



**PORSCHE**

## **New “911 Identity” Exhibit Opens at the Porsche Museum**

*Thousands of visitors expected to enjoy retrospective of all seven generations of the iconic 911*

ATLANTA – Jan. 31, 2012 – The Porsche Museum in Stuttgart today unveiled its new “911 Identity” Exhibit, a major “family” retrospective of all seven generations of the legendary Porsche 911, each showcased against the backdrop of its era. The exhibit will be open to the public until May 20, 2012.

The first 911 was unveiled in 1963, and since then more than 700,000 models have journeyed from the assembly line in Stuttgart-Zuffenhausen to customers around the globe. With the launch of the all-new 2012 911 Carrera and Carrera S, both Porsche and its curator of historical milestones, the Porsche Museum, wanted to celebrate the automobile’s lineage and cultural significance.

In addition to the seven generations of Porsche 911 production cars, rare race cars based on the 911 platform also join the exhibit. These include rarities such as the Porsche 911 Carrera RS 2.7 “Safari” and the Porsche 911 GT3 R Hybrid. Adding to the automotive retrospective are documents from the Porsche archive that have never before been on public display.

In celebration of the latest generation of the Porsche 911 and the new exhibit, the Porsche Museum is also expanding its guided tour offerings. Porsche fans will be able to add even more history and heritage data and anecdotes to their own sports car lexicon during a themed, one-hour guided tour.

The Porsche Museum is open Tuesday to Sunday from 9 a.m. to 6 p.m. Admission is eight euro for adults, reduced admission is four euro. Children under 14 are admitted for free if accompanied by an adult. Further information, including the special guided tours, is available online at [www.porsche.com/museum](http://www.porsche.com/museum).

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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 194 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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