

# CLASSIC DRIVER

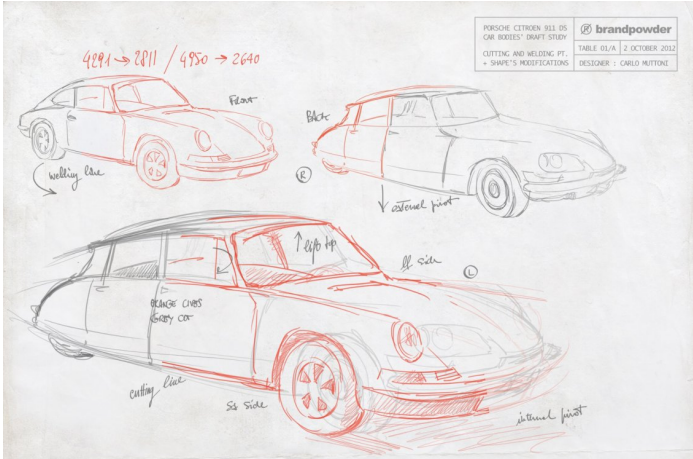
## Porsche 911 DS: The Goddess of Stuttgart

### Lead

Many would say the Citroën DS represents the epitome of automotive beauty, but others would opt for the timeless and unmistakable shape of the 911. With the Porsche DS, you don't have to choose...

With the DS, Citroën created a goddess on wheels (the common nickname derives from the fact that 'DS' in French is pronounced the same as 'Déesse', which means goddess). Not only was she heavenly in aesthetic terms, the DS was also a technological godsend. Then, some years after the French beauty's introduction, Porsche released the venerable 911. Though essentially polar opposites, each car was considered a highlight of automotive design, and perhaps this was the inspiration for a project undertaken by the team of 'visual communication experts' at Brandpowder. They combined the two legends into one, big, blasphemous experiment.

### A simple plan, an impossibly complicated execution



The idea was to merge the front end of a 911 with the rear quarters of a DS, raising various issues concerning weight, shape, dynamics and power. The latter was swiftly resolved in principle: the 260bhp boxer engine would be rotated 90deg and placed beneath the bootlid of the DS. Other considerations were worked out by designer Jim Lurpak and engineer Stewart Johnson – no doubt over many a long drink in the evening.

### Goes down like German champagne



After some experimentation with scale models, the team set about constructing a 3D CAD version. The roofline of the 911 was raised to meet the Citroën's, and while the hybrid has neither the sportiness of the 911 nor the comfort of the DS, the final result is certainly a striking and interesting proposal – as Angela Merkel and François Hollande apparently attested during their first viewing. Perhaps save the announcement of your next project until 1st April 2014, gentlemen?

### Gallery







