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Riding the rodeo with Ruf's Wild West Porsche 911 concept

Lead

Inspired by Porsche's rallying heritage and the American 'Wild' West, Ruf has built an off-road Porsche 911 that wouldn't look at all out of place in Westworld or Mad Max...



We've been drooling over safari-spec Porsche 911 for years, but a prairie-going Wild West version of everybody's favourite rear-engined sports car is big news, even for us. Created by the cult German Porsche tuner Alois Ruf, the Rodeo concept is based on an avant-garde carbon-fibre chassis and equipped with four-wheel drive, all-terrain tyres, a revised long-travel suspension system, a roll cage and extra storage space, we assume for tents, rifles and fire water. Depending on the customer's preference, the car can be fitted with a naturally aspirated or turbocharged flat-six. Ruf claims the Rodeo was inspired by both Bruce Meyer, the California-based collector who founded the Rodeo Drive Concours d'Elegance, Ralph Lauren's Western collection from 2011 and the Texan RUF enthusiast Phillip Sarofim. Howdy!

Gallery

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