



PORSCHE

News Release

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*Product lines celebrate 50 Years of 911, Porsche's rich motorsport history*

## **Porsche Driver's Selection Launches Three New Collections**

**Atlanta.** Porsche Driver's Selection, the luxury automaker's line of lifestyle apparel and accessories, debuted three designer collections this month – 50 Years of 911, Steve McQueen™ and Motorsport.

“All of the new Driver's Selection items honor the heritage of the Porsche brand, from the milestone anniversary of our flagship 911 model to the company's proud motorsport roots,” said Tim Quinn, vice president, AfterSales, Porsche Cars North America.

The 50 Years of 911 collection celebrates the eternal youth of the iconic sports car by reviving the timeless, classic fashion of the 60s. It features men's and women's clothing, from polo shirts to leather jackets, with houndstooth accents, plus a limited-edition 50 Years of 911 watch (only 1,963 pieces made).

Hollywood legend and Porsche enthusiast Steve McQueen, best remembered for his role in the 1971 film *Le Mans*, inspired the second collection. Porsche Design collaborated with artist Nicolas Hunziker and Chad McQueen, son of the late actor, to develop the Steve McQueen collection, which features vibrant t-shirts, polos and jackets for both men and women.



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The Motorsport collection celebrates endurance racing's marquee event, the 24 Hours of Le Mans. Men and women's polo shirts and windbreaker jackets, as well as home and office accessories bring the spirit of racing into everyday life.

Porsche Driver's Selection items are available for purchase at authorized Porsche dealerships and online at <http://shop.porsche.com/usa>.

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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 189 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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