



PORSCHE

News Release

July 31, 2013

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Porsche celebrates 50th anniversary of the 911 during Monterey, Calif. automotive week

## **Porsche to Showcase 918 Spyder and 50<sup>th</sup> Anniversary Edition 911**

**Atlanta.** Porsche is continuing to celebrate the 50<sup>th</sup> birthday of its 911 sports car at the 63<sup>rd</sup> annual Pebble Beach Concours d'Elegance with static and dynamic displays of new and historic models. From Aug. 14 – 18, a special, limited edition 50<sup>th</sup> Anniversary Porsche 911 will be showcased alongside rare Porsche road and racing cars.

The upcoming 918 Spyder hybrid super sports car will be at various locations throughout the Monterey peninsula during the weekend, including at the Porsche Zentrum at Quail Lodge, Rolex Monterey Motorsports Reunion at Mazda Raceway Laguna Seca and at the Pebble Beach Concours d'Elegance.

On Friday, Aug. 16, The Quail Motorsports Gathering will feature a Porsche exhibit highlighting 50 Years of the 911. One of the first 911s sold in the US will be displayed alongside the new 50<sup>th</sup> Anniversary 911 and the 2014 911 GT3.

The Porsche Zentrum (8000 Valley Greens Drive, Carmel, Calif., 93923) will host the current lineup of Porsche models, including the 2014 911 GT3 and the upcoming plug-in electric Panamera S E-Hybrid, from Aug. 14 - 18.

A special Porsche 911 class, the Weissach Cup will be featured at the 38th running of the Monterey Motorsports Reunion at Mazda Raceway Laguna Seca in honor of the 50<sup>th</sup> anniversary of the 911.



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A 1972 Martini 2.1 Turbo RSR, the 1978 “Moby Dick” 935, the 1978 “Baby” 935 and not one, but two 911 GT1s will be on display in the garage area of Laguna Seca, before they move to Pebble Beach Concours d’Elegance for display on Sunday. The latest 911 GT3 Cup car which will race next year in the United Sports Car Racing (USCR) series will debut and be on display all weekend at Laguna Seca.

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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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