An exclusive combination.



The personalization 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 color swatches, including examples of individual leather colors 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 personalization options for your individual vehicle. For the exterior and interior. Visually and technically. From ad hoc changes to extensive modifications.



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 reflects 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.



- 1 Extended interior trim package with decorative stitching and seat centers in Chalk leather, seat belts in Chalk, carbon fiber interior package, instrument dials in white
- 2 SportDesign package, "PORSCHE" logo and model designation painted, air intake slats in rear lid painted, rear fascia painted
- 3 Sport Chrono instrument dial in white
- 4, 6 SportDesign package, LED headlights in black including PDLs Plus, 20-inch Carrera S wheels painted in satin black, SportDesign exterior mirror upper trims and window triangles in carbon fiber
- 5 Personalized carbon fiber floor mats with leather edging, pedals and footrest in aluminum



718

- 1 Carbon fiber interior package, GT sport steering wheel and PDK gear selector in Alcantara®, extended interior trim package with decorative stitching in Racing Yellow
- 2 Instrument dials and Sport Chrono 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 high-gloss black
- 5 Door sill guards in carbon fiber, illuminated
- 6 SportDesign package and model designation painted in high-gloss black, tinted taillights, sport exhaust system including sport tailpipes in black



Panamera

- 1 SportDesign package painted in high-gloss black, sport exhaust system including sport tailpipes in black, LED taillights including tinted light strip, model designation painted
- 2 Personalized carbon fiber floor mats with leather edging, door sill guards in carbon fiber, illuminated
- 3 Porsche Rear Seat Entertainment
- 4 Interior trim package with decorative stitching and seat centers in Chalk leather, center console armrest with model logo, Porsche Crest on headrests, seat belts in Chalk
- 5 21-inch Panamera SportDesign wheels painted in exterior color
- 6 SportDesign package painted in high-gloss black, door handles painted in high-gloss black, air outlet trims painted in high-gloss black, exterior mirrors painted in exterior color



Macan

- 1 Interior trim package with decorative stitching package in Garnet Red and seat centers 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 Center console armrest with embossed Porsche Crest, PDK gear selector in aluminum
- 3 21-inch Sport Classic wheels painted in high-gloss black
- 4 Personalized floor mats with leather edging
- 5 'PORSCHE' logo and model designation painted, tinted LED taillights, sport exhaust system including sport tailpipes in black
- 6 SportDesign package painted in high-gloss black with side skirts, door handles painted in high-gloss black, SportDesign exterior mirrors, Bi-Xenon™ headlights in black, including Porsche Dynamic Light System (PDLS)



1



2



5



3



4

Cayenne

- 1 21-inch Cayenne Exclusive Design wheels in high-gloss black
- 2 Seat belts in Chalk, Porsche Crest on headrests
- 3 Anthracite Chestnut interior package, multifunction sport steering wheel in Anthracite Chestnut
- 4 Sport tailpipes in black
- 5 21-inch Cayenne Exclusive Design wheels in high-gloss black, door handles painted in high-gloss black, LED taillights including tinted light strip, sport tailpipes in black



Editions

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



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

1

2

3

6

5

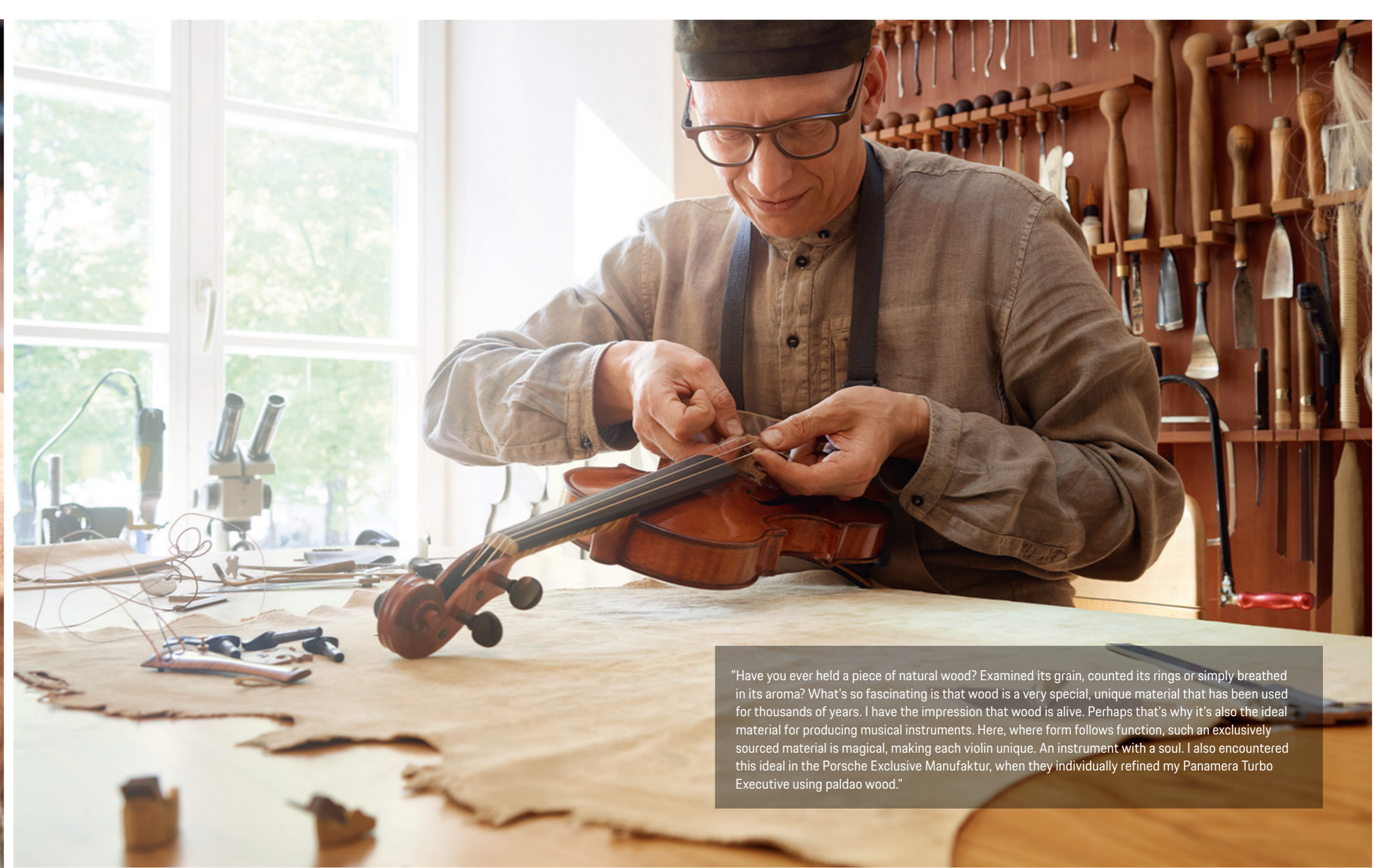


—
Our sports cars
recount stories.
As do our customers.
—



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

—
Alexander F.
His favorite 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."



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. Focusing on what's important, millimeter by millimeter.

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 center 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 realized 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 color, i.e. white. It's a puristic symbol of German race cars. And therefore the perfect color for a Porsche."

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





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 personalized 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 sport 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.

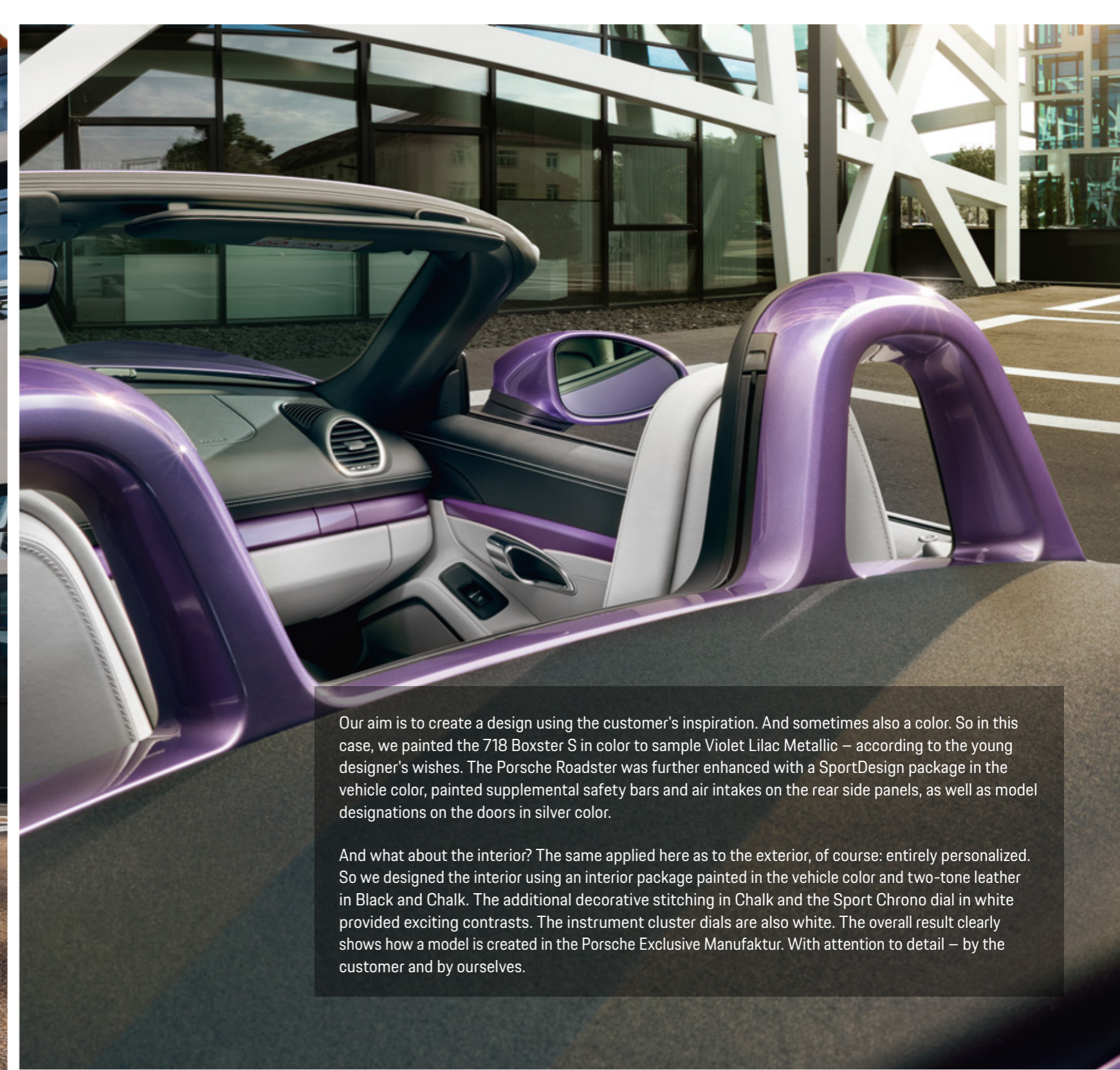


**“Do style icons
have role models?
Of course!”**

—
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 colors. I become fascinated by the colorful flowers of certain plants. My imagination then runs wild, combining colors 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 coloring, 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."



Our aim is to create a design using the customer's inspiration. And sometimes also a color. So in this case, we painted the 718 Boxster S in color 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 color, painted supplemental safety bars and air intakes on the rear side panels, as well as model designations on the doors in silver color.

And what about the interior? The same applied here as to the exterior, of course: entirely personalized. So we designed the interior using an interior package painted in the vehicle color and two-tone leather in Black and Chalk. The additional decorative stitching in Chalk and the Sport Chrono 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.

Dr. Ing. h.c. F. Porsche AG is the owner of numerous trademarks, both registered and unregistered, including without limitation the Porsche Crest®, Porsche®, Boxster®, Carrera®, Cayenne®, Cayman®, Macan®, Panamera®, Spyder®, Tiptronic®, VarioCam®, PCM®, PDK®, 911®, 718®, RS®, 4S®, 918 Spyder®, FOUR UNCOMPROMISED®, and the model numbers and distinctive shapes of the Porsche automobiles such as, the federally registered 911 and Boxster automobiles. The third party trademarks contained herein are the properties of their respective owners. All text, images, and other content in this publication are protected by copyright. No part of this publication may be reproduced in any form or by any means without prior written permission of Porsche Cars North America, Inc. Porsche Cars North America, Inc. believes the specifications to be correct at the time of printing. However, specifications, standard equipment and options are subject to change without notice. Some options may be unavailable when a car is built. Some vehicles may be shown with non-U.S. equipment. Please ask your authorized Porsche dealer for advice concerning the current availability of options and verify the optional equipment that you ordered. Porsche recommends seat belt usage and observance of traffic laws at all times.

© 2017 Dr. Ing. h.c. F. Porsche AG and Porsche Cars North America, Inc.
One Porsche Drive
Atlanta, GA 30354
www.porscheusa.com

Effective from: 09/2017
WSL91701000123 EN/US



