

CLASSIC DRIVER

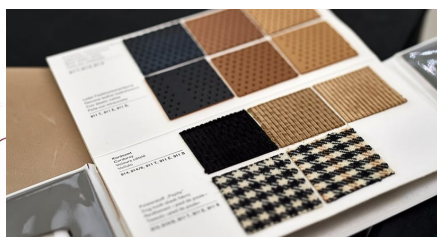
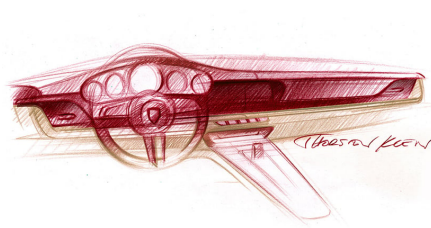
From Pepita to Tartan - Porsche revives the coolest classic looks

Lead

Porsche has introduced its new Heritage Design Strategy, meaning that you can now specify your 911 even more individually with styles from the 1950s to the 1980s. So, will it be seats trimmed with Tartan Plaid or Pasha?



We all love a classic air-cooled 911, but let's face it, Porsche makes its big profits today with the Cayenne and the Macan, the new 911 is a fully connected, high-tech sports car, and the Taycan will bring Zuffenhausen firmly into the electric age. What, then, will distinguish a Porsche in a future where electricity and autonomous driving will rule supreme? For those in Zuffenhausen, the answer is clear: through design and through links to incomparable brand history. As such, we suspect limited edition cars such as the new Speedster, which continues the model's puristic tradition with its soft top, naturally aspirated engine, and manual transmission, and the new 935 will inevitably become even more desirable in the future.



At the same time, Porsche Exclusive Manufaktur, which is particularly well informed when it comes to the wishes of his customers, has worked with the design department 'Style Porsche' to develop the new Porsche Heritage Design Strategy, offering famous styling elements from the 1950s to the 1980s. The interior of the new Porsche 911 has been designed to it can be personalised more than ever before. Customers in the future can choose whether they'd prefer to have their seats trimmed with corduroy or fabric in the Pepita, Pasha, or Tartan pattern. Special paint finishes and graphics are also available, which have already been seen on the new Speedster, and will complement the portfolio of options.



“Individual memories are brought to life by certain colours, haptics, or patterns – this trend, which we also see in the fashion world or interior design, is the core idea of this strategy,” says Ivo van Hulten, Head of Interior Design at Style Porsche. The sources of inspiration were old colour and design cards, classics from the museum, and design elements from their respective eras. The next limited-edition Porsche 911, which will be presented in 2020, will receive the Heritage treatment from Ivo van Hulten and his team. All that’s been revealed so far is that the Porsche crest from the 1960s will be affixed to the nose.



In cooperation with Porsche Design, a separate collection of watches has been created, which means that if you order a new Porsche 911 with a Heritage package, you'll be able to affix a suitably patterned timepiece to your wrist.

Gallery

