



PORSCHE

News Release

October 30, 2014

No. 90/14

*Porsche Panamera Exclusive Series*

## **Luxuriously equipped limited edition of the Panamera**

**Stuttgart/Atlanta.** Porsche has revealed the Panamera Exclusive Series, which features exquisite luxury and a particularly comprehensive array of standard features. Finished at the Exclusive factory, only 100 of these vehicles will be created worldwide. The limited production series featuring unique equipment is based on the Panamera Turbo S Executive with 570 hp, all-wheel drive and a longer wheelbase, which increases rear passenger space. The world premiere takes place at the 2014 Los Angeles Auto Show.

For the first time at Porsche, a two-tone paintjob will be offered for the new Panamera Exclusive Series. A jet black metallic paint is combined with a contrasting chestnut brown metallic in the areas under the door handles, tapering to the rear. Each one of the 100 vehicles is laboriously painted by hand to ensure perfect harmonious progression of the two colors. Traditional paint offerings are also available. The large 20-inch Sport Classic wheels are painted in jet black metallic exclusively for this model.

The interior is elegantly finished to match. All of the seats and the lower door panels are covered in chestnut brown leather with a very special feel developed by the Italian studio Poltrona Frau®. The leather used for the Panamera Exclusive Series is all hand-picked and exceptionally soft. The ventilation perforation on the seat center panel is in the shape of the Porsche crest – exclusive to this small series. The upper door trim is in black milled nappa leather. Contrasting chestnut brown seams accentuate selected areas. Inspired by the two-tone exterior paintjob, the decorative interior trim elements also feature a blend of colors with a transition of dark walnut wood into a deep black piano lacquer surface from the front to the rear.



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Porsche's newly developed Rear Seat Entertainment System Plus is celebrating its world premiere in the Panamera Exclusive Series and comes as a standard feature for this model. The main components of the multimedia system are two high-resolution 10.1-inch touchscreens in the back seat with a built-in camera and integrated DVD player. The system facilitates comprehensive business and entertainment functions, including mobile internet access. The sound is played through wireless headphones or the Burmester® high-end surround sound system.

Every vehicle in the Panamera Exclusive Series has an interior plaque showing its individual limited edition number. On the outside, hand-made badges behind the front air intakes serve as a signature that the vehicle originates from the Porsche Exclusive factory.

A made-to-measure luggage set with two trolleys, two weekender bags and a beauty case – also made of Poltrona Frau® leather in chestnut brown and featuring crest perforation – is optionally available.

The Porsche Panamera Exclusive Series is now available for order and has an MSRP of \$263,900, not including a destination charge of \$995.

Porsche Exclusive represents the highest form of individualization direct from the factory. Since its formation in 1986, limited editions have repeatedly showcased new design ideas and what is technically achievable. Built by hand in the Porsche Exclusive factory, every vehicle underlines the manufacturer's craftsmanship and passion for detail.

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**About Porsche Cars North America Inc. | 980 Hammond Drive, Suite 1000, Atlanta, GA 30328 USA**  
Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs and Panamera sports sedan.

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Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany. PCNA employs approximately 270 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 66-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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