

Press Information

PORSCHE MUSEUM

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The Porsche Museum in Stuttgart-Zuffenhausen

A journey through time tracing the history of Porsche

“Those who have the good fortune to turn their dream into a business owe it to the world to be the custodians of such dreams.” This remark by Dr. Ing. h.c. Ferdinand Porsche could be considered the very cornerstone – at least in spirit – of the Porsche Museum.

His dream did become reality. Today, one of the world’s most spectacular automobile museums is located directly next to the headquarters of Dr. Ing. h.c. F. Porsche AG in Stuttgart-Zuffenhausen. The Porsche-Museum.

The 5,600 square metres of exhibition space in the futuristic museum building created by Viennese architect Delugan Meissl accommodate over 80 vehicles – from the first Porsche design in the world, the “Egger-Lohner electric vehicle, C.2 Phaeton model” from 1898, to the latest generation of the Porsche 911.

In the first year after it first opened on January 31, 2009 the Porsche Museum vividly evoked the appeal and diversity of the Porsche brand to over 700,000 visitors from all over the world. By December 2013, the Porsche Museum had welcomed two million visitors through its doors. It serves as a meeting point for international customers as well as many others from all over the world who are fascinated by Porsche sports cars, even if they do not drive a Porsche themselves. While the bold architecture of the building reflects Porsche’s distinctiveness, confidence and heritage, the exhibition keeps the history of the company every inch alive, with all the sports cars in the “Museum on Wheels” fully functional and capable of springing into life. That makes the museum suitable not just as an exhibition space, but also as a platform for communication – a core component of the regular dialog that Porsche maintains with the general public.

Unlike other automotive museums, the Porsche Museum consciously rejects the “discovery zone” approach. At the Porsche Museum, the vehicles should be able to speak for themselves; the thematic thread is provided by the exhibits themselves, and not by any external prompts telling the visitor what they should think or feel. The museum furthermore embraces an

educational mission to fulfil a trendsetting cultural function at the traditional Zuffenhausen location. Using state-of-the-art museum techniques, the exhibition conveys a wealth of historical and contemporary knowledge about the Porsche company. Depending on their individual interests, visitors can approach the exhibits and the company's history from a variety of perspectives. Porsche deliberately avoids marketing-led declarations in its communication with visitors, instead placing the emphasis on its cultural mission to educate. In keeping with its pre-eminent position within the German automotive industry, Porsche uses the museum as a platform for informing national and international visitors about the history and achievements of the German automotive industry. Alongside its thematic direction, the most notable attribute of the exhibition concept is its flexibility, as befits the Porsche brand. All vehicle exhibits are "mobile" in a very real sense. In other words, the exhibition itself and all the media installations can easily be reconfigured and the exhibits changed, to maintain a high level of variety and appeal. A chronological tour presents the history of motorsport and series vehicles of the company.

As well as the exhibition, the Historical Archive and the glass-fronted workshop for classic vehicles, the museum's predominantly white interior houses a diverse range of eating and drinking establishments – Coffee Bar, Bistro and gastronomic restaurant – as well as large-capacity conference areas. The Porsche Museum can also be used as an event venue for conferences, film screenings and concerts, for example, without intruding on the main exhibition.

The museum at Porscheplatz enjoys an auspicious place in German automotive history. This was where the former Porsche engineering office relocated, from Stuttgart city centre to Zuffenhausen Plant 1, as long ago as 1938. In that same year this was the birthplace of the model that ultimately evolved into the VW Beetle, followed in 1939 by the Type 64, the forerunner of all Porsche sports cars that was known as the "Berlin-Rome Car". Sports cars sporting the world-famous Porsche crest have been built at Zuffenhausen since 1950.

The exhibition concept

The exhibition space proper consists of a bold steel structure resting on just three V-shaped pillars and seemingly floating in mid-air. It spans a void of up to 60 metres wide. Inside, the classic vehicles and around 200 small exhibits have been arranged into a meticulously planned exhibition.

The company's product history guides the visitor through the exhibition. It conveys the "Porsche Idea" through typical attributes such as "Fast", "Light", "Clever", "Powerful", "Intense" and "Consistent". This is the basic principle that has always inspired the company in its quest to find pioneering technical solutions to the fundamental challenges encountered in automotive manufacturing.

The chronological product and motorsport history is augmented by the "Porsche Idea", which serves as a common theme throughout the exhibition. Mobile audio guides are available for visitors in seven different language versions. Both child-friendly information for younger visitors and more extensive information for adults can be called up on these handsets. Microcinemas provide complementary information for visitors.

A conscious decision was taken to avoid the "discovery zone" approach, with all its showiness. The sports cars should be allowed to speak for themselves. Visitors access the exhibition space in the upper part of the building via a long escalator. Their journey through time, tracing the history of Porsche through the museum, begins with Ferdinand Porsche's first design: The "Egger-Lohner electric vehicle, C.2 Phaeton model", which dates back to 1898 stands at the entrance to the exhibition and as the centrepiece of the permanent exhibition it bridges the gap between the past and present.

The prologue: Porsche before 1948

From the Egger-Lohner electric vehicle to the electric wheel-hub drive of the 1900 Lohner Porsche and culminating in the startup of his own automotive manufacturing operations in Gmünd in 1948, the exhibition area “Porsche before 1948” breaks down the activities of Ferdinand Porsche into individual episodes. As well as the aircraft engine and the “Austro-Daimler Motorspritze” fire engine, it covers the “Sascha” Austro-Daimler type and the body of the legendary “Type 64”, the forerunner of all Porsche cars. The Porsche-developed Grand Prix racing car type 360 “Cisitalia” and the most-built Porsche design of all – the Volkswagen Beetle, reaching a grand total of 21.5 million units – symbolise the company’s rebirth after the war. The final word in this prologue is reserved for the model known simply as “Number 1”, the first prototype of the Porsche 356 from 1948. The exhibits represent various milestones in the life of Ferdinand Porsche and therefore also the visions that shaped the company.

The “Porsche Idea” is the common thread running through the entire museum exhibition. Following on from the prologue, the product and motorsport history takes the visitor chronologically through the entire exhibition level to the point where it ends in the gallery.

The “Light” idea: 356 America Roadster and the Targa Florio

The power-to-weight ratio has always been the crucial factor in sports car manufacturing. For that reason, Porsche has always been committed to reducing weight and to lightweight construction principles. The “Light” idea exemplifies lightweight construction as a core skill of Porsche. For example, Porsche’s racing cars were superior and triumphant in the Targa Florio, the renowned endurance race in the mountains of Sicily, mainly thanks to their light, nimble designs. The 356 America Roadster was the lightest Porsche of its time. This philosophy is encapsulated by the internally illuminated, ultra-thin plastic fibre body of the short-tail Porsche 908 Coupé from 1968, which tipped the scales at a mere 130 kilograms.

The “Clever” idea: 356 B 2000 GS Carrera GT

Porsche seeks to respond to technological challenges with the best, rather than the quickest, solution. The “Clever” idea therefore presents Porsche’s engineering skills. Since 1971 the sports car manufacturer’s engineers have been developing and optimising technical solutions at the Research and Development Centre in Weissach. They carry on the tradition of attention to technical detail first nurtured by Ferdinand Porsche. The Porsche Ceramic Composite Brake (PCCB), VarioCam valve control and the Porsche Doppelkupplungsgetriebe (PDK) are just a few examples of the technologies developed by Porsche. For example, the Porsche 356 B 2000 GS Carrera GT featured a locking-synchromesh gearbox as long ago as 1960.

The “Fast” idea: Porsche 911 Carrera RS 2.7 Coupé and the Le Mans 24-hour race

The key topics of the “Fast” idea are aerodynamics and the vehicle’s controllability. Engine power alone is useless if it cannot be harnessed. From the very outset, Ferry Porsche therefore sought to make his cars both controllable and aerodynamic – and therefore faster. Optimised aerodynamics are one of the decisive factors in making a car fast. The 911 Carrera RS 2.7 Coupé from 1973, with its distinctive “duck tail” rear spoiler, was the fastest German-built road car with a top speed of 240 km/h (149.13 mpg imp).

In the motor racing world, the ultimate test of speed is Le Mans. This 24-hour race can only be won by those capable of building a robust car with a high top speed. On the long Hunaudières straight, top speed matters more than in virtually any other race. Thanks to its sheer aerodynamic expertise – exemplified by famous winning cars – Porsche has scooped a vast array of class wins and no fewer than 16 overall victories. It still holds the course record, set by the Porsche 917 KH in 1971, with 5,335 kilometres clocked up at an average speed of 222 km/h (137.94 mph). The key technical exhibit illustrating the “Fast” idea is the Porsche 956, which is suspended spectacularly above the visitors’ heads. It demonstrates that a speed of 321.4 km/h (199.71 mph) is in theory sufficient to take off.

The “Powerful” idea: 911 Turbo 3.0 Coupé and the 917 era

Porsche enjoyed unprecedented success in motor racing in the early 1970s. The Zuffenhausen company eclipsed all its challengers. This emboldened its confidence in its technical abilities. Having long led the way in lightweight construction, Porsche now also started to build the most powerful engines. In this part of the exhibition, the thematic focus is therefore on high-performance engines and their design. In motor racing this was the heyday of the Porsche 917, whose power unit is presented to the visitor in depth.

The exhibit is a flat-twelve engine stripped down to its component parts. This engine generation culminated in the most powerful Porsche ever, in the guise of the 1,200 turbo HP (883 kW) engine that featured in the 917/30 in 1973. The power-boosting technologies developed for these races were successfully translated to roadgoing sports cars. The turbo engine in the 911 Turbo – the reference exhibit for the product’s history – proceeded to enjoy an illustrious career. “Turbo” thus becomes synonymous with Porsche technology.

“How is a Porsche created?”

As visitors trace the history of the company, they also find answers to the question “How is a Porsche created?”. At the heart of the exhibition level, they gain an insight into the Weissach Research and Development Centre and into vehicle manufacturing operations at the Zuffenhausen main plant. Cutaway models demonstrate the process of creating a Porsche.

The spotlight is on design, development and production stages. Films and exhibits present the development tasks that are taking place in parallel and show the visitor how products of outstanding quality are swiftly brought to the start of volume production thanks to a smoothly functioning network of partners.

The creative think tank: Porsche Engineering

The trip through the history of Porsche also takes visitors to the thematic area of Porsche Engineering. Ever since Ferdinand Porsche set up his engineering office in 1931, Porsche has provided an extensive range of technical engineering services to third parties. Remarkable exhibits such as the rare Porsche Jagdwagen, roughly translated as “hunting car”, from

1956, the C88 study devised for the Chinese market in 1994 and the McLaren MP4 TAG Formula 1 racing car powered by the “TAG-Turbo made by Porsche” highlight the sheer diversity of developments on behalf of other carmakers. Various unusual creations that one would not immediately identify as Porsche technology are also on show.

The “Intense” idea: The motor sport

The Porsche engineers seek out new challenges every day. On all road surfaces. And they celebrate a sense of achievement. At all races. Whoever wins at Le Mans, the Mille Miglia, the Paris-Dakar, the Carrera Panamericana, on the Nürburgring, in Monte Carlo and in Sebring is equipped for every situation. For this reason, the “Intense” idea highlights the emotional facets of motor racing. For Porsche, motor sport is the point of origin of new developments and improvements to production models, but it also encapsulates success, victory and emotions. There is a unique passion displayed by the company and its engineers, mechanics, drivers and fan community, and of course the unique record of over 28,000 competition triumphs. The enthralling appeal of motor sport is impossible to evoke through technical exhibits alone. Emotionally charged symbols such as the historic starting flag for the Le Mans 24-hour race and over 150 coveted trophies are therefore displayed alongside legendary racing cars to help visitors tap into the idea of “Intense”.

The “Consistent” idea: The 911 and its evolution

No other car in the world can boast such consistent design lineage as the 911. The “Nine Eleven” has enjoyed a distinctive identity stretching back across every generation and model year to 1964. Taking the current 911 Carrera as the starting point, the idea of “Consistent” homes in on the defining stylistic traits of a Porsche. A Porsche sports car’s styling is fundamentally about concentrating on the essentials. This philosophy was handed down by Ferdinand Porsche to his son Ferry, and then to grandson Ferdinand Alexander. The design idiom of Porsche sports cars is illustrated by models of the VW Beetle, Porsche 550 and Porsche 904. Silhouettes of various 356 and 911 models are also projected on top of each other to highlight the affinities between the design idiom of all Porsche vehicles. The evolution of the Porsche 911, which has now reached its seventh generation since going into production, is also highlighted. The 911 models are displayed on platforms that are all rotated by 180 degrees at a time, allowing them to be compared side by side from every angle.

Special exhibitions

Special exhibitions on specific topics are staged by the Porsche Museum several times a year. These special exhibitions are intended to evoke the fascination, but above all the diversity and innovative prowess, of the tradition-steeped Porsche brand. These exhibitions are themed around anniversaries, special models, current topics and similar. For example, the museum has already put on special exhibitions to mark the centenary of the birth of Ferry Porsche, son of company founder Ferdinand Porsche, as well as the new fourth car line, the Panamera, and the 60th anniversary of its main plant. In 2013, the museum unveiled its most comprehensive special exhibition since it opened in 2009: “50 years of the Porsche 911”.

You can find information about current special exhibitions on the Internet at www.porsche.de/museum.

The “Museum on Wheels”

Perhaps more than any other automotive museum, the Porsche Museum is about variety and vitality. These attributes are particularly in evidence in the museum’s glass-fronted workshop and the “Museum on Wheels” principle. Instead of conventional static exhibits, the Porsche Museum presents an ever-changing picture because the objects on display are being entered regularly in historical races and drive events as Porsche’s “Museum on Wheels”. This reflects the self-view of a modern enterprise that thrives on the interplay of tradition and innovation.

Porsche is consciously doing things differently with this concept of the “Museum on Wheels”. The museum’s exhibits consequently still fulfil the purpose for which they were originally built. They move.

Special activities for children

The Porsche Museum is a lively crossroads where past, present and future converge. The museum therefore offers special activities for children such as children's tours, a museum rally and a child-friendly audio guide. It is even possible to hold children's birthday parties against a backdrop of more than 23,000 horsepower of automotive history.

For young visitors the Porsche Museum organises special programmes during which the history of the sports car manufacturer is playfully explained in a way that is suitable for children. The contents are matched to the particular age group.

"Porsche Junior"

During a personal guided tour of the Museum, the history of the Porsche company and family as well as basic information about cars are explained interactively in an age-appropriate way to children aged between 4 and 7 years. After a tour of the exhibition lasting around 45 minutes, the young children can give free rein to their creativity and use crayons to draw their vehicle designs in the middle of historic Porsche cars.

This offer is especially suitable for kindergarten groups, but also to celebrate the birthday of future Porsche drivers in the Museum. The guided tour can be booked for groups numbering up to 10 children plus 2 accompanying adults. The charge for the 75-minute programme is 75.00 euro plus the admission price. Children up to the age of 14 have free admission.

"Porsche Kids"

The history of Porsche and the exhibits in the Porsche Museum are explained in very easy terms to children aged between 8 and 13 years. They can discover the fascination of Porsche in a playful way. This guided tour can be booked for groups numbering up to 10 children plus 2 accompanying adults. The charge for a personal guided tour lasting approximately 60 minutes is 60.00 euro plus the admission price. Children up to the age of 14 have free admission.

Museum rally

Children can participate in an exciting “paper chase” through the Porsche Museum. They explore the exhibition with the aid of a game sheet and have to answer ten questions correctly to find the solution word. The key to finding the right answers is provided by the museum’s exhibits themselves. All participants are then entered in a monthly prize draw. The museum rally map is on sale at the ticket offices in the foyer for just two euro.

Children’s birthday

A children’s birthday against the backdrop of more than 23,000 hp (~ 19,916 kW) is a great way to easily introduce the history of the Stuttgart-based sports car manufacturer to young Museum visitors. Children can personally choose the party motto: “Design”, “Aerodynamics”, “Motor Sports” and “Engines”. Whereas the themes “Design”, “Aerodynamics” and “Motor Sports” are conceived for 8- to 13-year-olds, the theme “Engines” is especially suitable for 12- and 13-year-olds.

You can add a birthday cake, sweet or salty pastries and drinks to your booking as an optional extra.

“Design”

At the beginning, the children are invited to become acquainted with the exhibition during a guided tour. The focal point of this tour is design, and answers are given to questions such as “What are the design characteristics of a Porsche?” or “How do designers work?”. Thanks to the interactive nature of the tour, children can not only see and listen to the exhibits, their sense of smell and taste is also stimulated. After a sitting test in a Porsche, the children themselves can become creative. In the museum workshop where mechanics normally work on historic Porsche vehicles and racing cars the children can, for example, use a paintbrush to paint a wooden Porsche just as they like.

“Aerodynamics”

Why don't cars actually fly like aircraft? Questions such as these are examined during a children's birthday in the Porsche Museum under the motto “Aerodynamics”. For this purpose, the children are invited at the start to discover our exhibition by means of a “museum rally” matching the subject. In a playful way the children become familiar with different materials and learn what technical methods can improve the aerodynamics of a vehicle. Afterwards, the children can personally test everything they learnt by means of a miniature wind tunnel before they model their own aerodynamic vehicle in the museum workshop.

“Motor Sports”

Porsche has embodied the fascinating world of motor sports for decades. The Porsche Museum allows its young visitors to experience this fascination in a playful way. With special attention to racing cars and their history, but also the motor sports environment, e.g. spectators and sponsors, children explore the exhibition by means of a “museum rally”. Speed and skill are required afterwards: during a pit stop, the car drivers of the future can show how quickly they can dress in full racing gear and then climb into a racing car. But who will be the first to cross the finishing line during the subsequent Carrera track race in the museum workshop?

“Engines”

During this interactive guided tour of the exhibition, everything revolves around the fascinating topic of engines. The children learn, for example, why engines are required, how they work and what characterises a Porsche engine. They also find out that the idea of the hybrid engine was conceived at a very early date, i.e. in 1900 when Ferdinand Porsche presented the “Lohner-Porsche” which went down in history as the first fully functioning hybrid automobile. The tour finishes with a sitting test in the Porsche. An exclusive visit is then made to the museum workshop: the children are put to the test in the place where mechanics normally work on historic Porsche vehicles and racing cars. In the museum workshop all of the young visitors can personally build a miniature wheel-hub motor which they are naturally allowed to take home with them as a souvenir.

Audio guide for children

An audio guide is available for children who would like to discover the exhibition independently. As well as providing additional information on the exhibits, the audio guide supplies the sound track to the films being shown as part of the exhibition. The audio guide includes an easy to understand, entertaining version for children.

Activities for school groups

The Porsche Museum is an ideal place for exciting discoveries and for people with an insatiable thirst for knowledge. A place where close encounters with automotive history and its legacy are possible.

The Porsche Museum takes school students and teachers on a voyage of discovery through different realms. At the heart of the exhibition level the process of creating a Porsche is demonstrated on cutaway models, for example, and they are given an insight into the work of the Weissach Research and Development Centre and vehicle manufacturing operations at the main plant in Zuffenhausen. The spotlight is on design, development and production stages. Films and exhibits present the development tasks that are taking place in parallel and show the visitor how products of outstanding quality are swiftly brought to the start of volume production thanks to a smoothly functioning network of partners. And we show a flat-twelve engine, stripped down to its component parts, that once powered the “most powerful racing car of all time”, a Porsche 917/30 Spyder.

Porsche Team Spirits

The “Porsche Team Spirits” section of the museum gives school students a deeper understanding of the world of cars. The exhibition provides a very useful out-of-school learning environment. There are four fascinating “Porsche Team Spirits” to choose from: automotive design, engine technology, aerodynamics & materials engineering, and architecture. The content is tailored to audiences of various different age bands.

“Porsche Team Spirit of Automotive Design”

The journey through time, tracing the history of Porsche through the museum, begins with a vision: the body of the legendary Porsche Type 64 standing at the entrance to the exhibition, the “Berlin-Rome car” from 1939. This type 64 is the forerunner of all Porsche cars. It already carries the unmistakable genes that have made sports cars from Zuffenhausen simply unique right up to the present day. Lightweight construction and aerodynamics, exceptional road

performance, dependable technology and above all Porsche's characteristic design. The "Team Spirit of Automotive Design" invites students to acquire an understanding of Porsche's DNA. It explores the question of why a Porsche can be identified as such even by children. In this workshop, the students get creative in tackling the focal topics brand identity, styling and design development.

"Porsche Team Spirit of Engine Technology"

Porsche enjoyed unprecedented motor racing success in the early 1970s, eclipsing all its challengers. Having long led the way in lightweight construction, Porsche now also started to build the most powerful engines. Why are engines needed anyway, and what are the hallmarks of a Porsche engine? With the help of a guide, students investigate the basic principles of engine technology. We explain the fundamental differences between rear, mid and front engines, and between air cooling and water cooling. And we give students an insight into the characteristics of Porsche's typical flat and turbo engines, which have come to embody Porsche technology.

"Porsche Team Spirit of Aerodynamics & Materials Engineering"

The power-to-weight ratio has always been the crucial factor in sports car manufacturing. That is why Ferdinand Porsche was committed to reducing weight and to lightweight construction principles from the very outset. The "Team Spirit of Aerodynamics & Materials Engineering" aims to give students an overview of the various materials used in automotive manufacturing. Because optimised aerodynamics are a decisive factor in making a car fast, the students are also introduced to aerodynamic aids.

"Porsche Team Spirit of Architecture"

The Porsche Museum is one of the biggest and most spectacular construction projects in the company's history. The museum building itself is particularly noted for its remarkable design. A dynamically shaped monolithic structure supported by just three V-shaped pillars appears to float above the ground. Together with a guide, the students discover more

about the futuristic design of the Porsche Museum building. The design of the exhibition, too, is a focal topic. The aim of this workshop is to heighten the students' appreciation of architecture, acquaint them with the challenges encountered in creating a building and fuel their interest in the built environment.

Since the Porsche Museum is committed to supporting future generations, school groups comprising a maximum of 30 students and accompanied by a teacher can visit the museum free of charge upon advance registration. Teaching materials can also be supplied on request.

Architecture as an experience

Brilliant ideas, fascinating technology and legendary vehicles deserve to be presented in a fitting environment. The architecture of the Porsche Museum provides just the right context for bringing together the three strands of Porsche's past, present and future. One thing is for certain: the building designed by Delugan Meissl is a bold statement. Supported on just three V-shaped columns, the museum's dominant main structure seems to float above the ground like a monolith.

At its widest, the opening between the monolith's underside and ground level is ten metres high, reinforcing the sense of spaciousness in the area in front of it. It houses the exhibition area proper, the "Christophorus" restaurant and the event zone with roof terrace. Crouched beneath the monolith is the base building, which welcomes visitors to the Porsche Museum with an inviting gesture. It accommodates the lobby, museum workshop, archive, Bistro, Coffee Bar, museum shop, cloakroom and pay desks. The way the base building's roof shape rises away from the entrance creates space for a second storey, in which the archive's reading room can be seen.

Both structures are linked by a partially glazed, dynamically angled stairway and an elevator. Visitors access the exhibition space measuring some 5,600 square metres in the upper part of the building via an escalator. They now have the choice of starting their tour with a chronology of the company's history prior to 1948, or proceeding directly to the main section of the exhibition by following the product chronicle post-1948.

From every angle, the shapes of the monolith and base building look different thanks to their polygonal, avant garde forms and the variation in the structures and windows. The glazed main façade of the 23 metre high museum adorned with the Porsche logo faces north, greeting those heading into the city centre by car. The architect has succeeded in creating an eye-catching complex that nevertheless blends well into its overall setting.

“The new Porsche Museum creates a space that gives architectural expression to the company’s confident outlook and discerning standards, while also capturing Porsche’s dynamism. Knowledge, credibility and determination are as fundamental to the philosophy as courage, excitement, power and independence. Every idea is treated as an opportunity actively to tackle fresh challenges and probe the limits, yet still remain true to yourself. This museum endeavours to reflect all that,” declares architect Delugan Meissl in his dedication.

The Viennese firm of architects was selected from a field of 170 bidders to design the Porsche Museum in early 2005.

The museum workshop

Manual work on classics

Porsche keeps its history very much alive so that its customers can share in it. To enable it to maintain and look after classic racing and sports cars fittingly, Porsche has created a dedicated museum workshop. Here, the museum workshop personnel prepare all classic vehicles for appearances worldwide, regularly service them and perform any necessary repairs. Because however immaculate the classic cars in the “Museum on Wheels” may look, they need regular care if they are to remain permanently ready for action.

The unique feature of this workshop is that its master craftsmen and mechanics do not work behind closed doors. Visitors can watch them working on the full array of classic Porsches at first hand. On their way into the exhibition, they pass a glazed partition in the lobby that affords a perfect view into the museum workshop. Such openness is quite unprecedented even on a world scale, and only to be experienced at the Porsche Museum.

The workshop team comprises one master craftsman, two mechanics, a leatherworker and a customer adviser. They all possess a wealth of experience in Porsche vehicles of all model years, both production and motor sport models. After all, they are ultimately responsible for correctly adjusting the sensitive high-performance engines of classic racing cars such as the twelve-cylinder turbo engine of a 917 in the manner that they require. There are two vehicle hoists, lathes and cutting machines at their disposal.

That equips them to handle virtually every service, repair or restoration task. They can even make replicas of simple mechanical components if necessary. Minor body repairs are also part of their task area.

The workshop team can call upon the entire Porsche infrastructure for any tasks they are unable to complete on site.

Porsche's memory: the Historical Archive

The Porsche Museum brings together all amassed historical and contemporary knowledge about Porsche at a central location. The Historical Archive of Dr. Ing. h.c. F. Porsche AG has likewise relocated to the museum and is now housed directly above the museum workshop. As the Group's "historical memory", the Porsche archive collects all important information concerning business, technical, social or cultural matters relating to Porsche AG and its subsidiary companies. The archived items include anything worth saving about the unparalleled Porsche success story, from the beginnings of Ferdinand Porsche as an automobile designer to the engineering office established in 1931 all the way to today's Porsche AG. The files of the Porsche Archive currently cover 2,000 metres of shelf space, including bookshelves, display cases, steel cabinets, and safes.

The Historical Archive with its accumulated knowledge is available not only to internal departments but also to external users. By prior arrangement, specialists such as journalists, scientists and owners of classic Porsche cars can conduct research in the archive library, which has a reading room affording a view of the museum lobby.

As one of the most extensive image archives in the automotive industry, the Historical Archive contains over five million images, a media archive with over 1,700 hours of motion picture materials and a library with more than 3,000 books on automotive subjects. It also houses an extensive collection of written documents on the history of the company itself, as well as its products and motor racing record. These archive media are stored in around 3,500 red special containers.

Visitors to the museum can obtain a view of the user zone with library through a glass partition. Those suitably inspired by this sight will find various books about Porsche in the museum shop, carefully selected from the huge range of works already written about Porsche.

Eating and drinking at the museum: Porsche à la carte

The Porsche Museum offers a diverse range of superb eating and drinking options tailored to our guests' needs and preferences. From coffeehouse specialties and international snacks to gourmet cuisine, there is something for every taste.

As soon as visitors enter the lobby they will see the modern Coffee Bar, which has been designed in keeping with the contemporary look of the museum. They can relax here with a cup of fine coffee and enjoy a snack before embarking on their tour of the museum. Or they can bring along family, friends or colleagues and watch the chefs prepare their meal in the friendly environment of the visitors' restaurant "Boxenstopp". This restaurant next to the museum entrance offers a selection of fresh meals ranging from pasta and burgers to salads and the Swabian delicacy "Maultaschen".

Dining with a unique view: The "Christophorus" restaurant

The "Christophorus" restaurant on the second floor is on the same level as the exhibition and is therefore accessible both through the museum and through a separate entrance. It thus remains open beyond the regular opening hours of the museum itself. The mission of top chef Thomas Heilemann and his team is to serve meals of the highest standards of culinary excellence, enabling the gourmet to enjoy both Mediterranean and regional delicacies as well as the most exquisite wines. A particular highlight on the menu is US prime beef grilled fresh, right in front of the eyes of the guest by Porsche's very best chefs.

After visiting the restaurant, guests can then wind down in the adjacent Cigar Lounge. Looking through the extensive glass façade, restaurant guests enjoy a panoramic view of Porscheplatz and the production building where Porsche sports cars and engines are built. Through another glass wall separating the restaurant from the exhibition, guests also have the opportunity to admire the classic cars on display in the museum itself. This interplay of past and future highlights the company's commitment to its roots – the view from the dining room thus has a symbolic character.

Event rooms available to book: A very special setting

There is ample space on the fourth floor of the museum building for a variety of functions. This zone can be booked for events of various kinds and sizes. Spanning 600 square metres, it provides state-of-the-art media technology for meetings, seminars, conferences, lectures, motion picture presentations and concerts. The installations include video conference systems, large screens, interpreters' booths and effects speakers. Mobile partition walls are available to create the appropriate room size for any seating arrangement.

Clear sky above

Adjoining the conference and event level, and separated by only a glass partition wall, there is an 800 square metre roof terrace. This spectacular and spacious outdoor zone is reserved for staging special events such as vehicle presentations and performances.

A museum visit with a difference

Away from the event level, too, there are facilities for holding events that will be a truly memorable experience – against a backdrop of more than 23,000 horsepower (17,151 kW). By prior arrangement, the exhibition area can also be kept open for your exclusive use after 6 pm. It is entirely up to the event organiser whether to invite guests on a tour of the museum or leave them to browse the exhibition individually, equipped with an audio guide. The lobby is the perfect place to start or conclude a guest event, away from the everyday bustle of the museum.

Current events

Readings, autograph sessions, book signings, concerts, design shows and book presentations are held in the midst of the exhibition. As well as rally driver Walter Röhrl, the Porsche works drivers Marc Lieb, Richard Lietz, Jörg Bergmeister, Patrick Long, Timo Bernhard and Romain Dumas have held autograph sessions for visitors to the museum. Porsche designers have also given insights into their creative work and transformed the exhibition into an imaginary design studio.

The Museum's own events "Sound Night" and "Rooftop Party" have become permanent fixtures in the annual calendar. In cooperation with the tradition-steeped Boa Disco in Stuttgart, a summer party is held every year on the roof terrace of the Porsche Museum. During the "Sound Night", classic cars rich in history are started up in the middle of the exhibition for an entire evening. They are explained in technical terms by racing drivers, engineers and mechanics who tell about their experiences on race tracks throughout the world.

Information about upcoming events can be found on the Internet at www.porsche.com/museum.

The museum shop: Souvenirs for fans of the brand

Fans of the brand will find everything that can be described as “typically Porsche” in the museum shop: Over a thousand different products, including books, calendars, DVDs, model vehicles and t-shirts, are available from the shop.

One particular highlight is the “Edition Porsche-Museum” range, which is produced by the publishing house belonging to the Porsche Museum and is available exclusively in the museum shop. This exclusive range currently comprises six books and a DVD that explains “The Porsche Way” in 150 minutes.

The range of products on offer at the modern museum shop at the entrance to the museum now includes over 1000 different items. Alongside small items such as lanyards, pins, posters, postcards and tin signs featuring historic images, the museum sells a select range of Porsche vehicle miniatures for model vehicle fans. For younger visitors, the shop offers various games, model kits and toy vehicles.

Certain new products have been added to the exclusive clothing range available from the museum shop: Designed to match the architecture of its imposing surroundings, the museum shop now sells black polo shirts and white t-shirts featuring the museum logo. Baseball caps in matching colours complete the collection. The women’s clothing range harks back to historic advertising campaigns: The “I too prefer Porsche” advertising poster, used as part of a campaign for the Porsche 356 B in 1960, now adorns lilac and pink t-shirts. A men’s sports shirt from the Porsche 356 era has also been added to the new range. The “356 Workshop Shirt” is printed using the Porsche typeface from the 1950s, but also features small yet practical details featuring a more contemporary touch. For example, the shirt pocket does not have a button, allowing the wearer to store items like the “Models – Dimensions – Tolerances” technical manual, used by mechanics in the 50s, about their person.

Chronology of the Porsche Museum

Step-by-step

4 years and 6 months, 234 weeks, 1642 days: An overview of the key milestones from the first official decision up to the opening of the Porsche museum:

- July 30, 2004** The Board of Management of Dr. Ing. h.c. F. Porsche AG announces the decision to build the new Porsche Museum on Porscheplatz in Zuffenhausen.
- October 2004** Ten leading firms of architects from Germany, Austria and Switzerland are shortlisted for the project. In all, 170 European architects firms had submitted bids for the project.
- January 31, 2005** The jury led by architect Professor Fritz Auer (Stuttgart/Munich) chooses the design submitted by Viennese architects firm Delugan Meissl as the competition winner.
- February 4, 2005** Delugan Meissl's Viennese firm of architects is commissioned to build the museum.
- October 17, 2005** The museum construction project is officially kicked off with the installation of an unconventional site sign.
- September 21, 2006** The museum begins to take shape. Work on the first floor and the three supporting V-shaped pillars that are to support the dynamically shaped exhibition space makes swift progress. Some 21,000 cubic metres of concrete and 4,000 tons of reinforced steel have already been installed.
- February 2007** The shell is completed, bringing an important phase of construction to an end. The underground garage, ground floor, first floor and core elements (reinforced concrete supports) are now ready.

- November 13, 2007** The steel structure that defines the shape of the 5,600 square metre exhibition space is lowered into place onto three reinforced V-shaped pillars. Straight after it has been lowered, work on the exhibition space proper begins. This includes installing the reinforced concrete ceilings and the large ramps and stairways.
- January 2008** Exterior work on the museum façade begins. The rhombus-shaped exterior is mounted.
- October 2008** Showcases and small exhibits are set up on the exhibition level.
- November 3, 2008** The first twelve vehicle exhibits are brought into place on the museum's second floor. The first exhibits include a 356 Cabriolet, an original 911 and the first prototype of the 924.
- November 5, 2008** The Porsche Museum logo is mounted on the glass façade.
- December 8, 2008** The museum is officially handed over to the client.
- January 28, 2009** The museum is officially opened.
- January 31, 2009** The museum opens its doors to visitors.
- December 18, 2009** The museum records its 500,000th visitor just eleven months after opening.
- January 31, 2010** The museum celebrates its first birthday.
- June 3, 2011** The Museum attracts 1 million visitors from all over the world.
- December 6, 2013** The Museum welcomes two million visitors through its doors.

The main exhibits in the museum

Egger-Lohner electric vehicle, C.2 Phaeton

Year of production: 1898

Total weight: 1350 kg

Units: approx. 4 units built

Power output: 3–5 hp

Top speed: 35 km/h

Range: approx. 80 kilometres

Engine: octagon electric motor

Although at first glance it may resemble an old horse-drawn carriage, this model actually represents the world's very first Porsche. Constructed and built by Ferdinand Porsche himself in 1898. Featuring front-axle steering and an electric motor at the rear of a Lohner carriage, the "Egger Lohner C.2 electric vehicle" rolled onto the streets of Vienna for the first time on June 26, 1898. For the vehicle's drive, Ferdinand Porsche used one of his own inventions, the "octagon" electric motor, which took its name from the eight-sided design of the motor housing. The vehicle speed was regulated via a 12-speed controller, and the power was transferred via a differential gear operated using a system of gear rings on internally toothed wheel hubs. As you would expect from Porsche, the vehicle was also put to the test at motor-sport races: In September 1899 during the international motor vehicle exhibition in Berlin, the vehicle straight away won a competition covering a distance of 40 kilometres. The exhibited vehicle was taken out of service in 1902 and can be found in its original, unrestored condition.

Type 64

Year of production: 1939

Engine: flat-four

Displacement: 1.131 cc

Power output: 33 HP (24 kW)

Top speed: 140 km/h (87 mph)

It was beautiful, sporty and fast – and it became the object of Ferdinand Porsche's passion. Although the sports car designed for the Berlin-Rome endurance race was given the unprepossessing designation "Body Type 64", it today ranks as the very first Porsche. The pioneering traits of all subsequent Porsche sports cars can be identified in and beneath its aluminium streamliner body. The coupé was way ahead of its time in terms of design and aerodynamics, too. The way it reconciled motor racing requirements with the use of production elements made it ideal for touring. On public roads, it achieved an impressive speed for its time of 130 km/h (81 mph). Ferdinand Porsche often used the Type 64 himself. The professor's satisfaction with his creation was suitably reflected in the fact that he had the Porsche surname emblazoned on the car.

Austro Daimler ADS R "Sascha"

Year of production: 1922

Engine: four-cylinder

Displacement: 1,089 cc

Power output: 45 HP (33 kW)

Top speed: 144 km/h (89 mph)

Porsche's great tradition in the Targa Florio road race started with the "Sascha" for Austro-Daimler. The high-performance compact car, intended as the forerunner of a four-seater production model, scooped first and second places in its engine size category at the very first attempt in 1922. The manoeuvrability and efficient use of fuel by this light vehicle, which weighed only 598 kilograms, were the key to its success. The car named after the man who provided the project's financial backing – the factory owner Alexander "Sascha", Count Kolowrat – went on to record 43 competition wins. Ferdinand Porsche, too, was passionate about motor racing because it gave him the opportunity to demonstrate the fitness of his designs in extreme conditions. He pursued and established one particular principle with the "Sascha": an excellent power-to-weight ratio as a key attribute of all Porsche sports cars. This means the ratio between the vehicle's weight and its engine output in kilowatts.

VW Beetle

Year of production: 1950

Engine: flat-four

Displacement: 1,131 cc

Power output: 25 HP (18 kW)

Top speed: 105 km/h (65 mph)

When Ferdinand Porsche presented his “Exposé on the construction of a German People’s Car” in January 1934, it was already the eighth compact car to be developed under his tutelage. Porsche and the engineers from his design office envisaged the compact model having an aircooled four-cylinder engine mounted at the rear, independent suspension with trailing links at the front and swing axles at the rear, torsion bar suspension and a composite body comprising floor panel and superstructure. The design combined a streamliner shape with sufficient space for four occupants – the famous Beetle silhouette was born. 21.5 million Beetles were built on Volkswagen AG’s production lines worldwide up until 2003.

Porsche 356 “No. 1” Roadster

Year of production: 1948

Engine: flat-four

Displacement: 1,131 cc

Power output: 35 HP (26 kW)

Top speed: 135 km/h (84 mph)

The first sports car bearing the Porsche name was built in Gmünd, in the Austrian state of Carinthia, early in 1948. With this vehicle, Ferry Porsche realised his idea of what a modern sports car should be like. The prototype of Porsche Type 356 “No. 1” was ready for the road on June 8 and the State Government of Carinthia granted a special one-off permit for its trial use on public roads. The mid-engine sports car was powered by a VW engine uprated to 35 HP (26 kW). Weighing only 585 kilograms, it had a top speed of 135 km/h (84 mph). In August 1948, “Number One” demonstrated its fitness for competition racing in the Innsbruck Street Race.

Porsche 356 Coupé “Ferdinand”

Year of production: 1950

Engine: flat-four

Displacement: 1,086 cc

Power output: 40 HP (29 kW)

Top speed: 140 km/h (87 mph)

A new chapter of Porsche history was opened on Maunday Thursday 1950 when the first Type 356 was completed at the Stuttgart factory hall. Porsche traditionally gave its test vehicles nicknames. The specimen on display in the museum was christened “Ferdinand” as a 75th birthday gift to Ferdinand Porsche on September 3, 1950. It served as a “mobile test bench”.

Porsche 356 America Roadster

Year of production: 1953

Engine: flat-four

Displacement: 1,488 cc

Power output: 70 HP (51 kW)

Top speed: 177 km/h (110 mph)

A roadster that was significantly lighter than the 356 Series models in production at the same time was created exclusively for the North American market. The car achieved the ideal weight of 605 kilograms thanks to an aluminium body with deep door cutouts, slot-on side windows and a rain top. With its spartan specification, the precursor of the 356 Speedster was specifically designed for motor racing use.

Porsche 356 1500 Speedster

Year of production: 1955

Engine: flat-four

Displacement: 1,488 cc

Power output: 55 HP (40 kW)

Top speed: 155 km/h (96 mph)

An export hit, built in response to customer demand: the American importer Max Hoffman requested a Porsche costing less than 3,000 dollars for his market. The 356 Speedster was the answer, naturally with a spartan equipment specification. But the lightweight car was a big hit in the USA. It was used mainly for motor racing and soon became a regular feature of the motor sport scene.

Porsche 550 A Spyder

Year of production: 1956

Engine: flat-four

Displacement: 1,498 cc

Power output: 135 HP (99 kW)

Top speed: 240 km/h (149 mph)

The 550, deliberately designed to be aggressive for motor racing use, was dubbed the “Little Bastard” by American actor James Dean. The rebel without a cause was involved in a fatal crash in his own Spyder while on the way to the Salinas racetrack in California in 1955, at the age of 24. Another driver had failed to observe his right of way.

356 B 2000 GS Carrera GT

Year of production: 1960

Engine: flat-four

Displacement: 1,966 cc

Power output: 175 HP (129 kW)

Top speed: 220 km/h (137 mph)

The 356 acquired not only a new look, but also innovative technology. The aluminium moving body components were just one example. Other pioneering developments were the safety steering with hydraulic dampers and the optimised brake cooling. The various transmission ratios were also new. From 1955 on, all models fitted with a race engine bore the “Carrera” suffix.

Porsche 911 2.0 Coupé

Year of production: 1964

Engine: flat-six

Displacement: 1,991 cc

Power output: 130 HP (96 kW)

Top speed: 210 km/h (130 mph)

Porsche unveiled the successor to the 356 – the original 911 – at the 1963 Frankfurt Motor Show. There were numerous key differences between it and its predecessor, not least the free-revving six-cylinder engine. And Ferry Porsche was pleased to have created a car that was “finally big enough to carry a set of golf clubs”. Because Peugeot was already using three-digit model numbers with a zero in the middle, Porsche had to abandon its original idea to call it the 901. It thus became the now-legendary 911.

Porsche 914/8

Year of production: 1969

Engine: flat-eight

Displacement: 2,997 cc

Power output: 300 HP (221 kW)

Top speed: 250 km/h (155 mph)

Towards the end of the 1960s the long-standing association between Porsche and Volkswagen led to the creation of the VW Porsche 914 – a sporty but attractively priced car. Alongside the four-cylinder VW version, a six-cylinder version of the agile mid-engine vehicle was built for Porsche. Ferry Porsche was presented with one of two race versions to be fitted with an eight-cylinder engine on the occasion of his 60th birthday.

Porsche 911 S 2.2 Targa

Year of production: 1970

Engine: flat-six

Displacement: 2,195 cc

Power output: 180 HP (132 kW)

Top speed: 230 km/h (143 mph)

The first production-built safety cabriolet was created in response to tougher legislation in the USA. In the mid-1960s Porsche's engineers came up with a 911 version that was a halfway house between a cabriolet and a coupé. The Targa principle was born. This Targa version with sturdy, detachable roof section soon acquired its very own customer base. The updated S type (S for sport) was likewise available with the characteristic roll-over bar.

Porsche 908/03 Spyder

Year of production: 1970

Engine: flat-eight

Displacement: 2,997 cc

Power output: 350 HP (257 kW)

Top speed: 275 km/h (171 mph)

Tipping the scales at just 545 kilograms, the Spyder took lightweight construction to the extreme. The foam-reinforced plastic body was an incredibly light twelve kilograms. The driver and engine were positioned further forward, to improve the weight distribution. The factory team only competed in the 908/3 Spyder on four occasions but notched up three wins, including on its debut in the 1970 Targa Florio in Sicily, with Jo Siffert and Brian Redman at the wheel.

Porsche 917 KH Coupé

Year of production: 1971

Engine: flat-twelve

Displacement: 4,907 cc

Power output: 600 HP (441 kW)

Top speed: 360 km/h (224 mph)

In 1971 Gijs van Lennep and Helmut Marko established a historical course record: averaging a speed of 222.30 km/h (138.13 mph), they clocked up 5,335.16 kilometres (3,315.11 miles) in the Le Mans 24-hour race.

Yet again, Porsche's engineers had come up with some brilliant ways of improving the aerodynamics and weight. The short-tail version 917 sports shark's fins on both sides of the rear lid and the frame is made from light magnesium.

Porsche 936/77 Spyder

Year of production: 1977

Engine: flat-six turbo

Displacement: 2,142 cc

Power output: 540 HP (397 kW)

Top speed: 360 km/h (224 mph)

With three wins at Le Mans, the 936 purpose-built for the Sports Car World Championship was one of the most successful Porsche racing cars ever. It provided Porsche with its first Le Mans win with a turbo engine in 1976. One year later, Jacky Ickx, Jürgen Barth and Hurley Haywood fended off the challenge of a veritable armada of six Renault racing cars in a dramatic race. The 936 made a sensational comeback in 1981 to celebrate yet another Le Mans overall win.

Porsche 962 C Le Mans

Year of production: 1987

Engine: flat-six turbo

Displacement: 2,869 cc

Power output: 680 HP (500 kW)

Top speed: 350 km/h (217 mph)

Porsche 956/962 sports cars emerged winners at Le Mans on seven occasions between 1982 and 1984, also dominating the field in other races all over the world. The 962 C was based on the 956, with a 120 millimetre longer wheelbase. A biturbo version was used in competition racing in Europe, while an IMSA version with a turbocharger featured in North America. The driver trio Stuck/Bell/Holbert was victorious at Le Mans in 1987 with the vehicle exhibited here.

Porsche 917/30 Spyder

Year of production: 1973

Engine: flat-twelve with turbocharging

Displacement: 5,374 cc

Power output: 1,200 HP (883 kW)

Top speed: 385 km/h (239 mph)

Described as “the most powerful racing car of all time”, it dominated circuit racing with its evolutionary twelve-cylinder engine. With Mark Donohue at the wheel, a Porsche comfortably fended off McLaren’s challenge to win the CanAm Series for the second time. A turbocharged version demonstrated its benefits for the first time on the winding courses.

Porsche 917/20 Coupé (“Pink Pig”)

Year of production: 1971

Engine: flat-twelve

Displacement: 4,907 cc

Power output: 600 HP (441 kW)

Top speed: 360 km/h (224 mph)

Only one specimen of the Porsche 917/20 Coupé exists. It is a blend of a short-tail and long-tail version – and a truly exciting sight. The Porsche Design Studio came up with a pink paint finish and divided up components visually like a butcher’s diagram. No wonder this racing car soon earned the nickname “Pink Pig”. It remains one of the most famous Porsches, even though it broke down at Le Mans.

Porsche 911 Carrera RS 2.7 Coupé

Year of production: 1973

Engine: flat-six

Displacement: 2,687 cc

Power output: 210 HP (154 kW)

Top speed: 240 km/h (149 mph)

The defining feature of the fastest production-built German car of its time was the rear spoiler, popularly referred to as the “duck tail”. Porsche established a trend in introducing aerodynamic aids. With its spartan specification, the coupé uncompromisingly demonstrated the principle of “more output through more displacement and less weight”. The RS 2.7 was the first 911 model to sport the “Carrera” suffix, inspired by the classic road race Carrera Panamericana.

Porsche 924

Year of production: 1974

Engine: four-cylinder inline

Displacement: 1,984 cc

Power output: 125 HP (92 kW)

Top speed: 200 km/h (124 mph)

The energy crisis in the mid-1970s forced VW to halt a joint venture for a new sports car. Porsche therefore created the 924 as its own entry-level model to its vehicle range. It already had the striking design feature of the large glass tailgate in an early design phase. The 924 with watercooled front engine and transaxle principle was built at the Audi Neckarsulm plant from 1976.

Porsche 911 Turbo 3.0 Coupé

Year of production: 1976

Engine: flat-six with turbocharging

Displacement: 2,994 cc

Power output: 260 HP (191 kW)

Top speed: 250 km/h (155 mph)

Porsche's first production vehicle with a turbocharger to boost its power developed the almost incredible figure for the time of 260 HP (191 kW). With the energy crisis still fresh in mind, the 911 Turbo was a bold decision. This car immediately became one of the most popular in the model range. Its strengths were technology inspired by motor racing. Alongside turbocharging, these included principally the brakes and its aerodynamics.

Porsche 911 Carrera 3.2 Cabriolet

Year of production: 1985

Engine: flat-six

Displacement: 3,164 cc

Power output: 231 HP (170 kW)

Top speed: 245 km/h (152 mph)

Everything about the 911 Carrera 3.2 Cabriolet was new: the new 3.2-litre engine with digital management, new cast alloy wheels, new electric hood. One year after its debut, seats with a higher backrest and a four-spoke steering wheel were added. This model, which replaced the 911 SC, achieved more power on less fuel. Ferry Porsche, no less, drove a version of this car with Sportomatic transmission in private.

Porsche 928 S

Year of production: 1983

Engine: V8

Displacement: 4,664 cc

Power output: 300 HP (221 kW)

Top speed: 250 km/h (155 mph)

The 928 was intended as the successor to the 911 but soon carved out an independent niche for itself. In 1978, just one year after its launch, it was voted “Car of the Year” – the first sports car ever to win this accolade. In technical terms the vehicle concept differed fundamentally from that of the 911 because of the transaxle transmission, watercooled V8 alloy engine and aluminium suspension.

Porsche 804 Formula 1

Year of production: 1962

Engine: flat-eight

Displacement: 1,494 cc

Power output: 185 HP (136 kW)

Top speed: 270 km/h (168 mph)

In July 1962 Dan Gurney fended off the challenge from his brand colleague Joakim Bonnier to win the French Grand Prix in the Type 804 Grand Prix racing car. Gurney also triumphed on Stuttgart’s Solitude racetrack. The 461 kilogram eight-cylinder monoposto with disc brakes and double wishbone is the only Formula 1 racing car ever developed and built entirely by Porsche. The 804 influenced many other racing car developments by Porsche.

Porsche 959 Paris Dakar

Year of production: 1986

Engine: flat-six turbo

Displacement: 2,849 cc

Power output: 400 HP (294 kW)

Top speed: 210 km/h (130 mph)

To put the technology demonstrator 959 through its paces, it was entered in the toughest rally in the world. The Paris-Dakar crosses Africa's deserts and savannahs for 13,800 kilometres (8,575 miles). The all-wheel-drive 959 coped effortlessly with the wide-ranging conditions. The venture ended with a one-two victory for René Metge/Dominique Lemoine and Jacky Ickx/Claude Brasseur. In fact a third 959, only really intended as a support vehicle, finished the race in sixth place.

McLaren TAG MP 4/2 C Formula 1

Year of production: 1986

Engine: V6 with turbocharging

Displacement: 1,499 cc

Power output: 850 HP (625 kW)

Top speed: approx. 350 km/h (217 mph)

In a high-profile contract development project, Porsche built an engine for the TAG Group that revolutionised Formula 1. In the McLaren racing car, the high-performance engine developed a huge output from a swept volume of just one and a half litres. It paved the way for three World Championship victories by Alain Prost and Niki Lauda and 25 Grand Prix wins between 1983 and 1987.

Porsche 959

Year of production: 1988

Engine: flat-six with sequential turbocharging

Displacement: 2,849 cc

Power output: 450 HP (331 kW)

Top speed: 315 km/h (196 mph)

No other Porsche is such a perfect blend of competitive verve and high tech as the 959. Designed for the newly created Group B motor racing category, it was built as a technology demonstrator in an exclusive series of 292, taking the 911 as its basis. The later production version benefited from the supercar with the attractive looks. Despite its price tag of DM 420,000, the 959 soon became a sell-out.

Porsche Boxster

Year of production: 1996

Engine: flat-six

Displacement: 2,480 cc

Power output: 204 HP (150 kW)

Top speed: 240 km/h (149 mph)

The two-seater mid-engine roadster used advanced technology to build on Porsche's Spyder tradition. Following the overwhelming response to its appearance as a showcar, the decision was taken to go into production with it. For technical reasons the actual Boxster departed from the design study, but it was still accepted as a true-blooded Porsche. While already incorporating certain features of the later 911 generation, it always retained its independent identity.

Porsche Carrera GT

Year of production: 2003

Engine: V10

Displacement: 5,733 cc

Power output: 612 HP (450 kW)

Top speed: 330 km/h (205 mph)

This car delivers a driving experience that is as pure as it is memorable. Its very looks single out the Carrera GT as an uncompromising high-performance athlete. It incorporates all the values of a modern racing car – exceptional performance, extreme lightweight construction and high safety. Originally designed to compete at Le Mans, the ultra-flat mid-engine car with carbon fibre body was built at Leipzig in an exclusive production run of 1,270 units.

Facts and figures

The technical data of the Porsche Museum at a glance.

General

Total costs:	Around EUR 100 million
Dimensions of museum building:	Length 140 metres, width 70 metres
Total area of structure:	25,800 square metres
Weight of museum building:	Around 35,000 tonnes
Concrete:	Around 21,000 cubic metres
Steel:	Around 6,000 tonnes
Excavated volume (earth):	Around 66,000 cubic metres
Facade area of exhibition building:	Around 10,000 square metres, comprising around 30,000 lozenges

Exhibition

Location:	2 nd floor
Exhibition area:	5,600 square metres
Exhibits:	Around 80 museum vehicles and 200 small exhibits
Total collection of museum vehicles:	Over 500 exhibits

Events

Location:	4 th floor
Conference zone area:	Around 600 square metres Mobile partition walls for flexible room configurations
Area of roof terrace:	Around 800 square metres

Miscellaneous

“Christophorus” restaurant

Museum workshop

Porsche archive

Museum shop

Coffee bar

“Boxenstopp” bistro

General information

Address

Porsche Museum
Porscheplatz
70435 Stuttgart
Germany

The opening times of the museum

Tuesday to Sunday, from 9 am to 6 pm
Tickets can be purchased until 5:00 pm
Closed Mondays

Special opening days

The Porsche Museum is open to visitors on all public holidays. You can find information about the special opening days online at www.porsche.de/museum.

Closing days

December 24/25
December 31/January 1

Admission prices

Adults: 8 euros

Reduced price: 4 euros

Children up to the age of 14 receive free admission when accompanied by an adult.

Children up to and including the age of 14 are only admitted when accompanied by an adult.

Group tours: 60 euros plus the admission fee.
(Max. 25 persons, prior booking required)
For groups of 10 or more persons, the reduced admission fee per person (4 euros) applies.

Vouchers

The Porsche Museum offers admission vouchers and vouchers for group tours.

Audio guide

On request, visitors can get an electronic audio guide free of charge. This enables visitors to discover the exhibition individually according to their own wishes. The audio guide contains sound tracks for motion pictures, information about individual vehicles, and topical information about Thematic Islands and individual arrangements. The electronic guide is available in the following languages:

German, English, French, Spanish, Italian, Russian, Japanese and Chinese.

For our young visitors, the museum also offers a special version for children.

Underground garage

Parking spaces: 260

Parking fee:

0 to 6 hours	Flat rate	4 euros
6 to 12 hours	Flat rate	15 euros
12 to 24 hours	Flat rate	30 euros

Parking for coaches is available a few metres from the museum.

Visiting by public transport

The Porsche Museum can be reached by S-Bahn (suburban rail) line S6/60 to Leonberg/Weil der Stadt from Stuttgart Hauptbahnhof (Central Station), alighting at Neuwirtshaus/Porscheplatz, and is directly next to the station. It is about 7 kilometres from Stuttgart Hauptbahnhof (10 minutes by S-Bahn). Stuttgart Airport (Leinfelden-Echterdingen) is about 16 kilometres away (about 50 minutes by S-Bahn).

Accessibility

All areas of the museum are accessible by ramps or elevator.

Tours

Group tours

Private group tours of the exhibition can be booked in advance for groups of up to 25 persons, in German and English. Duration: approximately 60 minutes.

Architectural tours

The concept of the architect Delugan Meissl is presented to visitors in a tour lasting approximately 70 minutes. The tour starts with a presentation of the museum building's architecture. It then proceeds through the exhibition.

Children's tours

The Porsche Museum also offers special tours for younger visitors. The company's history and selected exhibits are explained in a tour pitched at children aged seven to 13. Children's tours can be reserved for groups of up to 10 children plus two accompanying adults. Duration: approximately 60 minutes.

Visiting the museum without a guided tour

The Porsche Museum can reserve day tickets for coach tours and other tour groups; these are for collection at the pay desks in the lobby. You can if you like ask to borrow an audio guide free of charge to enable you to visit the exhibition on your own.

Contacts

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Tel.: 01805 356 911

14 cents/minute from a German landline

Maximum mobile phone prices: 42 cents/minute

Reservations of group and special tours

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Fax: 0049 (0)711 911 20 356

E-mail: info.museum@porsche.de

Event enquiries

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Fax: 0049 (0)711 911 21 356

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Christophorus restaurant

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