



PORSCHE

News Release

June 3, 2013

No 52/13

911 50th Anniversary Edition

Porsche celebrates 50 years of the 911 with exclusive limited edition model

Atlanta. The Porsche 911 resolves apparent contradictions like no other sports car – such as between tradition and innovation or between exclusivity and high social acceptance, and of course between performance and efficiency. And so, Porsche is celebrating the 50th anniversary of the 911 at the International Motor Show (IAA) in Frankfurt with a special anniversary model based on the 911 Carrera S: like the original 911, the 911 50th Anniversary Edition is a coupé with a flat-six rear engine and rear wheel drive. Its efficient performance, active sport suspension – and special body have current relevancy: the anniversary 911 features the wide body, which is typically reserved for the all-wheel drive Carrera 4 models. This special edition will be limited to 1963 cars, a number that represents the year of the 911 world premiere.

For the US market, the 911 50th Anniversary Edition will be equipped as standard with a Powerkit, which increases engine performance to 430 hp and includes the Sport Chrono Package. The 911 50th Anniversary Edition sprints from zero to 60 mph in 4.2 seconds (3.8 with PDK) and can reach a top speed of 186 mph (185 with PDK). The limited edition models will be available at Porsche dealers this fall and will be priced from \$124,100, not including a \$950 destination charge.

Porsche will present the limited edition model in time for the 50th anniversary of the 911 at the IAA motor show in Frankfurt, which opens its gates to the public on September 12, 2013. In 1963, Porsche presented the original model to the public at this leading



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international show for the automotive industry. Since its first presentation – initially as the type 901 – the sports car icon has excited automotive fans across the globe, and today it is considered the reference for all other sports cars. Since making its debut in 1963, the model series has progressively developed without interruption. In the process, the unique character of the 911 was always preserved. The result of this evolution over a 50-year period – which included countless race victories as well – is a sports car that fully embodies the authenticity of the Porsche brand. Its DNA is reflected in all Porsche models.

This limited edition of the 911 Carrera S includes features that have contributed to the 50-year success story of the 911. For example, the limited edition includes Porsche Active Suspension Management (PASM) with special tuning to complement its increased track width and to add support to the exceptional cornering dynamics of the 911. The sport exhaust system outputs a fitting emotional sound. Special 20-inch wheels are a visual tribute to the legendary “Fuchs” wheels and are finished in matte black paint with machine-polished centers. Chrome trim strips on the front air inlets, the fins of the engine compartment grille and the panel between the rear lights emphasize the distinctive appearance of this limited edition model. Another technical highlight of the car’s equipment is the Porsche Dynamic Light System (PDLS) with bi-xenon headlights and dynamic cornering lights.

Two unique colors are available for the anniversary 911, a darker graphite grey and a lighter geyser grey metallic. In addition black monochrome is also available. Each of the cars has a two-tone 3D-effect badge on the rear lid with the numbers “911 50”. This is repeated in three color embroidery on the headrest and in two colors as a logo on the



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tachometer and the aluminum door sill plates. It can also be found on the cup holder panel together with the limited edition number of the individual vehicle. Other exterior characteristics of the special model are high-gloss window frames and sport design exterior mirrors on the doors panels.

There are tributes to the original 911 in the interior as well: green labeling on the instruments with white pointer needles and silver caps on the instrument pivot pins, just like 50 years ago. Another special feature is the center panels of the leather seats, which are designed with a fabric pattern reminiscent of the “Pepita” tartan design from the 1960s. The full-leather interior is designed in agate grey or black with decorative stitching, some in contrasting color. The driver and front passenger experience typical 911 driving fun in 14-way sport seats or optional 18-way sport seats plus. The gear shift or selector lever – which matches the decorative panels on the dashboard, doors and center console in brushed aluminum – comes from the Porsche Exclusive program.

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 190 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand’s 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche’s proud racing heritage that boasts some 30,000 motorsport wins to date.

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