

Turbo with a twist

01/11/2026 Turbo for talents, Turbee and Tina Turbo

Turbo with a twist: for young people, for kids and for connoisseurs

Since Porsche presented the first 911 Turbo in 1974, the word Turbo has developed its own unique appeal. The Turbo logo can now be found emblazoned on the flagship models from Stuttgart-Zuffenhausen, Leipzig and Bratislava, regardless of the powertrain type – all-electric, plug-in hybrid or petrol engine. When it's connected with Porsche, 'Turbo' is an exuberantly positive synonym for the joys of extraordinary performance, for pioneering innovation – and at times even for the sweeter things in life ...

Turbo for Talents: comprehensive education with extra power

'Turbo' stands for extra power in youth sports, too. The Porsche youth development programme, Turbo for Talents, is currently working with eight partner clubs: RB Leipzig, Stuttgarter Kickers, RB Fußball Akademie, Borussia Mönchengladbach, VfB Stuttgart, FC Erzgebirge Aue, Bietigheim Steelers and the

Ludwigsburg Porsche Basketball Academy (PBA). In addition to the best possible athletic training, up-and-coming football, basketball and ice hockey talents receive full support off the field of play. Cultural and social differences are transcended by sport and the young people involved develop self-confidence and perseverance. The programme teaches values such as team spirit, fairness, respect and passion. Turbo for Talents also pursues the objective of further developing the environmental and social dimension of education. The curriculum therefore encompasses inclusion, sustainable nutrition, health and responsible use of resources. With its Turbo Award, Porsche annually honours the best sporting development and academic performance.

Tina Turbo: the joy of technology and innovation

The Porsche Museum in Stuttgart-Zuffenhausen regularly hosts appealing events for children The very young Porsche fans go on exciting museum tours, in the holiday programmes with the support of the walking acts Tom Targa and Tina Turbo, and learn surprising facts about Porsche. While Tom Targa wants to build a sports car for a big race, development engineer Tina Turbo enlists the kids' help to pack her creative suitcase. There are search tasks to complete, puzzles to solve, fun experiments to try and plenty of things to learn. On both tours the participating children discover plenty about Porsche motorsport and technical innovations.

Turbee: the power of nature

Since 2017, 50 bee colonies have been working at the natural off-road grounds in Leipzig with turbo-like efficiency. From the pollen of acacia, lime and blackberries, around three million bees produce up to 1.5 tonnes of spring blossom honey, which gourmets can purchase under the name Turbienchen. Since the summer of 2020, Turbienchen honey has also been produced in a factory-owned orchard near Stuttgart-Zuffenhausen, and is available in the Porsche Museum shop and other outlets.

MEDIA ENQUIRIES



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