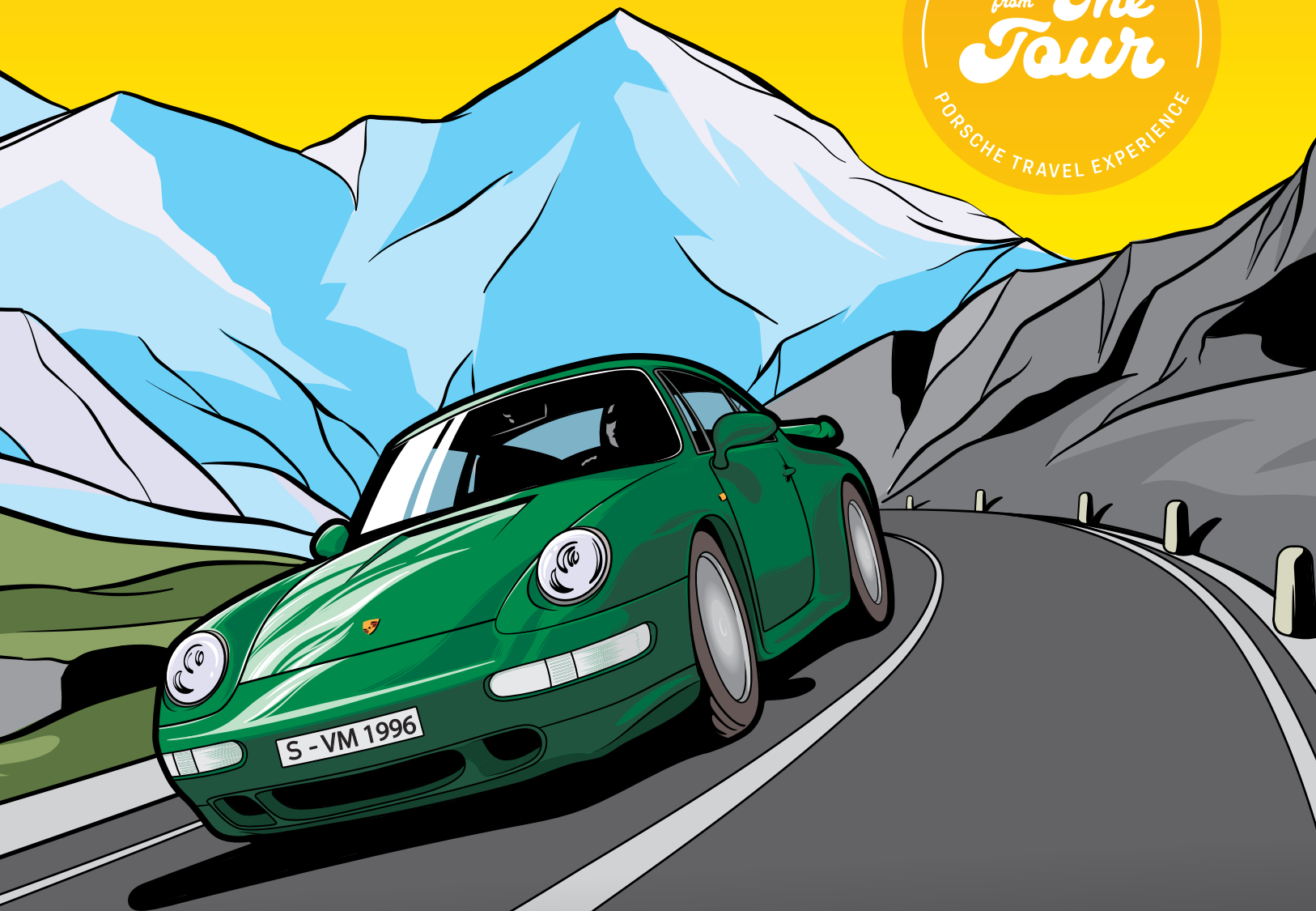


stories

PORSCHE EXPERIENCE MAGAZINE 2026



Porsche. There is no substitute.

CURVE BY CURVE

Stefan Bogner's favorite routes through the Alps

UNDERSTANDING, EXPERIENCING, LEARNING

At the Porsche E-School, electric mobility becomes a sustainable experience

SIDWAYS IS BETTER

This is how the spectacular ice tracks are created



stories

PORSCHE EXPERIENCE

2026 Edition



Ragnar Schulte
Head of Experiential Marketing

Dear Reader,

Sometimes a great journey begins with a simple idea. That's exactly what happened in 1996: The Porsche Travel Club turned a vision into reality, a vision that continues to this day to bring people together behind the wheel of a Porsche, in inspiring places and in unforgettable moments. This makes 30 years of Porsche Travel Experience far more than an anniversary. It is an expression of an attitude that you share with us: not to consume experiences, but to actively experience them.

What began with selected trips has developed over the years into a multifaceted program. Today, within the Porsche Experience, you will find your very own access to Porsche – on the most beautiful roads in the world, on ice and snow as well as iconic racetracks. The Travel Experience, Ice Experience, and Track Experience complement each other. They offer you different perspectives on the same feeling: the joy of driving a Porsche, the focus on the moment, and the special camaraderie among like-minded people from all over the world.

For the Porsche Experience, standing still was never an option. New formats have continually expanded the program – such as our E-School, which shows that electric performance opens up new dimensions of precision and thrills. With the Porsche Travel Experience Thailand, we are opening up a region for you this year that is both scenically and culturally inspiring, and where a vibrant Porsche community has developed. Thanks to modern eFuels, we are beginning to decarbonize the world of the Porsche Experience. At the same time, local Porsche Experience events in markets such as China are already shaping a global driving experience. And with The Art of Dreams or at the events of FAT International, the Porsche brand can be experienced from completely different perspectives.

STORIES is an integral part of this world. The magazine aims to provide you with guidance and inspiration, and to make you want to rediscover the Porsche Experience again and again. With this 9th edition, STORIES itself also looks back on a remarkable history. And this edition is something special for me personally, too. Since 2018, I have had the privilege of supporting the Porsche Experience in a leadership role and helping to shape this magazine with my team. I am therefore all the more pleased to be able to present you with another new edition of STORIES today, before I turn to new tasks in the company during the course of 2026.

Let yourself be inspired by the stories we have compiled for you. And perhaps we will see each other again this year – or sometime in the future – somewhere in the world, at one of the many Porsche Experience events.

Until then, I hope you enjoy reading and discovering all that follows.

Yours sincerely,
Ragnar Schulte
Head of Experiential Marketing



Would you like to receive the STORIES magazine immediately after it is published, or would you like to be kept up to date with our newsletter? Then simply register here.



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Since 1996, a synonym for discovery, enjoyment, and experiences.

**PORSCHE.
THERE IS NO
SUBSTITUTE.**

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Since 1996, a synonym for discovery, enjoyment, and experiences.

Stefan Bogner

Curve by *Curve*

Anyone who loves Alpine passes knows his name and his CURVES magazine: Stefan Bogner. For Porsche, he shares his favorite routes and takes us on a journey where we combine driving dynamics and driving pleasure with the inspiring power of the Alpine mountain world.

Text: Berthold Dörrich Photos: Klaus Schwaiger, Stefan Bogner



In the *air*

Stefan Bogner has personally driven most of the world's mountain passes and roads. From the French Maritime Alps in the west, through the Swiss mountain passes, Austria's high Alpine roads, and the Dolomite crossings in the east, he probably knows every thrilling curve. He has explored the Andes in South America, all the way down to Tierra del Fuego. He knows the Rocky Mountains in the US just

as well as the lesser-known mountain regions of China, where the roads are even more spectacular. And he recently completed the journey from Thailand back to Munich in a 911, crossing remote mountain regions in the process. If anyone can judge which are truly the most beautiful mountain roads in the world, it's him. We have arranged to meet Stefan near the top of the Flüela Pass in the

Swiss Engadine. We arrive at the agreed meeting point in two Porsche Taycan cars. Stefan is in the helicopter, which is his work vehicle this morning. Even before we see him, we hear the distinctive roar of the rotors rising from the valley. With wisps of the previous night's rain clouds still hanging in the valley and clinging to the mountaintops, the helicopter suddenly rises over the rocky





A highlight of every Alpine tour: the Gotthard Pass – one of the most important north-south connections in the Alps.

ridge, hovers just above our Taycan, swings in a steep turn over us, and drops down to land.

Of course, Stefan isn't just sitting in the copilot's seat; he's leaning out of the open door wearing a harness, with both feet resting on the skids. Camera in hand, he has spent many years capturing the world's most beautiful roads for his CURVES magazine and for Porsche. We've caught a fantastic summer day for our meeting, and he uses the landing approach to add new shots of the Albu and Flüela passes to his portfolio. And of course, to take photos of the two Taycan Cross and Sport Turismo sedans in this unbelievably wild landscape.

As spectacular as his appearance in the helicopter was, we had actually arranged to meet up here not for a helicopter ride, but to drive cars and go mountain biking. To have some peace and quiet together and to discover what makes mountain roads so fascinating. We want to find out which passes and regions he, who knows practically all of them, considers the most stunning. We also want to know which routes he would recommend to anyone with limited time who wants to experience the greatest possible driving pleasure and mountain scenery.

Feeling gravity



From the Alps to Iceland. From Japan to the US. There are now 25 editions of CURVES. For this article, we brought edition 16, "Switzerland," along with us.





On the road

For him, the Flüela Pass is one of those passes that you have to drive at least once in your life. Just like the Bernina Pass, which we drove to together in our Taycan vehicles. Of course, the legendary passes along the “Grand Tour of Switzerland” are at the forefront: the Furka, Grimsel, Sustenen, and Nufenen passes. And of course, the Great St. Bernard Pass.

What fascinates him about these roads? What makes driving on them so special? Of course, it's the spectacular views. The curves and bends. Especially in an agile Porsche, Stefan thinks. But also the knowledge that these roads have connected the regions north and south of the Alps for many centuries. These routes didn't just serve trade; they also became crossroads where the Roman cultures of the European south met the Germanic cultures of the north, forming a unique cultural blend. A magic that you can experience at first hand when you travel on these roads.





Porsche on two wheels: Porsche and performance have always formed a passionate connection. This success story continues with the Porsche eBikes. The weight-optimized carbon frame, the powerful motor, and the finely tuned components ensure the Porsche driving experience can be enjoyed on two wheels – both on the asphalt and off-road.

Loving mountains

For Stefan Bogner, a few days alone with himself, his Porsche, and a dozen mountain passes offer a special opportunity to focus on what truly matters – an experience that feels almost meditative and repeatedly inspires him. Anyone who has never charged up an Alpine pass in a Porsche can't fully grasp how the explosive acceleration out of one hairpin bend toward the next can simultaneously help you take your foot off the gas, mentally speaking. Your perception focuses on the next curve. And at the same time, it is wide open to the magnificent impressions to the left and right of the road. The mountains, forests, and glaciers that are the soundtrack to every Alpine tour. In any case, you feel completely removed from the things that seem so unavoidable at home or in the office.

A short detour off-road with the Porsche eBike Sport 2025 offers us the opportunity for a picnic and an inspiring conversation. Above all, we share the simple pleasures of the delicacies we bought down into the valley

this morning. Here in the Engadine, people don't talk about quality. They simply take it for granted. When we called into the local butcher's to pick up some Engadine dried meat, an enchantingly fragrant Salsiz sausage, and a piece of mountain cheese for our tour, we naturally tasted and sampled them beforehand. We let the anticipation build as we climb, knowing we'll only truly earn the reward after gaining those vertical meters on the mountain bikes.

Stefan believes the Alpine Ultimate Porsche Travel Experience is an ideal choice for anyone who wants to experience the most scenic landscapes and curves of the Alps in a single tour. Traveling from east to west, you not only experience the most spectacular Alpine passes, but also meander almost imperceptibly between the Francophone world of the Maritime Alps, the Romansh language enclaves of the Engadine and South Tyrol, and the areas of Germany and Austria where the





Enjoying *silence*

proximity to Porsche is almost palpable. Of course, the route includes the Großglockner and an overnight stay in Zell am See, home to the Porsche family and the F. A. Porsche Design Studio, named after the creator of the Porsche 911, from where our bikes also originate.

In his CURVES magazine, however, Stefan Bogner focuses entirely on the road. Entirely on driving. The immediate experience of an Alpine pass. In its purest state magnificently photographed, nature often appears unreal and empty in his pictures. Only the roads, which from a helicopter look like Alpine

reptiles turned to asphalt, hint that humans have created something magnificent here, best experienced – in its purest form – in a Porsche.



PORSCHE TRAVEL EXPERIENCE ALPINE ULTIMATE

DURATION 13 days

ROUTE



**FROM MUNICH TO MONACO. 13 DAYS.
30 MOUNTAIN PASSES. 100% DRIVING
PLEASURE.**

Discover Europe's most spectacular Alpine route in a sports car – along the most dynamic curves in Germany, Austria, Slovenia, Italy, Switzerland, Liechtenstein, France, and Monaco. Unrivaled panoramic dreamscapes and blissful moments in a single journey. Extremely challenging to drive. A culinary highlight like no other. Ready for mountains of adrenaline, endorphins, and culinary delights?

HIGHLIGHTS

- Crossing 30 legendary Alpine passes in eight countries
- Culinary highlights with specialty tastings and regional cuisine
- Lake tour in the Dolomites with impressive panoramas
- Helicopter flight over the Matterhorn near Zermatt
- Guided city tours of Munich and Monaco
- Boat tour to the Îles de Lérins off Cannes
- Several cable-car rides with spectacular views
- Horse-drawn carriage ride through fashionable St. Moritz



Scan the code for detailed information about the experience:
porsche.click/Travel_AlpineUltimate

SPEED OF MIND

Majestic mountain landscapes, dense green forests and deep valleys – combined with the Porsche 911 – become the blueprint for true Buddhist inner peace. Our author embarks on a journey through Thailand, combining speed and a chance to take it slow.

Text: Nadine Hanfstein Photos: Klaus Schwaiger





I feel that I am currently at a crossroads in my life. My editor-in-chief seemed to have the same impression. He called late in the evening and said: "You seem a bit tense lately." I could practically see his hesitantly raised eyebrows in front of me – "I have something for you. Driving a Porsche 911 through the winding roads of northern Thailand. And to round it off, a few relaxing wellness days at the Ritz Carlton Phulay Bay." Of course, I accepted the job. He had hit the nail on the head and

the combination of Thai jungle roads, monkeys by the roadside, passing temples, and the sound of the 911 accelerating sounded very promising.

A few weeks later, on the flight from Frankfurt to Bangkok, I embark not only on a physical journey but also on a deeply reflective one. Because I am currently asking myself a fundamental question:



911 Carrera GTS

Consumption data according to WLTP:
Fuel consumption, combined: 10.7–10.2 l/100 km
CO₂ emissions, combined: 242–230 g/km
CO₂ class: G
Status: 02/2026



WHEN MIND AND ROAD ARE IN HARMONY

Where exactly is the line drawn where tension still promotes creative work? And why is this line so incredibly thin – between energizing tension and excessive strain? So I ask Nietzsche. It can never hurt to start with him. He sees the “magnificent tension of the spirit” as a condition for creativity and growth, and also warns against too much relaxation. Tension as the driving force of life. I can’t agree with that at the moment and, even on the plane, find myself longing for nothing more than wellness and some me-time in the Golden Triangle, where Thailand, Myanmar, and Laos meet.

So I turn to another philosopher. Martin Heidegger, according to whom serenity does not mean passivity, but rather an open relationship to Being. And that leads me directly to the next philosopher I will be

exploring: Byung-Chul Han: a South Korean-German cultural scholar and author of the book I find at the airport: “The scent of time”. So I pack my suitcase with the Thailand travel guide full of yellow “to-do” tabs before I take delivery of the Porsche 911.

As expected, the combination of the iconic design of the 911 and the magical roads of Thailand is almost unbearable for the aesthetics-loving eye: the Vanadium Gray Metallic paint in which the palm leaves reflect; the haze that hangs low over the jungle in the mystical dawn. One perfect S-bend follows another, interrupted only by expansive tea fields and steeply rising cliffs on both sides of the road. The dense, lush green of the tropical forest will be my constant companion in the coming days.





PAUSE AND FIND CALM



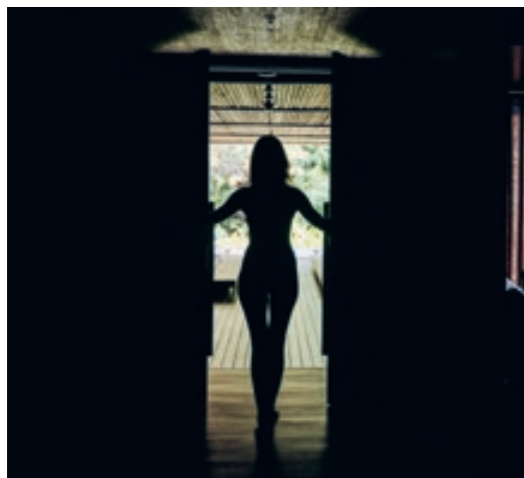
Hidden among rocks at the edge of the road lies a small Buddhist temple, almost like a testimony to a bygone era, traveling through the ages. Still caught up in the almost meditative rhythm of the breathtaking bends, I back up, carefully drive through the elaborately carved golden gate, and am magically drawn to the almost archaic-sounding chants from inside the temple. I find three monks in the traditional bright-orange kasaya – completely at one with themselves, they are preparing for the next step of the daily ceremony with their chanting

meditation. The words contain certain “dhammas” that are captured and encoded. When they are recited, their meaning can act as a trigger for our consciousness, thereby subconsciously promoting mindfulness, concentration, and the feeling of timelessness, which I already experienced during the last few kilometers in the 911, where every bend seemed to bring me a little closer to the heartbeat of Thailand. So, a trigger, that’s exactly how it feels for me right now too.



WHERE CALM GIVES DIRECTION

And as I gleefully accelerate the 3.6-liter flat engine out of the bend, I lower the windows and let the warm wind pass through my hair, and wonder why this temple moment has left me feeling so peaceful. How can this balance of the monks be transmitted so noticeably quickly, bringing inner clarity to my mind? Without even understanding the words of the songs, which seem to resonate in the center of my body.





This relaxed, positive atmosphere, seemingly part of Thai culture itself, carries me straight to southern Thailand – to Phulay Bay, a Ritz-Carlton Reserve. The arrival ceremony at the hotel is just as impressive as the fact that the hotel has no lobby. The “Ton Hung,” a private butler, personally brings me to the beach residence and after the combination of a spectacular warrior and hot stone massage in the in-house spa, I finally find peace for the first time in a long time. And back to my book by Byung-Chul Han and the temple experience in Chiang Mai.

The philosopher describes my inner restlessness as an acute, social phenomenon of a consumer and performance-oriented society. With success as a worthwhile main goal, driven by productivity, excitement, and change. Have we lost something in this constant search for faster, more success-oriented, more spectacular experiences? Yes. The moment of taking a pause. Of travel. The moment that seems to serve no purpose. Like right now, in this very moment, as I simply listen to the jungle, feel the warm water surrounding me, and let my thoughts wander. We need these periods of pause and reflection, which provide direction and coherence. Lasting experiences, genuine connection, and a narrative that links the experience to something bigger. The opportunity of lingering in time instead of using it. Time as a place where profound insights and original

ideas can emerge. Travel not as a means to an end, but as an experience of the process itself.

And suddenly, as the sun dips towards the horizon, I realize I’ve likely lost track of time, the philosopher’s book having slipped deep into the lap of my bathrobe. Clinging to it is the note with Nietzsche’s quote from the start of my journey: “One must still have chaos within oneself to be able to give birth to a dancing star.” That dancing star slips behind the limestone cliffs of the Andaman Sea that rise magically from the water, leaving me lingering here. With a typical local smile. And inner peace.

PORSCHE TRAVEL EXPERIENCE THAILAND

DURATION 9 days

ROUTE



NINE DAYS IMMERSSED IN PURE EXOTICISM. SEASONED WITH DRIVING PLEASURE IN THE PORSCHE 911.

Discover the Land of Smiles in a Porsche 911 with right-hand drive. On winding panoramic roads. Through lush mountain and jungle landscapes. Past shining temples and glittering waterfalls. Along the Mekong to the Golden Triangle.

Look forward to breathtaking sights and the rich flavors of Thai cuisine. And moments of joy to treasure forever.

HIGHLIGHTS

- Dynamic journeys through the mountain landscapes of northern Thailand
- City tour by tuk-tuk in Chiang Mai
- Chocolate and tea experience with local specialties
- Elephant and long-tail boat experience in the Golden Triangle
- Relaxation and enjoyment in a luxurious resort in Krabi
- Yacht trip in Phang Nga Bay



Scan the code for detailed information about the Porsche Experience: porsche.click/Travel_Thailand



PORSCHE
EXPERIENCE

Greetings
from *The*
Tour



WE CELEBRATE 30 YEARS
OF PORSCHE TRAVEL EXPERIENCE.

Since 1996, the Porsche Travel Experience
has stood not only for just arriving, but also
for discovering, enjoying, and experiencing.

How it all began:
This advertisement
promoted the first
trip of the Porsche
Travel Club to Dubai
in 1996.



30 YEARS

The Porsche Travel Experience also means impressive figures and facts. And every number tells its own story.

28.753

total participants (2001–2025)

200–300

tour guides
in 30 years

1996

first experience: **نمطك**

ROUTE 66

900

vehicles in use per season

Most popular destinations:

Schwarzwald SICILY **French Alps**
AUSTRIA Central **SWITZERLAND** *Tuscany*

1,000

average number of participants per year

55

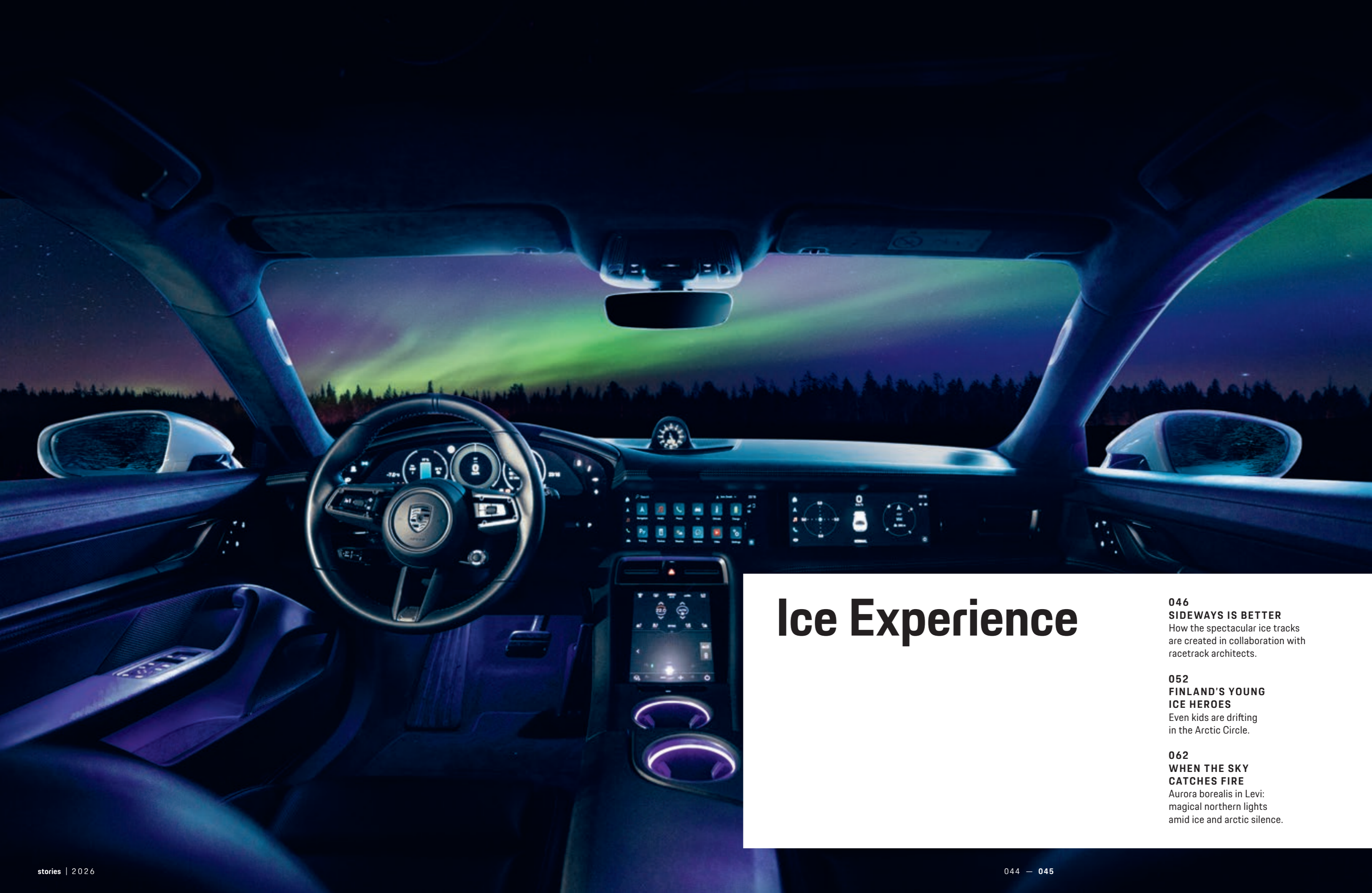
countries included in the program since its inception. Particularly exotic: Thailand, Australia, Namibia, the Arctic

3,200,000

kilometers driven
in the 2025 season

3.160 m

highest point reached by the participants – meters above sea level: Shangri-La



Ice Experience

046
SIDEWAYS IS BETTER
How the spectacular ice tracks are created in collaboration with racetrack architects.

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FINLAND'S YOUNG ICE HEROES
Even kids are drifting in the Arctic Circle.

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WHEN THE SKY CATCHES FIRE
Aurora borealis in Levi: magical northern lights amid ice and arctic silence.

Side-ways is better

The architecture of drifting at the Porsche Arctic Center

Racetracks are mostly made of asphalt. But how are the spectacular snow and ice tracks at the Porsche Ice Experience actually created? For the 2025 season, the renowned racetrack architects' office Tilke, together with Porsche and the Porsche Arctic Center, have developed a new concept. We take a look behind the scenes.

Text: **Bianca Leppert** Photos: **Porsche AG**

300

COVERING A TOTAL AREA OF OVER 300 HECTARES, THE PORSCHE ARCTIC CENTER OFFERS ENOUGH SPACE TO PREPARE THE VARIOUS TRACKS AND EXPAND THEM FLEXIBLY IF NECESSARY.

It is a clear, sunny day in Levi, Finland. The snow glitters and, again and again, snow fountains shoot into the air as drivers push themselves to their limits in a drift. These fountains are the universal symbol of driving pleasure here. Manuel Rubow, senior racetrack engineer at Tilke Engineers & Architects known for Formula 1 tracks such as Jeddah and Austin, trudges across the ice. He knows the feeling from his own experience – after all, he races himself. Together with his team, he is taking a close look at the 350,000-square-meter Porsche Arctic Center. Their task: to optimize existing routes and create new sections that further improve participants' ability to perform controlled drifting on ice.

"The performance specifications called for tracks with clear, recognizable features so drivers could orient themselves better. Especially in the south, where the higher training formats take place, the challenge was also to integrate the natural topography into the track layout," explains Rubow. "We set priorities: one course for carefully working toward the traction limit, another for training high-speed load changes." Even the number of cars on the track mattered – no more than five at once.

The work of the track architects begins with a blank sheet of paper. "We do a lot of drawing by hand, which fosters creativity," says Rubow.



The paddocks and circles look as if they were drawn with a compass and ruler in the arctic snow.



THE PORSCHE ARCTIC CENTER OFFERS TRACKS AND TRAINING MODULES.

Sometimes he places the layout of the Nordschleife next to it to get a feel for the lines. They soon switch to computers. Then they analyze the terrain: differences in elevation, rocks, and trees are incorporated into the layout as key data. Unlike on a frozen lake, the terrain here offers more variety. "A tree in the distance can become a point of reference and influence the choice of the line," explains Rubow.

To give each track its own character, the experts use the world's largest collection of driving data. Founder Hermann Tilke has designed or redesigned almost every Formula 1 track. The team transfers this knowledge to snow and ice – however, not one-to-one. On ice, the focus is on drifting, not the ideal line. "We investigate which driving conditions are suitable for drifting and which curve geometries support this. Much of it is also based on feeling. The team has developed an outstanding understanding of these specific requirements," says Rubow.

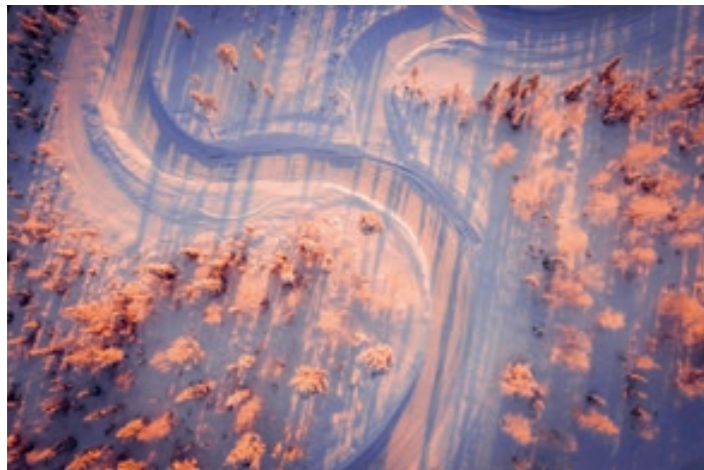
Drifting follows different rules from classic racing. Beginners benefit from tight curve radii, which facilitate load changes and initiate drift. Dynamic stretches for slalom and coordination exercises, such as the famous Scandinavian rally flick. Long straights or flowing sections, like in the Hatzenbach section of the Nordschleife, are not needed here. Run-off areas remain mandatory – even if snow reduces the risk through lower speeds. "For every curve, we ask ourselves: What happens if something goes wrong?" says Rubow. Is there a perfect drift curve? "No. It depends on the vehicle. A rear-wheel-drive 911 GT3 Cup reacts differently from an all-wheel-drive Taycan." As with Formula 1 tracks, the engineers work with CAD software and 3D simulations to visualize driving dynamics, steering angle, and load changes. The most exciting moment for Rubow comes in the company's own driving simulator. "It's equivalent to that of a professional GT3 team," he explains. "You can feel brake pressure and precise steering. Instead of using a monitor, we put on a virtual reality headset. When drifting, you don't just look straight ahead, but also to the side. The line of sight is

155

**KILOMETERS NORTH OF THE ARCTIC CIRCLE,
RACETRACK ARCHITECTS HAVE IDEAL
CONDITIONS FOR THEIR WORK.**

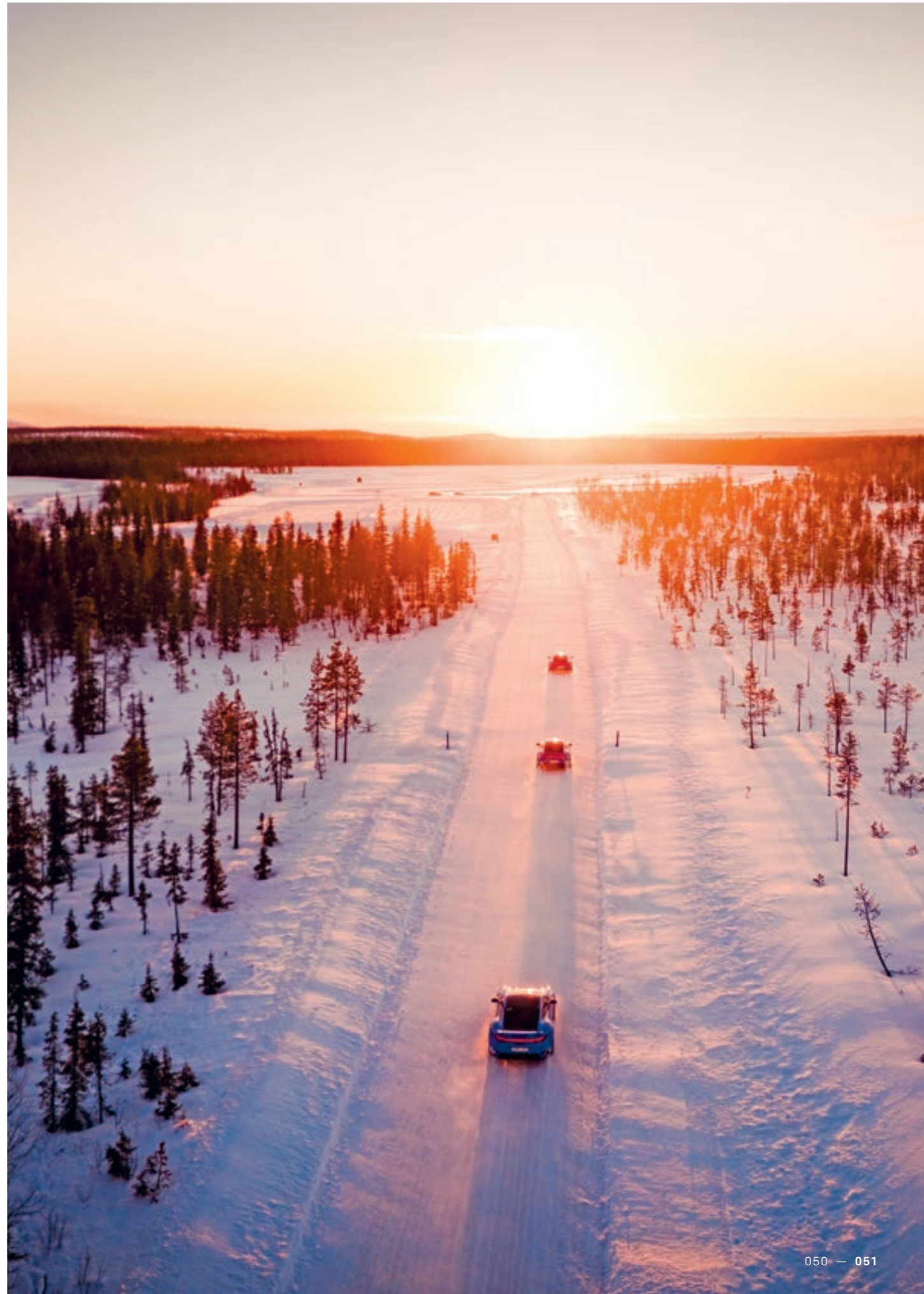
crucial for the apex and beyond." Rubow's endurance racing experience gives him the edge in this respect. Some sections of the track are reminiscent of real-world models: the Omega section of the Sachsenring with its extreme curve radius, which is perfect for drifting, smaller sections of the Bilster Berg, or the opening Sunset Bend of the track at PEC Leipzig. More famous track sections are to follow. The planning took about eight months. Compared to a Formula 1 track with just a few kilometers, the 37-module area with almost 28 kilometers of layout requires significantly more creativity.

Implementation begins in winter. Porsche Arctic Center staff press the tracks into the snow using GPS data. Nature lends a helping hand: The first snow melts slightly and forms an ice crust, on which new snow falls. The experts further compact the ice with water from a tanker truck. Snow and ice have advantages: They are lighter and cheaper than asphalt.



But they also present challenges. "In snow, you can't simply pile up or remove terrain. Water collects where you don't want it to. And the tracks require constant maintenance," Rubow explains. "Porsche has assembled a strong team here. That's the key to success."

Rubow has not yet tested his tracks in Levi himself. But that won't be the case for long. He will surely celebrate his first drift with a fountain of snow. And who knows – maybe you'll experience it yourself at the Porsche Ice Experience. On tracks that challenge the professionals, while simultaneously offering beginners an immediate sense of achievement.



PORSCHE ICE EXPERIENCE ICE ULTIMATE

DURATION 6 days

GT3 POWER MEETS ICE. RACING PERFORMANCE REDEFINED.

In the Arctic, everything is more intense – the silence, the cold, and the thrill of motorsports. At Ice Ultimate, you will experience four unforgettable driving days behind the wheel of a Porsche GT3 Cup on snow and ice, where every movement requires full concentration.

You will train in small groups and receive personal coaching. Whether narrow forest passages or wide ice tracks: Here, driving becomes an elemental experience.

Pure power, genuine connection, and an experience that lasts.

HIGHLIGHTS

- Five nights' accommodation, including breakfast, in the Sky View Cabins at the "Northern Lights Ranch"
- Four days of driving training with a personal instructor



Scan the code for detailed information about the experience:
porsche.click/Ice_Ultimate

FINLAND'S YOUNG ICE HEROES

Have you ever wondered why there's no better place to learn the art of drifting on ice than here in Finland? Sure, because the weather conditions in the Arctic Circle are ideal for it. But besides ice and snow, the Finns have something else that makes them born ice pilots: early practice in drifting.

Text: Berthold Dörrich Photos: Klaus Schwaiger

JIM + MAX





JIM



MAX

It's never too late to start dancing on ice. It is no coincidence that the tracks of the Porsche Arctic Center in Levi attract participants from all nations and of all ages, who come to be introduced to the art of controlled driving on ice. In Finland, the saying goes: You can never start drifting too early. Like Jim and Max Teinilä, only ten and twelve years old – and already real professionals behind the wheel on the ice track.

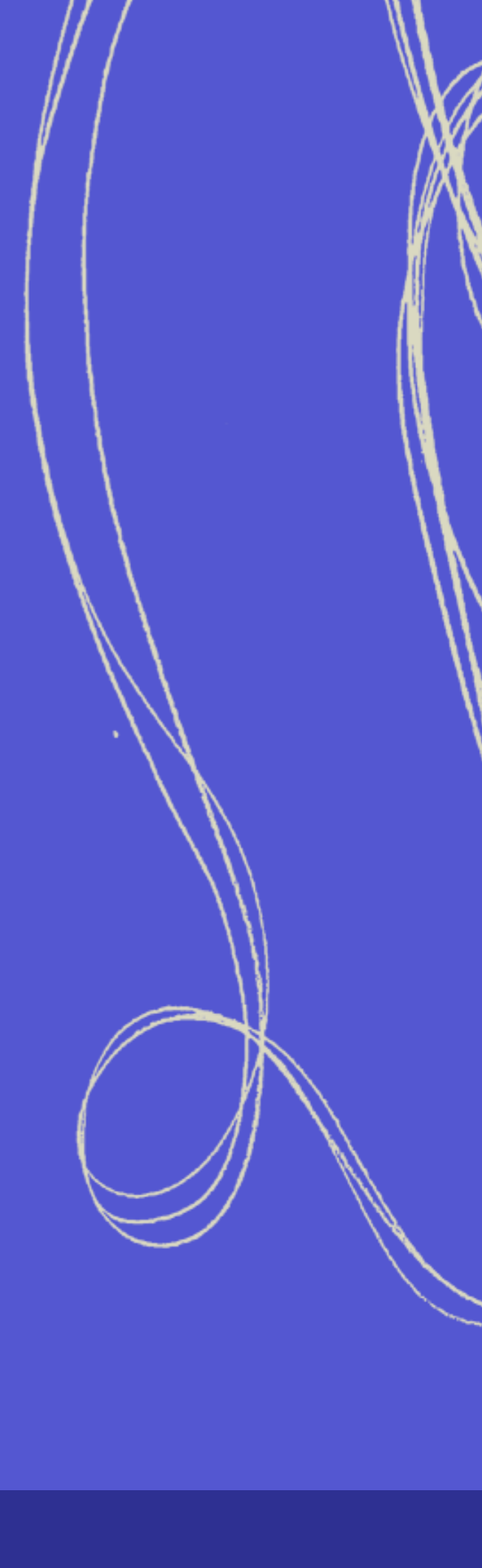
We meet the two of them in glorious winter weather at their "playground" just a few kilometers from the Porsche Arctic Center in Levi. School finished early today, so they could get straight into their cars to drive from their father's car repair shop through their parents' forest to the private ice track that their father levels out for them every winter on a frozen swamp. During the winter months, the two of them are out here practically every day, doing their laps. But today is no ordinary day, because we have arranged to meet Jukka Honkavuori, one of their racing idols, and a brand-new Porsche 911 to take a look inside the cockpit and drive a few laps together.

For Jukka, chief instructor of the Porsche Ice Experience and COO of the Porsche Arctic Center, the encounter with Max and Jim is a kind of déjà vu with his own past. He was eight, he recalls, when he first tried drifting behind the steering wheel of a car. In his hometown of Rovaniemi, a few local drifting enthusiasts set up a private ice track every year where local youths could do their first laps. For the very young, it was a first opportunity to try their hand behind the wheel. With regard to the older teenagers, the mayor of the city was probably more concerned with providing them with a safe environment for their drifts and preventing them from doing stupid things. That way, they didn't get the idea of practicing on public roads without a driver's license. Anyone who's ever wondered why the Finns produce world-class racing and rally drivers, while our little league fields only turn out solid outfielders, will find the answer here.





ICE IS A NATIVE LANGUAGE IN FINLAND





Rallying is also a tradition in the Teinilä household. Papa Ismo himself was actively involved for many years – the impressive collection of cups and trophies in the office of his car repair shop is a testament to his enthusiasm and skill. When the family decided a few years ago to move from southern Finland to Lapland because of their love for the Arctic winter, it quickly became clear that the two boys should also be given the best possible conditions to become familiar with the icy hobby at an early age. Instead of a toy car, Ismo rigged up a retired vehicle for each of them – one where a few extra dents really didn't matter. Jim, the younger child, currently has a booster seat in the form of a child seat clamped under his bottom so that he can reach the steering wheel and the extended gear lever. Max doesn't need it anymore – he's already pushing his practice car across the ice track, expertly feathering the throttle with ease. He already spends several weekends a year participating in a national Finnish rally series in his competition vehicle and has already stood on the podium a few times in the 12- to 14-year-old class. The father acts as codriver and navigator, taking over the driving for the intermediate stages on public roads. For such a race weekend, the Teiniläs usually pack the trailer on Thursday evening to be on site for the start of training on Friday. It is not uncommon for several hundred kilometers of night driving to separate their home in Levi from the rally track. Max has been granted an exemption by the school, so he doesn't have to skip school without permission. Meanwhile, mom Annina has to stay behind in the rally paddock, anxiously waiting until the two of them hopefully return safely from the stage. "So far, so good," she says, noting that her husband in the passenger seat seems braver than she is, as their 12-year-old son tries to keep the car under control while chasing top times on the icy Finnish forest roads.



PIT STOP — FINNISH STYLE

Max has clear ideas about his future as a racing driver. On the rally track, he hopes to one day succeed Kalle Rovanperä, who was already a double World Rally Champion at just 23 years old. To get closer to this goal as quickly as possible, Max wants to take advantage of today's unique opportunity and learn a few things from Jukka Honkavuori in the Porsche 911. So let's get out onto the 1.2-kilometer-long ice track!

Jukka takes the two young talents along for a few test laps, setting the pace in his Porsche while they follow his line with laser focus. With each lap, his confidence in the abilities of both of them grows. What started as a cautious approach quickly blossoms into a dynamic ice ballet, three like-minded drivers moving together – yet as different from each other as could be. Brake, steer in, use bold throttle taps to hold the car in a drift, and slide sideways through the various curves of the challenging course.

The fact that this doesn't always go well is evidenced by the artfully repaired right fender of Max's car. Unfortunately, there was a tree in the way exactly where he recently oversteered on his way to the drift course. Max takes it calmly and, during a BBQ with Jukka, says in his usual Finnish taciturn manner: "The tree is no longer there – so nothing can happen anymore." He wants to know if Jukka himself has ever flown off the track before. Well, at least not when he's teaching his students to drift, he says with a laugh, noting that most only try it for the first time when they're much older than Max and Jim. But then, very few of the guests of the Porsche Ice Experience come to Levi with the goal of becoming rally world champion in their lives. Although, who knows: For some things, it's never too late!



W H E N T H E

S K Y

C A T C H E S

F I R E

In the midst of the arctic silence, far from the sounds of engines, another spectacle begins: The aurora dances. What seems like magic is pure physics – and Levi is its perfect theater.

Text: **Elisa Weber-Behluli** Photos: **Klaus Schwaiger**



There is this moment – when the engines have fallen silent and the arctic night spreads over the ice tracks – when time suddenly seems to slow down. Out there, where the snow now swallows every sound and the darkness extends far beyond the edge of the forest, something extraordinary is happening. A glimmer. A flicker. Then, like a curtain of color being drawn across the horizon, the sky comes to life.

For many guests of the Porsche Ice Experience in Levi, Finland, the encounter with the northern lights is unforgettable – adding a touch of magic that enriches the driving adventure on ice. Yet, although the lights appear magical to us, they are in truth the result of very real, powerful forces of our solar system.

To understand this spectacle, we have turned to one of the leading experts on auroras: Minna Palmroth, Director of the Finnish Center of Excellence for Sustainable Space Research at the University of Helsinki and Professor of Computational Space Physics. As a scientist, she specializes in the near-Earth space environment and the solar influence of space weather on Earth. She has been researching polar lights, scientifically called aurora, for years and has also published a book on the classification of auroras. As a physicist, Palmroth deciphers the science behind the phenomenon and reveals why Levi is one of the best places in the world to experience it.

A cosmic origin story

“Everything begins with the sun,” Minna Palmroth explains to us. “The sun constantly sends charged particles into space – the solar wind. Occasionally, however, it also hurls something much more intense out into space: a coronal mass ejection cloud, or CME, which can cause geomagnetic storms and even disrupt our technology on Earth. When these particles reach our planet, they are guided towards the poles by the Earth’s magnetic field,” she explains. “There they collide with gases in the upper atmosphere – mainly

with oxygen and nitrogen particles. The energy released by the collision then manifests itself as aurora in the sky.”

Different gases, altitudes, and energy levels produce different colors. Green, the most common color, is created by the reaction with oxygen at an altitude of approximately 100 km above the Earth’s surface. Red, rarer and more ethereal, appears at higher altitudes due to excited oxygen atoms. Violet is associated with nitrogen and is usually only visible under strong aurora conditions. This creates the typical layering: red at the top, green in the middle, and violet at the bottom – a living curtain in the sky.

Whether a faint glow or a full celestial spectacle – the effect on observers is always the same: wonder, silence, awe.

In the northern hemisphere, these magical celestial phenomena are called aurora borealis, in the southern hemisphere aurora australis. While they are common in arctic regions, they can become visible far beyond them under certain conditions. “Many are surprised when they see the northern lights in Germany or France,” says Palmroth with a smile. “But it can happen – if the solar storm is strong enough.” The auroral zone – a ring-shaped area around the magnetic pole where auroras are particularly common – is usually located far to the north of the continents. Places like Tromsø in Norway, Fairbanks in Alaska, or Yellowknife in Canada experience the northern lights regularly. However, this zone expands during a particularly strong geomagnetic storm.

Places further south also have a chance then. “Only the strongest storms – geomagnetic level G4 or G5 – bring the aurora borealis so far south,” explains Palmroth. “And even then, you need clear nights, little light pollution, and a bit of patience.”

Such storms often arise from strong CMEs that reinforce each other. “Then it gets exciting,” says Palmroth. “If these CMEs have a strong southern magnetic field and collide with the Earth’s magnetic field, they cause violent disturbances – we call this a geomagnetic storm.” Then the light dances. Not slow and calm, but with wild energy. “Many people believe that the northern lights move slowly,” Palmroth continued. “But during strong events, they are dynamic – they flicker, race, and blaze across the entire sky.” For science, this is more than a natural phenomenon. These storms affect satellites, disrupt navigation systems, and can even endanger power grids. But for those lucky enough to be outside, science becomes an unforgettable experience.

Why Levi is the perfect place

Although celestial lights can occur anywhere in the northern hemisphere, not every location is the same. Levi, well situated in the aurora oval, offers almost ideal conditions for regular sightings between late fall and early spring. “Statistically speaking, the aurora can be observed here every other night in winter,” explains Palmroth. “It is located far enough north, the sky is dark, and there is little light pollution. If the sky is clear and solar activity is right, the chances are very good.”

Whether a faint green glow or a full celestial spectacle, the effect on observers is always the same: wonder, silence, awe.

A CURTAIN OF COLORS OVER THE ARCTIC



ADRENALINE
MEETS AURORA

Sleep.
Drift.
Repeat.
www.stellantis.com

An experience beyond driving

Guests of the Porsche Ice Experience come to Levi to challenge themselves – to master the art of driving and drifting on ice, behind the wheel of iconic sports cars that stand for precision. The thrill lies in the control, the technique, the adrenaline rush when the Porsche takes the corner in a drift. But the experience changes in the arctic night. The northern lights offer a different kind of intoxication: the intoxication of abandonment – to nature, the mystery, the immeasurable vastness of space.

Aurora researcher Palmroth offers this recommendation: “Give your eyes at least 15 minutes to adjust to the darkness. Avoid looking at your cell phone – it interferes with night vision. Choose a location with an unobstructed view to the north, such as by a lake or in a field. Look out for a calm, green arc stretching from north to the zenith. When these arcs break open, the play of light reaches its climax.”

For those who experience the spectacle, it becomes part of their Ice Experience story – etched into their memory as clear as the first perfect drift or the crunch of spiked tires on ice.

Where science meets emotion

For Palmroth, the fascination of the aurora is more than just a visual experience. “People have observed these lights for thousands of years and told mythical stories about them. They were seen as ghosts, as signs, as omens. Today we understand the science behind it, but its emotional power remains.”

Perhaps this is why the natural phenomenon harmonizes so well with the adrenaline-fueled drift of the Porsche Ice Experience: Both elevate the everyday to the extraordinary. Both leave a feeling of deep presence. A feeling that can only be experienced in the right place, at exactly the right time.



A GLIMPSE INTO
THE UNIVERSE

PERFORMANCE AND
THE NORTHERN LIGHTS –
TWO FORCES THAT MOVE

**PORSCHE ICE EXPERIENCE
HER ICE EXPERIENCE**

DURATION 5 days

**SPEED IN EVERY DRIFT.
FUN IN EVERY MOMENT.**

Her Ice Experience enters its next round – with new highlights and even more dynamism on challenging snow and ice tracks. Look forward to a driving experience of the highest class.

Under the guidance of experienced Porsche instructors, you will refine your skills on mirror-smooth surfaces. Surrounded by an impressive winter landscape, you can also expect a diverse supporting program that will provide unforgettable moments even away from the track.

HIGHLIGHTS

- Culinary highlights include regional and international dishes as well as dinners right next to the track
- A husky safari through Lapland's snowy wilderness



Scan the code for detailed information about the experience:
porsche.click/Ice_HerIceExperience



Inspiration | International

074

GEAR4U

Drive tastefully: selected essentials from Porsche Design and Porsche Lifestyle.

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CHRONO MANUFACTORY OF TIME

Porsche Design takes "Driven by Dreams" to new dimensions of watchmaking.

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NO ASPHALT. NO TURNING BACK.

An extreme ride through dust, wind, and endless expanses with the Gobi Desert Experience.

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The Cayenne Electric combines power output, comfort, and the innovative SUV core of Porsche.

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For decades, Porsche and Michelin have been developing tires at the very limits of what is possible.

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EFUELS ON TRACK

Porsche demonstrates that responsibility does not mean sacrifice.

911 GT3 RS

Consumption data according to WLTP:
Fuel consumption combined: 13.2 l/100 km
CO₂ emissions combined: 299 g/km
CO₂ class: G
Status: 02/2026

GEAR4U

Between urban adventures and race-track adrenaline: Essentials from Porsche Design and Porsche Lifestyle that combine freedom, dynamism, and design – on journeys, in everyday life, and in the search for speed.

1

PORSCHE DESIGN HONOR Magic6 RSR

Titanium meets technology: The smartphone acts like an urban copilot, ready to capture spontaneous moments in everyday life or on journeys. With Li-DAR autofocus and high-speed performance, it transforms every road and every adventure into a visual statement – uncompromising, precise, stylish.



2

The Porsche book

A chronicle of design, photography, and a motorsports legend. Each page unfolds a story of speed, precision, and lifestyle – a coffee-table book that breathes inspiration.



5

Cabriolet leather jacket

Soft lambskin nappa leather and a detachable collar give the jacket a sporty-elegant look. Functional details and clean lines underline a look that harmonizes perfectly between city trips and spontaneous excursions.

6

Business belt icon reversible 35

Two looks, one statement: reversible leather combined with the iconic Porsche Design buckle. Precisely crafted, versatile – for business, urban looks, or elegant evening events.



4

PWRPlate III sneaker

Stability meets dynamics: Evo-KNIT® sock construction and carbon fibers provide optimal support with every step. Inspired by the DNA of a sports car, these sneakers accompany you through city, street, and adventure – agile, powerful, precise.



7

P'8479 sunglasses

A design classic since 1979. Ultra-lightweight titanium, an imposing single lens, and an iconic design language make these sunglasses a style-defining statement for strong personalities. An accessory that captures attitude, style, and urban dynamism in every light.



3

Basic regular-fit chinos

High-quality stretch cotton, a perfect fit, and subtle details make these chinos a timeless all-rounder – ideal for days between meetings, city trips, or behind the wheel of a Porsche.



8

Roadster aluminum trolley S

Anodized aluminum in a silhouette inspired by the Porsche 911, robust yet lightweight. Functionality meets character – every journey becomes a personal adventure, from airport lounges to hidden city oases.



1

Softshell jacket – Porsche motor sport replica

Motorsport that you can wear: The Pasha pattern, red accents, and a functional material blend combine Rennsport DNA with modern comfort – inspired by the team look of the Porsche motorsport world.



3

Porsche 911 GT3 R Rennsport – 1:12 scale model

A collector's item with a Rennsport soul. Highly detailed resin model in 1:12 scale, strictly limited – a tribute to performance, precision, and Porsche motorsport history that transforms any display case into a small racetrack.



2

911 GT3 Cup gaming steering wheel – limited edition

Made from original materials and limited to 150 pieces. With it, sim racing becomes an experience that makes every curve, every feedback, and every acceleration tangible. Motorsports that you can touch.



4

Cargo pants

Crease-free material, magnetic pockets, clean lines. Functionality meets casual motorsport style – for fast moves on the track and full action in everyday life.



Click here to go directly to the Porsche Shop: shop.porsche.com



CHRONO

Manufactory of time

In its new watchmaking factory in Grenchen, Switzerland, Porsche Design is taking the “Driven by Dreams” principle to a new dimension.

Text: Berthold Dörrich Photos: Porsche AG

Here, the sports car on your wrist becomes reality – manufactured according to the same principles, with the same quality standards, and the same emotional impact as its role model from Zuffenhausen. Where other brands mass-produce watches, Porsche Design builds time – highly individualized, mechanical, and inextricably linked to the Porsche sports car DNA.

“Anyone who has mastered the individualized production of a sports car can also produce a watch that exists only once – for precisely this one customer.” Rolf Bergmann, CEO of Porsche Design Timepieces AG, sums it up perfectly with this sentence: Porsche Design not only designs wristwatches, but also manufactures them in its own new factory in Grenchen, Switzerland – according to the same principles that apply to sports car production. It is far more than a symbolic step. It is the logical continuation of an idea: The DNA of Porsche should not only be experienced, but also worn on the wrist in the form of individually manufactured Porsche Design watches.

A manufactory like a car factory

About a decade ago, Porsche Design moved the production of its premium mechanical wristwatches entirely in house. Not out of prestige, but

out of technical necessity. “It is possible to manufacture a series product with external partners. But not an individual masterpiece,” Bergmann explains. Because Porsche Design watches do not follow the logic of the mass market, but rather the principle of sports car manufacturing: first the order, then the product. Each watch is created based on a customer-specific configuration – from the case finish and the color ring around the dial to the leather strap, rotor, and engraving.

HERE, TIME IS CREATED ACCORDING TO THE SAME PRINCIPLES AS PORSCHE AUTOMOBILES.

The new factory in Grenchen is therefore not simply a production site, but the equivalent of a Porsche factory: a production environment that combines precision, automation, and craftsmanship – and is designed with variability in mind. No production batches, no inventory – just a one-piece flow system otherwise found only in automotive manufacturing.

Grenchen – a location with history and significance

That the new location is in the heart of the Swiss watch industry is no coincidence – and yet more than tradition. Grenchen has long been defined by watchmaking precision, and the factory occupies a building in which Porsche Design watches were manufactured as early as the 1970s and 1980s by the then partner, Eterna. “It was a



The new factory combines precision, automation, and craftsmanship.

Customization as the core of the brand

What Porsche makes possible with its "Sonderwunschprogramm" (special request) for sports cars is reinterpreted for watches in Grenchen. Customers can not only choose materials and colors, but also configure their highly customized watch like their sports car. A dial ring in the car's color or a leather strap made from original vehicle leather, with their name or chassis number engraved.

This level of flexibility is only possible with an in-house manufactory. Because every component must be available just in time and in exactly the specification chosen by the customer. "We work with suppliers who manufacture special components exclusively for us – similar to the automotive industry. We can influence every step of the process," Bergmann says, visibly proud.

Switzerland – more than tradition

When asked why the factory isn't located in Germany, he answers without hesitation: "Switzerland is not only a globally sought-after designation of origin, it's a cluster of expertise." The most important players in watchmaking technology are located within a one-hour drive of our new factory. This spatial proximity allows for short distances, quick adjustments – and guarantees manufacturing at the highest quality level.

WE
MANUFACTURE
WATCHES THAT
EXIST FOR ONLY
ONE PERSON IN
THE WORLD.

stroke of luck that we were able to acquire this building steeped in tradition," Bergmann rejoices. In just one year, it was completely renovated and brought up to a technical level that even experienced watchmakers find surprising.

A clean room with controlled humidity and positive pressure, laser-based engraving stations integrated into the assembly process, and well-thought-out logistics zones form the basis of a manufacturing principle designed for maximum flexibility. "We didn't want to make any compromises – either aesthetically or technically," says Bergmann. "This factory embodies the same dedication with which Porsche once built its first own automobile factory."

Production according to Porsche principles

Instead of rigid production lines, there are defined process islands. Each timepiece is commissioned individually: All components are placed in a box that moves through the process like a job carrier – much like a sports car that is individually painted, fitted with seats and equipped.

Every step of the manufacturing process is visible: The factory was deliberately designed as a glass building. Visitors can observe the watchmakers through large glass walls during the assembly process – similar to how visitors experience the "wedding" of engine and body in vehicle production. "For us, the moment when the movement, dial, and rotor come together is what is known as the wedding in Zuffenhausen. Here, precision and emotion become one," says Bergmann.



Production takes place in clean rooms with controlled humidity and under positive pressure.



In the new factory, customers can watch the watchmakers at work, observing their precision craft at first hand.



A masterpiece that continues to evolve

The "Chronograph 1" – the first model by Prof. F. A. Porsche from 1972 – forms the origin of the collection and remains the iconic reference to this day. But for Bergmann, it's not about copying icons. "A timeless design does not arise from the ambition to be iconic. It arises from the consequence of being functional."

The vision for the future is clearly defined: The new factory is not the end point, but the starting point. It enables growth – not only through production volumes, but also through added value, technical depth, and emotional connection. For Bergmann, mechanical precision is not a nostalgic luxury: "It is the mechanical heart of the Porsche philosophy – only now it is not in the rear of a sports car, but directly on the driver's wrist."



Porsche Design watches were already produced in the 1970s at the Porsche Design Pieces AG manufactory in Grenchen.



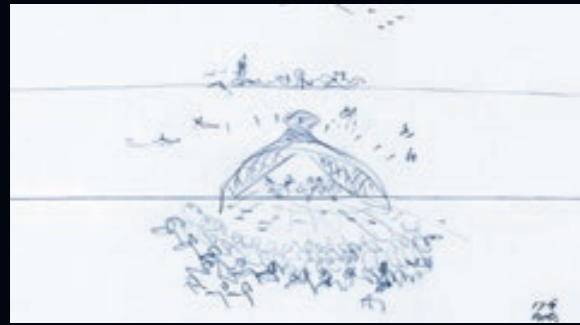
Porsche Design watches can be fully customized, just like a Porsche Sonderwunsch (special request) vehicle.



T H E A R T O F D R E A M S

Amid Venice's shimmering waterways and the ideas of visionary artists, Porsche showcased The Art of Dreams at the Biennale Architettura, revealing how dreams become reality. An initiative that brings together art, design, and mobility – where the future is not only promised, but actually takes shape.

Text: Elisa Weber-Behluli Photos: Porsche AG



The early drawing of Gateway to Venice's Waterway, hand-drawn by Lord Norman Foster.

"Dreams nurture optimism."

Lord Norman Foster



Michael Mauer (left) and Lord Norman Foster discussing design, mindset, and the future.

CONCEPT GATEWAY — BUILDING A BRIDGE TO THE FUTURE OF MOBILITY: ARSENALE, VENICE LOCATION

Dreams take root in silence. They grow in moments where reality and imagination meet. For Porsche, they are more than fleeting thoughts: They are the driving force, origin, and engine of every innovation. The Art of Dreams gives space and substance to these nascent ideas — making design visible as a powerful cultural influence on a global stage.

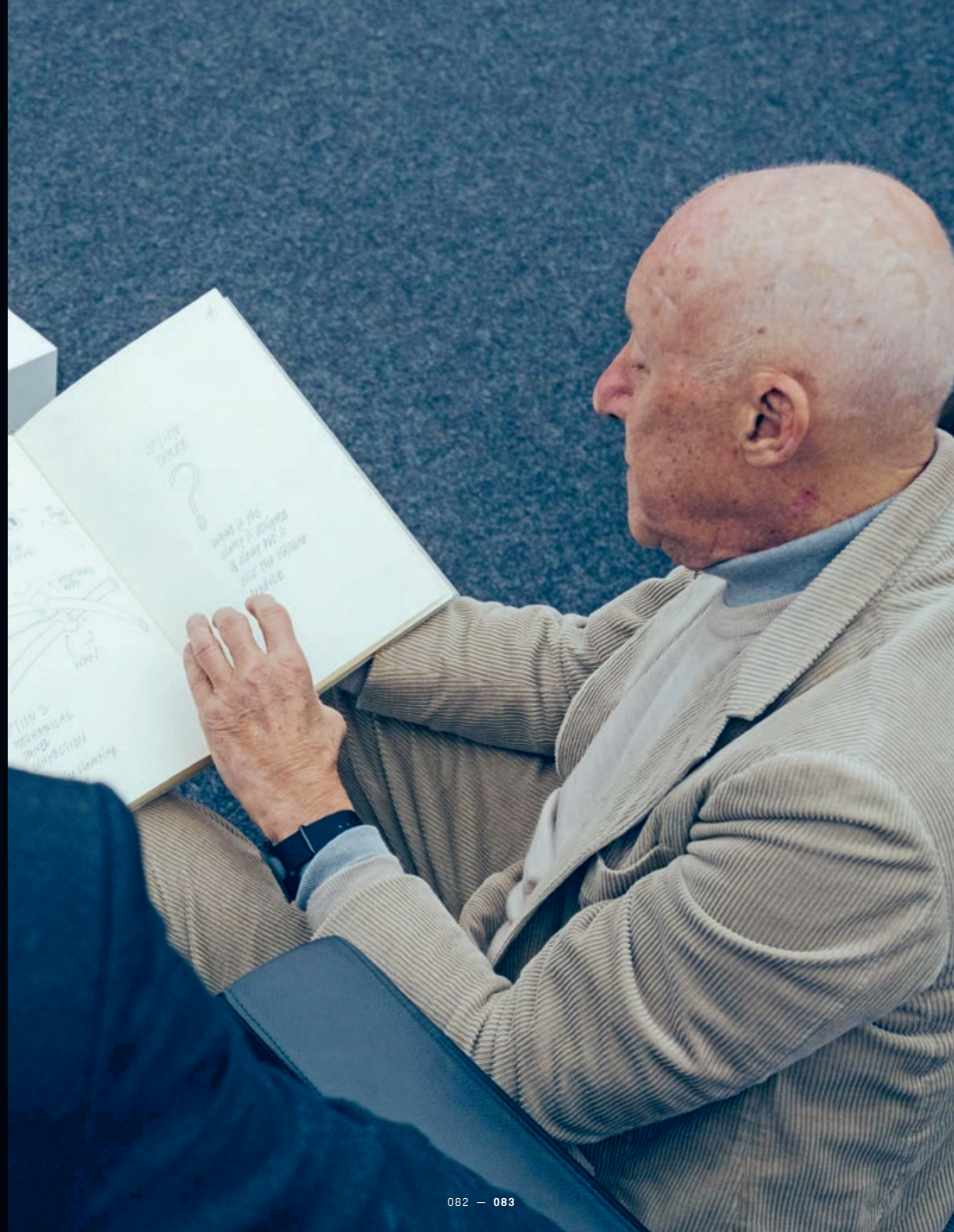
This idea achieved its most poetic realization in 2025 in Venice, a city that has been suspended between water and history for centuries. During the Biennale Architettura, the Gateway to Venice's Waterway installation was erected in the lagoon in collaboration with the Norman Foster Foundation. A sculpture created to make visible what drives Porsche: the power of dreams as a bridge between emotion and progress.

"A dream, in the context of design, is a projection of possibility — a way of imagining futures that do not yet exist. Dreams fuel optimism

and curiosity; they allow us to question the accepted order of things. Every building, vehicle, or bridge starts as a dream before it becomes tangible," says Lord Norman Foster, British architect and President of the Norman Foster Foundation. His words capture the essence of the project: to design is to rethink realities, not to reproduce them.

The collaboration with Porsche was less a formal cooperation than an interdisciplinary dialogue, characterized by mutual respect and the conviction that innovation does not originate in the laboratory, but in thinking across boundaries. Gateway to Venice's Waterway echoed the Biennale's theme of "Intelligence. Natural. Artificial. Collective." and translated it into forms that do not imitate nature, but engage seriously with it.

"The dialogue with Porsche was inspiring because it united two worlds — architecture and mobility — through shared values of innovation and craftsmanship. Both disciplines aim to create something that is efficient,





The detailed model of Gateway to Venice's Waterway illustrates the architectural precision and poetic design language of the project.

IDEA | IMAGINING NEW PATHS FOR DESIGN AND MOBILITY

elegant, and enduring. I was also impressed by Porsche's willingness to experiment. The Art of Dreams provided a platform to test ideas that could influence the future of mobility and cities," explains Lord Foster.

His words summarize the essence of The Art of Dreams: imagination as a tool for change. Dreams are not escapism, but rather blueprints for what is possible.

Michael Mauer, Head of Style Porsche, also sees a parallel with his team's work. "It always starts with a dream, an initial idea. Designers are visually attuned individuals who perceive visual stimuli both consciously and unconsciously. Gut feeling and experience also play a role. In accordance with these factors, we develop a vision – a dream. These ideas, free from the constraints of series production, are crucial for looking to the future of a brand. Only those who dare to embrace an unrestricted perspective can create visions capable of shaping a design identity for the future."

This attitude shows that design at Porsche is not a static craft, but a continuous process. As with the Norman Foster Foundation, the focus here is on the person – as an emotional being who seeks meaning, recognizes beauty, and loves movement. The Art of Dreams shifts the



The pavilion's louvers reveal the subtle materiality that combines light, structure, and movement.

**"Ideas,
free
from
constraints."**

Michael Mauer



The minds behind Porsche x Norman Foster Foundation, united by a spirit of innovation and a desire to create.

VISION SCULPTING SPACE
TO REFRAME FUTURES
ESSENCE CITY AND MOTION

focus from the product to cultural identity and shows what makes Porsche special: the interplay of engineering, aesthetic clarity, and the belief in design as a transformative force.

In this way, the installation in Venice became a site where purpose and intent were immediately visible. A space to sharpen perception and open up perspectives. Innovation arises when we leave behind the safety of what is familiar. "It is important for designers to depart occasionally from familiar paths. Projects like this open up new perspectives – they prove that our design strategy is strong enough to have an impact beyond the automotive sector," says Mauer.

Gateway to Venice's Waterway was more than an installation. It served as a reminder that progress and beauty are not opposites, and that all innovation begins with a visionary perspective on the world.

Because every change begins with a question: What is possible? Foster and Mauer both demonstrate that dreams are not an escape from reality – they are its design.

Scan the Code to
access the website.
porsche.art



CULTURE

IN

MOTION

Not just an event, but a cultural ignition – FAT International, Peaches, and Porsche transformed Tokyo into the heartbeat of Porsche passion .

Text: Berthold Dörrich Photos: Type7, Rockkhound

TOKYO DIDN'T REFLECT CAR CULTURE— IT REWIRED IT OVERNIGHT.

Tokyo doesn't introduce itself—it pulls you in. Neon bleeds into the night, engines echo off glass facades, and somewhere between the precision of the city and the raw pulse of motorsport, a new cultural chapter is being written. That's where FAT International x Peaches came alive with the help of Porsche: not as a car meet, but as a living manifesto for a new generation of automotive culture. "It felt more like a cultural experience than a simple event," says Kevin, a young Tokyo resident, who attended with his 992 GT3 RS. A statement that frames everything.

This was not about horsepower alone. It was about emotion engineered into motion. At dawn, the FAT Mankei Export Drive cut through the mountains in a convoy of Porsches breathing in sync. "The most enjoyable moment," Kevin recalls, "was the early-morning drive. The winding roads, the sound of engines, and the shared excitement created a truly special atmosphere." It was more pilgrimage than road trip.

911 GT3 RS

Consumption data according to WLTP:
Fuel consumption combined: 13.2 l/100 km
CO₂ emissions combined: 299 g/km
CO₂ class: G
Status: 02/2026

FAT International's unique ability to bridge heritage with the avant-garde shaped every encounter. Designers stood beside racing legends, musicians beside collectors, all drawn into the gravitational field of Porsche DNA. "To me, the FAT International mood is a perfect balance between performance and creativity," Kevin explains. "A celebration of the racing past while being open to modern expression."

Tokyo amplified that spirit. The city is a paradox – disciplined yet untamed, reverent yet futuristic. "Tokyo has an incredible balance between precision and chaos – just like motorsport," Kevin says. Driving through its arteries and into the mountains felt like traveling through time itself – past, present, and future expressed in a single throttle movement.

And then came the moment no museum could ever recreate: Takeshi Moroi's Porsche 962 LM – one of only two Schuppan-built street-legal prototypes – roaring into the wild. No glass case. No velvet rope. Just a legend, alive. "Seeing such an iconic piece of motorsport history breathing among us perfectly embodied the spirit of the event."

For those who believe cars are machines, FAT International x Peaches offers a challenge: Cars are culture. And culture, when let loose on the streets of Tokyo, becomes electric.



**THE FUTURE
DOESN'T
WAIT – IT
ACCELERATES
PAST
CONVENTION.**



**TRUE
HERITAGE
DOESN'T
SIT IN A
MUSEUM –
IT HUNTS
THE
HORIZON.**

FAT INTERNATIONAL FOR PORSCHE IN JAPAN PEACHES GARAGE, TOKYO

2丁目17-9 東, 渋谷区, 東京
2 CHOME-17-9 HIGASHI, SHIBUYA CITY, TOKYO

2025年9月26日~28日
SEPT. 26-28, 2025

PORSCHE

NEW

EXPERIENCE

TOKYO

No asphalt. No turning back.

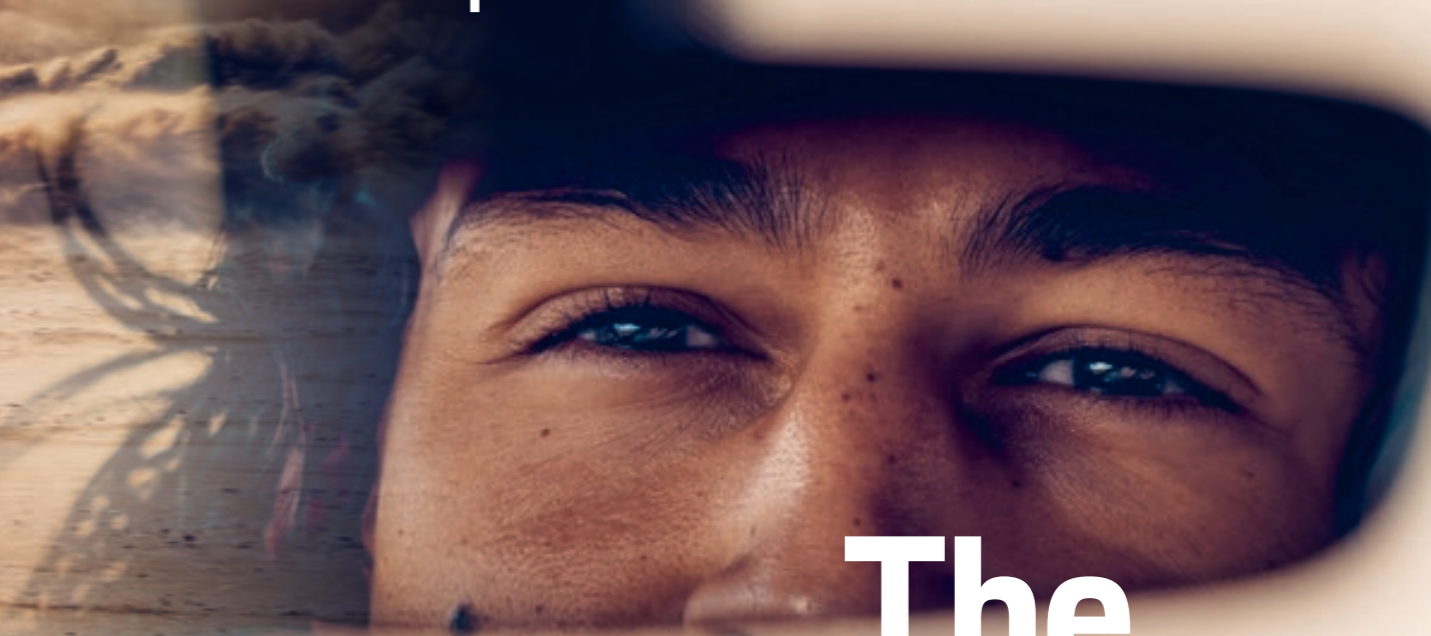
The asphalt ends. From this point on, it's no longer about speed, but endurance. The endless gravel plain merges with the horizon. Not a single tree, no shade. Just dust, wind, and heat lie ahead of us. All comforts are behind us. The Porsche Gobi Desert Experience begins in the middle of this vast expanse. Not some romantic postcard. A ride through emptiness. Not a holiday, but a true adventure.

Text: Elisa Weber-Behluli Photos: Porsche AG, Tom Klocker, Fynn Maass

The desert accepts no excuses.



The Gobi is not a place for dreams, but for clear decisions under pressure.



The road ends. The path begins.

The Silk Road was never a place for the faint of heart. For millennia, it has stood for new beginnings, trade – and dust on the skin. Today it takes us from the city of Hami in the Xinjiang Uyghur Autonomous Region of China right into the heart of the Gobi Desert. A desert as large as a country, as raw as a punch. What matters here is not the destination, but how you react when you get stuck.

Our Cayenne seems almost too refined for this trip. But as soon as the asphalt ends, design becomes muscle power. Adaptive air suspension, off-road modes, electronic

differential locks, an all-wheel drive that grips firmly – technology that proves its worth out here.

We drive across sand and gravel fields, over dunes that feel like waves of dust. The terrain remains unpredictable – but the Cayenne fights its way through.

Eventually, in the middle of nowhere, the sand becomes finer, almost powdery. From this point on, the unforgiving terrain demands instinctive skill, honed only by experience, to make the Cayenne glide across the sand.



Not faster. Just onward.



Any hesitation is fatal. The tires lose their grip and dig in even deeper. The vehicle is sinking. We are stuck.

No roads, no signal, no tow service – just sand, wind, and the blazing sun.

One of us curses. One of us laughs. Then everyone gets to work. Shovels, sand boards, sweat. The sand is eating its way under our fingernails. The Cayenne is still, like an animal catching its breath. Then a jerk. Another one. The tires are gripping. High five! No words needed.

As dusk falls, we reach our night camp and unfold the roof tents. The canyons where we find shelter were once an inland sea. Today, walls of wind-sculpted sandstone rise like a cathedral into the sky – a stark contrast to the dunes and gravel plains we have left behind.

The wind sweeps across the cliffs, carrying the day away. Below us, a valley glowing red in the last light. No music, no Wi-Fi, no distractions. What remains of the day? Only fire, voices, smoke. And a starry sky so clear that you want to reach out and touch the Milky Way. "This is real," someone says into the night. Nobody objects. Out here you realize how little you need – and how much you are.

Our goal the next morning: onward. This time the path leads to a Mars-like landscape. Black rock slabs rise above hills of dark gravel. The Gobi is not a place where you can get lost. It's a place where you find yourself – with sand in your shoes, sun on your face, and the Cayenne to take you beyond your own limits.

As we leave the desert, the Cayenne bears the marks of the adventure: The dust and sand of the Gobi cling to its paint like trophies, just like on its companions, the Macan and the 911 Dakar. That's fitting. Ultimately, this journey was never about perfection, but about perseverance, trust, and the certainty that true luxury lies in genuine achievement, no matter where the journey leads.

The Cayenne tells the stories of our journey through every terrain and every challenge. It is more than a vehicle, much more a companion, a friend who will not fail even at the ends of the Earth.

We turn away from the Gobi as if it had a face we will never forget. Its waves of sand, its endless expanses, and its merciless harshness leave traces that are bigger than we are ourselves. An adventure that knows no comfort zone – and whose effects linger long after, far beyond the desert.

Porsche Gobi Desert Experience 2026: an experience beyond the comfort zone. Registration and information at: desert@porsche.cn



Dust vanishes. The experience remains.

Ultimately, you are left with the certainty that true luxury has nothing to do with convenience.





Pure Electric Power

When the Cayenne debuted in 2002, Porsche wrote a new chapter. Shaped by the 911 and its purist sports car culture, the brand discovered a new form of day-to-day usability with the SUV. The Cayenne became a symbol of courage, change, and success. Today, the Cayenne Electric continues this story – with the same technical depth that has always distinguished Porsche. A trusted companion on the path to a new era.

Text: Christina Rahmes Photos: Porsche AG

Design of the future



The all-electric Cayenne offers performance like a super sports car. And at the same time, it is more versatile than ever: sporty on the road, confident off-road, and comfortable on long journeys.



Cayenne Turbo Electric

Consumption data according to WLTP:
Electrical consumption combined:
22.4–20.4 kWh/100 km
CO₂ emissions combined: 0 g/km
CO₂ class: A
Status: 02/2026



Porsche Driver Experience — the largest display in a Porsche: the new Flow Display in the interior.

The Cayenne proves that the DNA of a sports car also works in an SUV. Two decades later, the question arises as to how an icon can be electrified. The new Cayenne Electric responds with calm and confidence. With technological depth that redefines its role in the company. It is not just the electrical continuation of a success story, but its next chapter: a technology carrier and a symbol of a transformation.

Porsche doesn't take a dogmatic approach with this. The trio of powertrains remains the product line: efficient combustion engines, powerful plug-in hybrids, and the all-electric Cayenne as the new reference. This diversity reflects markets, customers, and their needs. Someone traveling with a horse trailer in North America today, or covering long

distances in the Middle East, thinks differently about charging infrastructure than an urban European.

The Cayenne Electric combines brand-typical proportions with a clearly evolved design language. "The new Cayenne is unmistakably Porsche and unmistakably Cayenne. We built on proven design features and preserved what makes this SUV unique. The result is a modern design concept that will carry the Cayenne into the future," says Michael Mauer, Head of Style Porsche. Highlights include the deep hood with the flat matrix LED headlights with optional HD technology. These emphasize the width of the vehicle and combine all lighting functions into one module. Typical Porsche features include the strongly contoured fenders and the

flyline – the iconic design of the gently sloping roofline. Inside, the cockpit is transformed into a stage. The centerpiece of the newly developed Porsche Driver Experience is the Flow Display – an elegantly curved OLED panel that fits seamlessly into the center console: the largest contiguous digital display area ever installed in a Porsche. In addition, there is an optional Passenger Display that displays information and enables interaction without being overwhelming. The display and control areas are clearly separated. Materials and surfaces remain handcrafted. Mood modes orchestrate light, climate control, and acoustics. Sliding Panoramic Roof with Variable Light Control filters sunlight without darkening the sky. Everything appears calm, precise, and well thought out. There is the balance of technology and sensuality that



A highlight at the rear end of the Cayenne Turbo: The innovative active aeroblades significantly improve the aerodynamics.

has characterized the cabins of Porsche sports cars for decades. Two permanent magnet synchronous motors together deliver 850 kW (1,156 PS), powered by a 113 kWh battery with 800-volt architecture. The charging output is 390 kW, enough to charge from 10 to 80 percent in about 16 minutes. The direct-oil cooling of the electric motor on the rear axle of the Turbo model, a transfer from motorsports, allows the mix of peak and continuous power that Porsche is traditionally more interested in than mere numbers. Up to 600 kW of recuperation transforms braking energy into range in the Turbo model. Adaptive air suspension with Porsche Active Suspension Management (PASM) comes as standard. The Turbo also features the Porsche Torque Vectoring Plus (PTV Plus) rear axle differential lock. In addition, Porsche Active Ride is available for the premium model for the first time.

In fast corners the body feels unshaken, on uneven asphalt surprisingly soft. Overall, the Cayenne Electric with optional towbar system in combination with the Offroad Package can tow up to 3.5 tons. Day-to-day usability that integrates electric mobility into life.

On the road, the vehicle delivers a balance of calm and power, firmly connected to the road. The steering remains typically Porsche: precise, direct, honest. The Cayenne Electric is not the opposite of the Cayenne that everyone knows. It opens a new chapter for the brand. As the prelude to an electric driving culture that redefines sportiness, elegance, and precision. A promise that progress and emotion are not contradictory. With the self-confidence of a brand that knows where it comes from and, precisely for that reason, can decide where it is going.

The Sliding Panoramic Roof with Variable Light Control: the largest glass roof ever used in a Porsche.

Cayenne Turbo Electric

Consumption data according to WLTP:
Electrical consumption combined:
22.4 – 20.4 kWh/100 km
CO₂ emissions combined: 0 g/km;
CO₂ class: A;
Status 02/2026

1,156 PS



Impressive figures make the Cayenne Turbo Electric the most powerful production Porsche of all time: up to 1,156 PS power output, 2.5 seconds from 0 to 100 km/h, and a range of up to 642 kilometers.

642 KM



Learn more about the Porsche Cayenne Electric:
porsche.click/CayenneElectricModels

N

Researching the limits of adhesion

Porsche and Michelin have been working together on tire development for more than half a century. From road sports cars to race cars, their collaboration at the edge of what is physically possible is all about maximizing performance. This allows Porsche owners to enjoy an extended driving season.

Text: Heike Hientzsch Photos: Porsche AG & Michelin





Theory: State-of-the-art simulation techniques and measuring methods are used to determine facts in a sparing manner.

911 GT3 RS

Fuel consumption figures according to WLTP:
 Fuel consumption combined: 13.2 l/100 km
 CO₂ emissions combined: 299 g/km
 CO₂ class: G
 Status: 02/2026

For most people, tires are simply round and black. For partners Porsche and Michelin, they embody a fusion of their core competencies to deliver the ultimate performance. The collaboration between the two companies began in 1969. Michelin has been the official tire partner of Porsche since 2002. It is essential to think long term. Tire development for a new Porsche model starts three to five years before the market intro. The technical analysis of the model requirements is followed by prototype development and an extensive testing phase. Ultimately, it's all about the big picture – transferring Weissach's engineering achievements onto the road. "Each wheel has just a postcard-sized footprint to work with," explains Bertrand Fraenkel, Head of SuperSport Tire Development at Michelin. Science culminates in maximum performance on just a few square centimeters. This name of the optimal Michelin tire for each specific Porsche model begins with an N. This compact surface area is essentially the equivalent of a wine connoisseur's taste buds. The perfect balanced nuances of the perfect Michelin tire for each Porsche model begins with the letter "N."

The secret of a letter

The "N" designation, which identifies a customized premium tire, is awarded after a complex development and testing process. The most important test points cover subjective and objective outdoor tests, including dry and wet handling, dry and wet braking, and assessing tire service life. The indoor criteria include the dimensional accuracy of the rolling circumference and high-speed resistance. The tire received yet another impeccable rating from the test team in the subjective evaluation of five additional criteria in the area of handling and driving comfort. "Thanks to state-of-the-art simulation technology, we can work far more efficiently than before, especially in the early stages of developing a new tire," explains Fraenkel. Mathematical models determine which tire sizes, carcass construction, rubber compound, or tread design best match the technical specifications, characteristics, and weight distribution of a future Porsche. "Testing in virtual space is also becoming more and more precise and therefore more and more important," Fraenkel says, emphasizing the importance of digital



In practice: When approaching the grip limit, the driving feel and confidence of the test and racing drivers are crucial.

200 components and materials – that's how complex the parts of a tire are.

Tire development begins years before the market intro of a new Porsche.



Although always black and round, a tire is a complex automotive component. A strategic high-tech product within the overall work of art that is the chassis. It consists of more than 200 independent components and materials. Crucial to its performance portfolio is, for example, the rubber compound of the tread (1), which establishes the connection with the road. Wet tires, for example, have a softer rubber compound than classic summer tires, offering extra grip. The steel belt made of rubberized wires (2) gives the tire stability, the sidewall (3) made of rubber provides the outer protection of the carcass, the supporting substructure of every tire. The inner liner (4), an airtight layer of synthetic rubber, serves as sealing. The inner bead core (5) ensures that the tire sits firmly on the wheel. The tread pattern is also crucial: It determines, for example, the wet weather performance and grip to ensure stability and steering precision.

DIN A6 The connection between the vehicle and the asphalt is barely larger than a postcard.



911 GT3

Consumption data according to WLTP:
 Fuel consumption combined: 13.8–13.7 l/100 km
 CO₂ emissions combined: 312–310 g/km
 CO₂ class: G
 Status: 02/2026

Jörg Bergmeister, long-time Porsche works driver and multiple title winner, contributed all his knowledge and experience to the development of the first wet tire for a GT3.



processes. "But they can't replace verification by our test and racing drivers." These professionals push the limits of grip, examining driving stability when changing lanes, and braking in extreme situations. Their findings are not only valued in the measurable currency of reproducible lap times. It is also about driving experience and trust.

Former Porsche works driver, ALMS champion, and Le Mans winner Jörg Bergmeister played a key role in developing a tire especially suited for the Porsche Track Experience. The Michelin Pilot Sport S 5 NO for the Porsche GT3 RS is the first wet tire in GT3 history. And it was designed to deliver high-level performance even beyond its intended use – wet asphalt in cool conditions. "With this tire, we have succeeded in extending the Trackday season for demanding GT3 customers," says Fraenkel, proudly. The broader performance range of modern tires represents a significant advancement in Michelin's research. Even winter tires with a soft, flexible rubber compound no longer wear out as quickly as they used to. The outstanding wet and dry performance of the Michelin Pilot Sport S 5 NO is due to a number of factors such as a special tread compound that contains silica.

Michelin test drivers specifically trained on Porsche products, along with racers like Bergmeister, hit a wide variety of tracks throughout the tire development process. These include the famous Nordschleife of the Nürburgring and several Grand Prix circuits, the Porsche

Technical Center in Nardò, southern Italy, and most importantly for Michelin test drivers, the Michelin test center in Ladoux, central France. This 450-hectare site includes 22 test tracks and nine R&D centers. No challenge is too big – the spectrum ranges from mass-produced products and custom Porsche tires with the "N" designation to one-offs for the next moon mission. The requirements are always different. Production for electrified vehicles also represents a major change for the tire manufacturer, especially for a car as large and powerful as the new Porsche Cayenne. In general, electric vehicles are heavier than traditional cars with combustion engines. On top of that, the tires also have to handle massive bursts of torque on the road, while recuperation during braking adds even more strain. Minimizing rolling resistance boosts the range, and in the absence of engine noise, tire noise may become more noticeable. One thing is certainly true: It takes the expertise of Porsche and Michelin to transfer the exceptional performance of a sports car to a "postcard-sized" footprint while also delivering pure driving pleasure.

A – F The perfect Michelin tire with "N" marking for every Porsche model range can be identified by the second letter.

NA 0. Whether it's driving dynamics, handling, braking behavior, or grip: The letter "N" certifies tried-and-tested special developments from Porsche and Michelin for specific models. The "A" marks the optimal tire for the current 911. The "0" designates the tire as a representative of its first generation.

"NA" for the 911 is followed by "NB" for the 718 models, "NG" for the Cayenne, "ND" for the Panamera, "NE" for the Macan and "NF" for the Taycan.

eFuels on track

How Porsche makes renewable fuel tangible on the racetrack

Text: Christina Rahmes Photos: Porsche AG

The Red Bull Ring smells of cool morning dew and newly fitted slicks. A fine mist hangs over the pit lane. Tire warmers whir, a torque wrench clicks in the distance. Instead of conventional premium fuel, fuel from renewable sources flows into the tanks. Here, Porsche demonstrates how familiar concepts can be reimagined. In addition to electric mobility, with the same goal: lower CO₂ across all powertrains.

It starts with a simple question: What happens to the more than 1.3 billion vehicles that already exist? Those that will continue to work reliably for decades and whose thrill remains unbroken? For Porsche, this is not a rhetorical question, but a technical one. The answer is as logical as it is visionary: eFuels – a solution that can contribute to CO₂ reduction wherever combustion engines and liquid fuels will still be used in the future, including in the existing fleet. At the Red Bull Ring in Spielberg, as part of the Porsche Track Experience Events, participants from the Porsche Rennsport Academy are refueling for the first time solely with renewable-based fuel, produced within the framework of the “DeCarTrans” project in which Porsche is an associated partner. “We want to show that this works today – not sometime in the future,” says Fabian Ehrat, overall Project Manager for eFuels at Porsche. “Not in competition with electric mobility, but as a complement to it.”

Wind becomes movement

eFuel stands for “electric fuel” – fuel produced with renewable energy. It is chemically almost identical to conventional gasoline, but is produced using water, CO₂, and electricity. Synthetic gasoline is produced in a multi-stage process and, after further processing, complies with the DIN EN 228 standard – usable in all engines, from classic cars to GT models. “One liter of eFuel contains the hydrogen from approximately three and a half liters of desalinated seawater and about 2.7 kilograms of CO₂ from biogenic sources or from filtered CO₂ from the ambient air,” explains Matthias Moras, Manager eFuels Development at Porsche. The result directly contributes to CO₂ reduction, since the CO₂ used in the production process was already bound in the atmosphere, instead of being newly released into the atmosphere as with fossil fuels. eFuels are versatile: as eGasoline for cars, eKerosene for aircraft, or as a base for shipping and industrial applications. eFuels can also be blended with conventional fuel to achieve a reduction in CO₂.

At the Haru Oni pilot plant in Patagonia, the company HIF produces the raw fuel for eGasoline, which is further processed into Super Plus.



Two paths, one claim

Porsche is pursuing a “double-e” strategy: electric mobility and, as a complement, eFuels. Over 1.3 billion combustion engine vehicles will still be on the road for decades to come. eFuels can be used in combustion engines without modification – either as an additive or, as a standard-compliant fuel. Sports cars from Zuffenhausen have an unusually long lifespan. Classics like the 911 Carrera RS 2.7, 959, or 993 are more than cars; they are engineering history on wheels. Simply leaving them standing would not be a solution. “We think about decarbonization holistically, not only for the future, but also looking back into the past,” says Ehrat.

Renewable fuels are also used at the Porsche Ice Experience in Levi, Finland.



Patagonia – where the wind never rests

In Patagonia, near Punta Arenas, Porsche partner HIF has been operating the Haru Oni pilot plant since the end of 2022. The constant wind provides electricity almost all year round, achieving roughly four times the utilization of comparable plants in Germany. The electrolysis process is powered by energy from wind power. This process produces hydrogen, which is converted with CO₂ into eMethanol and then into eGasoline. “You can’t direct the wind to Europe, but you can turn it into molecules. eFuels make renewable energy transportable,” says Ehrat. As a pilot plant, Haru Oni produces smaller quantities of eFuels for demonstration and testing purposes – such as the Porsche Mobil 1 Supercup or Heritage events. HIF plans to open further locations over the next few years – and in further expansion stages over the coming decade, the company aims to build production plants for millions of liters.

Theory doesn’t count on the track

Anyone sitting in the Porsche cockpit in Spielberg won’t notice any difference. The renewable fuel used here meets the European standard for gasoline, has an octane rating of over 98 (Super Plus quality), and can be fully blended with conventional gasoline. At the Porsche Ice Experience in Levi, Finland, the 911 GT3 Cup racing cars also run in the Ice Ultimate format with reduced CO₂ emissions – thanks to renewable fuel from

The racetrack becomes a stage where participants can see firsthand that sustainability has nothing to do with sacrifice.



the “DeCarTrans” research project. This technology complements electric mobility and proves that innovation and driving pleasure can go hand in hand, even under extreme conditions. Porsche focuses its development efforts for fuels based on the raw gasoline produced at Haru Oni on achieving a high-octane rating for high-efficiency and high-performance engines as well as reduced particle emissions during combustion. The latter is particularly important for use in vehicles that are not yet equipped with a particle filter. Tests show: This works exactly as planned; the ambitious goals can be achieved. “We validate the fuels across the entire process chain. From the laboratory, via engine and exhaust gas test benches in Weissach, to the racetrack,” explains Moras.

The racetrack as a stage

The racetrack becomes a stage where sustainability can be experienced. “We want to show that responsibility doesn’t necessarily mean sacrifice, because CO₂ reduction and performance are not mutually exclusive,” says Ehrat. Porsche sees itself as a pioneer in eFuels and has made a crucial contribution to advancing the topic worldwide. “Now it is up to the industry: The eFuels producers, the oil companies, and last but not least, the politicians, to enable the ramp-up of eFuels and the market intro step by step,” he summarizes.

Economy and outlook

The production costs for eFuels are higher than for fossil fuels. With larger facilities, standardized processes, and fairer taxation, the final prices can reach a competitive level. Rising CO₂ costs for fossil fuels are accelerating this process. Patagonia is just the beginning – the potential is global.

The circular approach

Looking at the full life cycle, vehicles running on eFuels, just like electric cars, can contribute to CO₂ reduction – provided both use renewable energy. Plug-in hybrids combine the advantages of both worlds.

Future and responsibility

In Weissach, a small, interdisciplinary team is working on the next generation of synthetic fuels – partnerships with industry and universities play an important role here. Porsche is a pioneer and trailblazer:

eFuels are chemically almost identical to fossil gasoline. However, they are produced using water, CO₂, and electricity.



“We show that it works,” says Ehrat. It’s not about nostalgia, but about harmonizing responsibility, technology, and emotion. On the racetrack, on the road, in the museum. Perhaps in a few years people will look back and say: A movement began on a windswept plateau in Patagonia. And perhaps a 911 from the 1970s will then run on fuel from wind and water, while a Taycan next to it will also draw electricity from a renewable source.

At the Red Bull Ring, participants from the Porsche Rennsport Academy are refueling solely with synthetic fuel for the first time.





Track Experience

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EVA WILL TAKE CARE
OF IT. ALWAYS.**
A look behind the scenes of
a perfect GT Trackday.

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Even a racer needs a break
sometimes. After an exciting
season, a new adventure beckons.

Eva will take care of it. Always.

When the sun rises over Monza, Eva vom Kolke is already there. Organizer, calming influence, responsible for practically everything. Between high-revving GT3 engines, shimmering asphalt, the specialists from Manthey in the pits, and screeching radio commands, she and the team keep everything together at a GT Trackday – with a smile and nerves of titanium. A day with her on the fastest stage of the Porsche Track Experience.

Text: Berthold Dörrich Photos: Klaus Schwaiger, Porsche AG

It's early. Too early for adrenaline, too early for engine noise. And yet, this barely tangible tingling sensation between momentum and aggression hangs in the air. The Monza racetrack is awakening – slowly. The pit lane gates are still closed, the air is cool, the asphalt is matte gray. Anticipation is rising.

A GT Trackday with Porsche Track Experience is more than just the best opportunity to choose from a wide range of Porsche road and racing vehicles, to get maximum seat time on the racetrack, and to train at the highest level. For participants, the focus is always on the complete experience: from the technical support provided by Manthey specialists to the perfectly prepared and tuned vehicles and experienced instructors sharing their wealth of Rennsport expertise. And of course, a hospitality area that combines motorsports atmosphere with comfort. This creates the unique blend of professionalism and passion that Eva and her colleagues deliver this morning.

Eva stands at the welcome desk, steaming cappuccino in her hand, two-way radio around her neck, eyes wide awake. While I'm still thinking about my first sip of coffee, she has already changed languages three times, replaced a forgotten participant batch, and organized a paddock space for a client who arrived last night with his own truck and race car. Chaos? Not with Eva.

She is the steady pulse of the Manthey team on this noisy day. Project manager, the pivot point between Manthey technicians, a project team buzzing behind the scenes, instructors, guests – and the damn air conditioning, already fighting the 40-degree heat at 9 a.m. Eva is everywhere. And she is always there. The paddock is slowly filling up. Guests with helmet bags. And eager anticipation on their faces. One of them is from Hamburg – a 1,200-kilometer journey in his own GT3.

Always there. Always composed.



Chaos? Everything here has a system.



Madness? Perhaps. But somehow it's exactly right, here in the "Temple of Speed" – one of the fastest tracks in the Porsche Track Experience program.

The first engine roars to life. There's no stopping now. Tires that need to be brought up to temperature. Drivers who want more. Manthey technicians making the final adjustments before the vehicles go out on the track. A total of up to 40 racing cars and 80 road vehicles are used during a GT Trackday. Eva and the project team – in the middle of it all. She organizes, sorts racing suits and helmets for the participants,



greet accompanying persons and, checks wristbands. Black for participants. Red for accompanying persons. Yellow only for those who have successfully completed the briefing. Everything here has a system. Even if it sometimes looks like controlled chaos.

A participant is standing at the counter and wants to take his partner along as a copilot in his vehicle for a lap around the track. Heatwave or not – in the race car at the GT Trackday, the rule is: Get into the fireproof overalls, put on your helmet, and slip on your gloves. Eva smiles. "We'll manage it." Of course. As always.

Then: a red flag. A car in the gravel at the exit of the Parabolica. A stir among the technicians in the pits, two-way radios crackling. Eva gets into Supervisor Stef's Cayenne and speeds to the accident scene; the customer now needs special attention. I can still see her disappearing in the rearview mirror – thinking: She has nerves of titanium.



A short time later, she's back again. Luck! No injuries. Just a few kilos of gravel that the GT3 RS will bring back to the pits. Some sweat for the technicians, but thankfully nothing major. Thanks to the professional Manthey crew, a mobile workshop, and tire service, the customer will be back out with his vehicle for the next stint.



911 GT3

Consumption data according to WLTP:
Fuel consumption combined: 13.8–13.7 l/100 km
CO₂ emissions combined: 312–310 g/km
CO₂ class: G
Status: 02/2026

911 GT3 RS

Consumption data according to WLTP:
Fuel consumption combined: 13.2 l/100 km
CO₂ emissions combined: 299 g/km
CO₂ class: G
Status: 02/2026

The day continues. The sun beats down on the asphalt. The sound of a DJ reverberates through the sprawling paddock, the hospitality is sweating. Eva remains calm. She talks to the caterer, the technician; the driver, who has the air pressure of his tires adjusted in between. Smiles. Coordinates. And at some point, she takes a sip of water.

The haven of calm at a GT Track-day.



Listening. Taking them seriously. And as the first deckchairs in front of the hospitality area fill up and the sun bathes the Monza racetrack in golden light, I think: This is happening because Eva keeps it going. Because she and the rest of the project team never just “do” things, but feel the vibe that is the pacemaker for the heartbeat of a GT Trackday. Not loud. Not flashy. She’s the backbone of a crazy day. A haven of calm amid the high-speed adrenaline rush.

Eva and her team will take care of it. Always. And somehow everything else, too.

Perhaps the first one in hours. I wonder how she can endure that. This combination of speed, precision, and composure. She had 71 travel days last year. Her family is in Bonn, the office one hour away. When she started here, she wasn't a gearhead. But she had the experience of organizing large events under her belt. And perhaps that is exactly her secret and that of their other colleagues in Manthey's project team.

As afternoon turns into evening and the engines slowly become quieter, Eva is still standing at the edge of the pit lane or the hospitality area. Talking with a customer.



PORSCHE TRACK EXPERIENCE GT TRACKDAY / GT TRACKDAY RACE CAR

DURATION 1 or 2 days

UNCOMPROMISING RACETRACK EXPERIENCES

Visit our GT Trackdays at the most famous GP racetracks in Europe – exclusively for Porsche GT road and racing cars with a limited number of participants. Test your own vehicle on the track or rent a vehicle from our GT fleet. Upon request, you can personalize your racetrack experience, for example, by booking a Porsche instructor to improve your personal performance or with additional technical support to optimize your vehicle.

HIGHLIGHTS

- Maximum driving time on the track – 3 to 3.5 hours/day
- Rental option: Porsche road or race car (subject to availability)
- Participation in a Porsche rental vehicle requires at least prior successful participation in a performance training course
- Booking a Porsche race car requires at least prior successful participation in a Master Training course and the additional booking of a Porsche instructor
- Alternating driving sessions for street and race cars on the day of the event
- Double occupancy of vehicles possible (flexible use of driving time)
- Technical support from Manthey technicians

Scan the code for detailed information about the experience:



porsche.click/GT_Trackday



porsche.click/GT_Trackday_Racecar

UNDERSTANDING, EXPERIENCING, LEARNING

Electric mobility is inspiring – and at the same time raises questions. At the Porsche E-School, customers can experience the thrill of electric mobility firsthand. Both on the racetrack and on the road. And then ask critical questions. Answers are provided directly from the source – practical, engaging, and fascinating in true Porsche style. Thomas Wetzels, Head of Race Track Events at Porsche AG, developed the format with his team.

Text: Berthold Dörrich Photos: Klaus Schwaiger, Porsche AG





PHYSICS CLASS



Apple Vision Pro headsets and elaborate animations provide insights into the technology.

“ADAPTATION IS NEEDED, INCLUDING OF MINDSETS.”

This is what classrooms can look like – learning the Porsche way.

“I DON'T RELY ON WHAT OTHERS SAY.”

What led to the development of the “E-School concept”?

Thomas Wetzel: We have so far used almost exclusively combustion engines for our events. But of course, the question always comes up: What about electric? That's when we realized: One driving experience alone isn't enough. We need a way to communicate on the topics in greater depth. We wanted a kind of edutainment format to explain electric mobility – without being patronizing, but rather in dialogue with customers.

“A driving experience alone is not enough – we want to explain electric mobility.”

So what does this “school concept” actually look like?

Wetzel: We based our design on the image of a campus. There are three classrooms, each dedicated to a specific focus area: In the “Sport” section, it's all about performance – where, of course, our Formula E involvement plays a special role, with many surprising insights. In the “Physics Room,” we offer previously impossible insights into the technology of our electric vehicles, with the help of an Apple Vision Pro headset. This is very fascinating for many visitors. And in the field of “Mathematics,” we use our “myth or reality quiz” to dispel particularly stubborn prejudices against electric mobility in a very

entertaining way. We deliberately chose a mix: Content is presented in a clear, digestible way, while key points offer more depth. It is important that we allow questions – and also address market-specific differences. Because questions about charging infrastructure or financing naturally vary greatly from country to country. The Porsche E-School is also a school for participation: This means that active driving is not neglected. And even hot laps on the racetrack are part of it.

What topics are of most concern to the participants?

Wetzel: 90 percent of people are unfamiliar with regenerative braking – that is, recovering energy back into the battery – from first-hand experience. Once you have tried it and had it explained, it completely changes your perspective – you understand why it makes so much sense from an energy and consumer perspective. Additionally, the topics of charging infrastructure and battery technology are crucial. Many want to talk openly about what holds them back – that's exactly what the E-School is for.

“Many people are completely unaware of energy recuperation – and when you experience it, your perspective changes completely.”

And how do you integrate the charging experience?

Wetzel: Most reservations are related to charging. We think it is important to convey this experience in a very practical and relaxed way.





MATH CLASS



The Porsche E-School thrives on interaction among participants and with Porsche specialists.



Electric technology directly from Formula E.

Taycan GT Weissach Package

Consumption data according to WLTP:
 Electrical consumption combined: 20.8–20.6 kWh/100 km
 CO₂ emissions combined: 0 g/km
 CO₂ class: A
 Status: 02/2026

That's why, for example, a Coffee Trailer is also part of the E-School: You plug the car into the charging pedestal, relax with a coffee, have a few nice conversations with other participants – and after 15 minutes, the app tells you: fully charged. For many, this is a real eye-opener, because they realize that electric mobility works in everyday life.

"One coffee, 15 minutes later the car is fully charged – those are the eureka moments."

What makes this format so typically Porsche?
Wetzel: Even when electric, a Porsche remains a Porsche. You know the car does exactly what it's supposed to do. But above all, every Porsche offers a unique driving experience – even as an electric vehicle. Translated into the E-School format, this means that we combine the attractive driving experience on and off the racetrack with solid knowledge transfer and meaningful conversation. In addition, there is the connection to motorsports. There is always great amazement that the Taycan GT with Weissach Package, for example, accelerates from 0 to 100 faster

than a Formula 1 race car. Only our own Formula E cars are faster.

Furthermore, a Formula E race car can cover an entire race distance in Monaco with the same amount of energy, while a Formula 1 car can only manage three laps.

How did innovative elements like AR headsets come about?

Wetzel: We wanted to explore the tension between tradition and innovation. On the one hand, the image of a school with school desks, and on the other hand, high-tech like AR headsets. This makes the content more tangible, the technology more experiential – and generates enthusiasm.

Was the concept of the E-School created in a very short time?

Wetzel: Yes, from the idea to the first event, it took only six months. There was a lot of pressure involved. But thanks to a well-established network, creative partners, and a lot of passion, we were able to keep up the pace.



"A NEW CONCEPT TO CONVEY THE E-DIMENSION OF THE BRAND: THE PHYSICS AND MATH WORKSHOP."



Of course, driving the current Porsche electric models is also an important part of the experience.



SPORTS CLASS

“A PARTICULARLY INTERESTING WORKSHOP WITH A DEVELOPMENT ENGINEER!”



What lessons have you learned from the first events?

Wetzel: Endless learning. We started with the first event on the racetrack in Barcelona and are now here in Monza. What remains important is to give customers plenty of time in the car – not just to drive it, but to understand it. Added to that is the interaction with our experts, each invited specifically for the E-School events. But the relaxed conversation with other participants over coffee after the shared experience also contributes to reflecting on your opinion and what has been learned. Because, in the end, that's exactly what it's about: creating enthusiasm, but also security and trust.



GETTING READY FOR THE TOUR

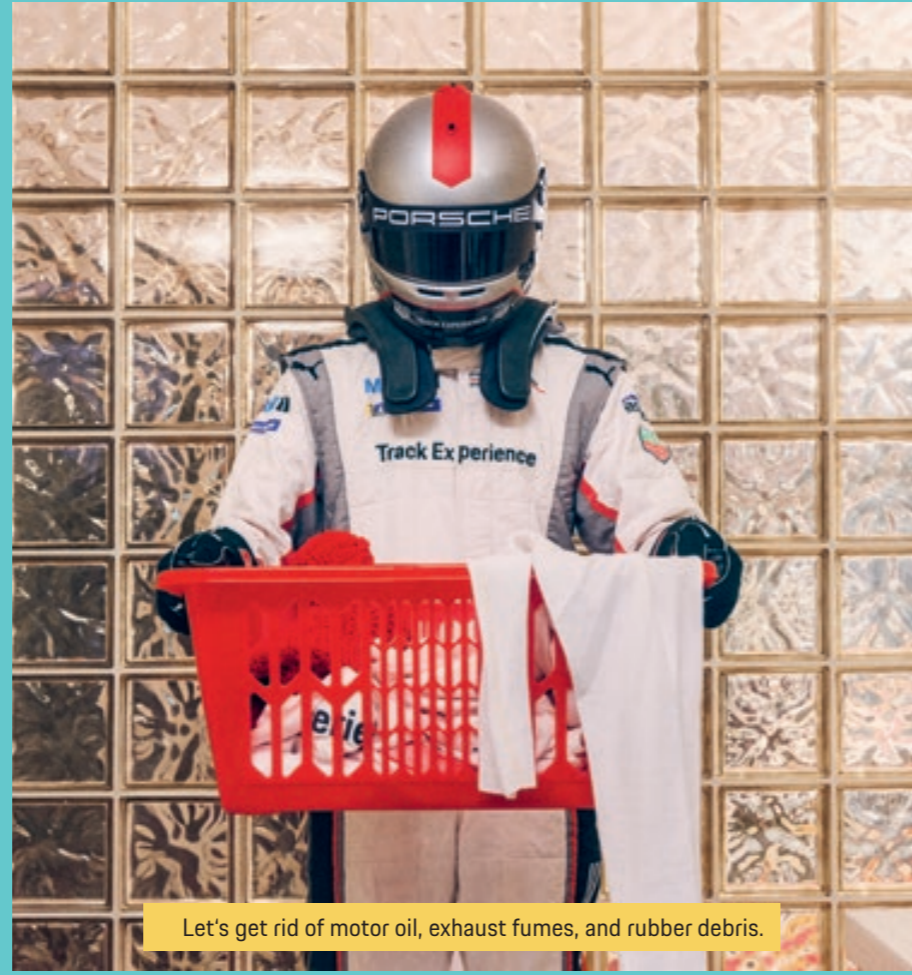
After an amazing track and ice season, it just feels good to be back home. Leaving love, sweat, and gears behind and slowing things down in the comfort of your own cozy spot. And yeah – soon enough, it's time to get ready for new adventures. Is there more out there than racetracks and drifting courses? You bet there is!

Photos: **Anne Roig**
Styling: **Miriam Lehle**





While the racing shoes have to stay outside, the memories of breathtaking S-curves are more than welcome inside.



Let's get rid of motor oil, exhaust fumes, and rubber debris.



And trade the chill of those Finnish drift courses ...



... for a nice, hot shower.



A real racer never minds a bit of wind in his face – but let's be honest: After a season of ice and asphalt, the wind of a blow-dryer suddenly feels like a spa day at 200 km/h!

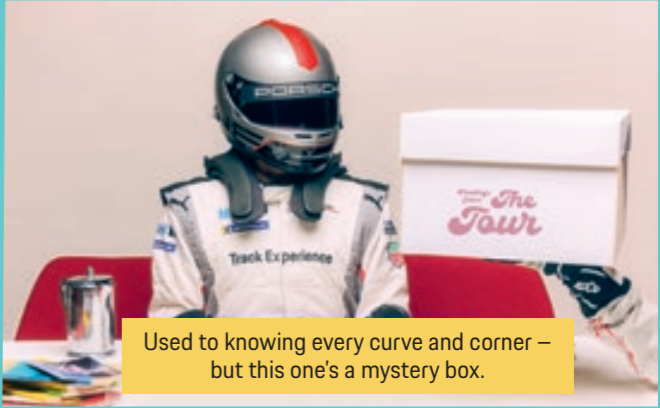




You can take a racer off the track, but not the race out of a racer: When you wake up and realize – the only thing left to chase today is the snooze button.



Switching from high octane to caffeine.



Used to knowing every curve and corner – but this one's a mystery box.



From racing lines to winding roads? Looks like the next trip might not lead to the track ... but to the trees?



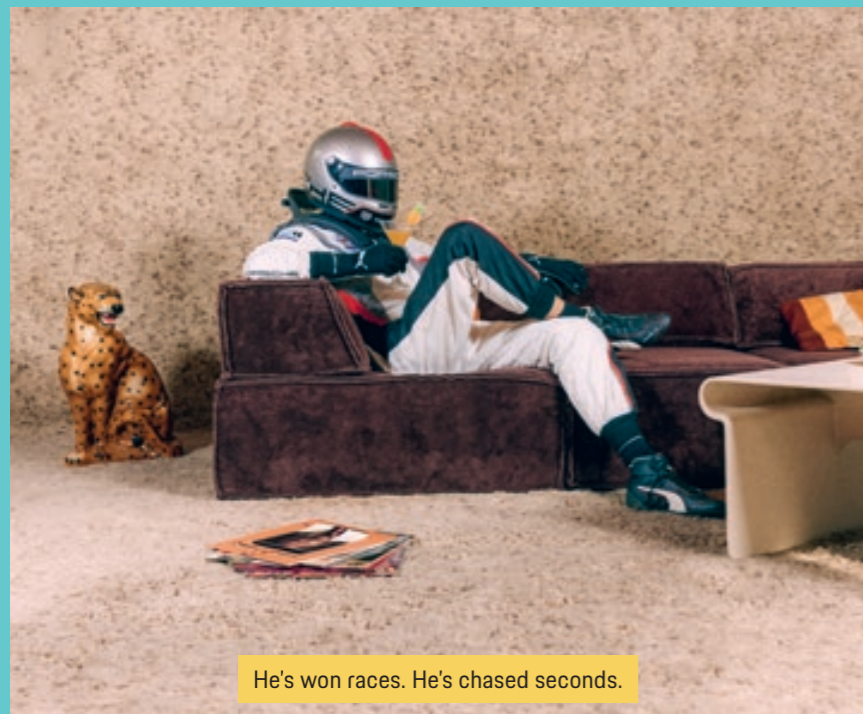
For now, it's just a slice of cake. But maybe ... the start of a different kind of journey?



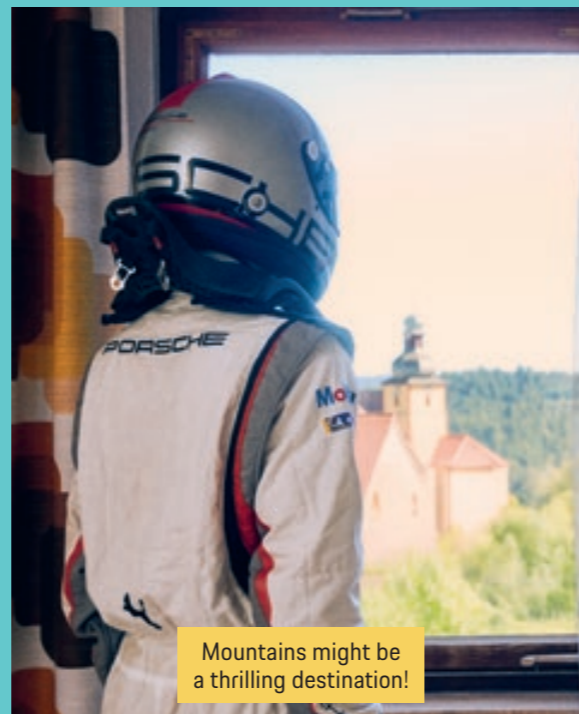
His mind starts racing while his memories are still on the track.



He's faced countless corners at 200 km/h – but choosing a destination? That's the real challenge!



He's won races. He's chased seconds.



Mountains might be a thrilling destination!



Spoiled for choice? When every card says "Porsche," there's really no wrong answer.



Closet full of speed. Yeah ... might need some different kind of gear for this trip.



Helmet on, heart open. Let's see where this road leads.

Who says the thrill ends when the season's over? Out there, between winding roads and quiet valleys, a different kind of drive is waiting. Chase curves, just for the joy of it!

**TO BE
CONTINUED**



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IMPRINT

PORSCHE EXPERIENCE STORIES

No. 09, 2026 edition, WSL826000220

Porsche Experience Stories is published in two languages: German and English.

Porsche Experience Stories online

porsche.com/experience

Publisher

Dr. Ing. h.c. F. Porsche AG
Christian Lehwald

Project management

Kim Nguyen-Avdiau

Editing and design

Brands On Speed GmbH

Creative direction:

Berthold Dörrich

Text editing:

Berthold Dörrich, Nadine Hanfstein, Heike Hientzsch, Bianca Leppert, Porsche AG, Christina Rahmes, Elisa Weber-Behluli

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Production and printing

Offizin Scheufele Druck und Medien GmbH + Co. KG, Tränkestrasse 17, 70597 Stuttgart, Germany
Printed in Germany

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www.porsche.com

Valid from: 02/2026

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