



PORSCHE

News Release

August 14, 2013

No 89/13

Porsche to celebrate 50th anniversary of iconic 911 sports car

Follow Porsche on Twitter, Facebook, Vine and Instagram during Monterey, Calif. Automotive Week

Atlanta. Porsche is celebrating the 50th birthday of its 911 sports car at the 63rd annual Pebble Beach Concours d'Elegance with static and dynamic displays of new and historic models. From Aug. 14 – 18, a special, limited edition 50th Anniversary Porsche 911 will be showcased alongside Porsche road and racing cars, including the forthcoming 918 Spyder supercar and the new, plug-in hybrid Panamera.

Guests of the events are encouraged to share their experiences socially with Porsche through [Twitter](#), [Vine](#) and [Instagram](#), using the hashtag #50y911. In addition, Porsche invites all 911 owners and enthusiasts to post pictures of their favorite 911 to #50y911. All content will be aggregated to a special microsite that will be on display in Porsche's Zentrum and display at Peter Hay Hill. To follow the stories through the eyes of Porsche owners, enthusiasts and event attendees, visit the microsite at the following link: por.sc/50y911.

Porsche will also launch its new Instagram account during the week, showcasing images at all stops across the event. Follow Porsche at <http://instagram.com/porsche>.

For a full list of Porsche-related activities during Monterey automotive week, visit <http://press.porsche.com/news/release.php?id=800>.

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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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Note: Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>