IAA Open Space: a strong brand presence under the Porsche crest

08/09/2025 Two years ago, a huge Porsche 911 acted as the roof over Porsche's event space in Munich. For the 2025 motor show, the Porsche crest will be the focus of the sports car manufacturer's presence at Wittelsbacherplatz. The motto of this year's stand concept is: 'Porsche. There is no substitute.'

"The Porsche crest is our greatest asset; it represents our brand and combines our heritage with innovation and pioneering spirit," says Ragnar Schulte, Head of Experiential Marketing at Porsche. "At IAA 2025, we are using it symbolically as a tribute to the Porsche community – for the customers, fans and followers who have shaped Porsche from the very beginning. We want to bring this special spirit to life for our visitors and guests."

Giant Porsche crest makes its debut

A visual highlight of the stand is the roof structure that connects to the Porsche crest. It establishes a

local reference to Munich and is reminiscent of the design of the Munich Olympic Stadium. The Porsche crest – in the elegant metallic grey shade Turbonite, which characterises the look of the sports car manufacturer's Turbo derivatives – leans against the roof. It is making its stand debut in Munich and will be used at subsequent events.

World Premiere: 911 Turbo S

On Sunday (7 September), the new 911 Turbo S celebrated its world premiere in Munich and can now be seen at Porsche's Open Space stand. Visitors will also find a limited-edition 911 Spirit 70, in Olive Neo, as well as a fully electric Macan 4 and Taycan GTS. A Cayenne E-Hybrid Black Edition is also on display. This derivative showcases many high-quality elements, while the black exterior and interior accents emphasise the sporty, elegant look of the Black Edition.

Porsche Sonderwunsch and a very special 911 GT3

From special colour combinations to unique designs, Porsche's Sonderwunsch (special requests) programme offers customers the opportunity to customise their sports cars according to their own tastes and ideas. The stand in Munich will feature a Sonderwunsch area where a unique car will be displayed: to mark its 75th anniversary, Porsche Luxembourg teamed up with the Sonderwunsch experts and Luxembourg artist Jacques Schneider, to create an extensively individualised 911 GT3 with Touring package. This one-off car features what is perhaps the most elaborate paintwork design created by Porsche so far.

Event for the whole family

With an event space spanning around 1,000 square metres, Porsche has created a real family atmosphere, with several kiosks spread across the stand and a varied programme on offer. For the youngest fans, a carousel inspired by the Stuttgarter Rössle – the emblem on the city's coat of arms – is free to enjoy. There is also a stand of the VDA Family Trail and a La Marzocco coffee bar.

This year, Porsche is again supporting Viva con Agua and for every litre dispensed from its water dispensers, the company will donate two euros to the cause, which supports worldwide charitable projects that provide safe access to clean drinking water and basic sanitation.

"Our stand at the IAA aims to have a real festival feel for everyone – whether customers or fans, young or old," says Robert Ader, CEO of Porsche Germany. "At the Wittelsbacherplatz, we are showcasing the full diversity of our product range, from highly emotive sports cars to attractive SUVs and our innovative electric vehicles."

Experience Porsche E-Performance

IAA visitors also have the opportunity this year to experience Porsche E-Performance, with a fleet of Taycan and Macan cars available for accompanied test drives at the brand stand. Those who want to get active can also try out Porsche eBikes there.

Porsche Lifestyle: a limited-edition IAA collection

Porsche Lifestyle is also represented this year with its own shop at the brand stand at Wittelsbacherplatz. Together with artist Arthur Kar, an exclusive capsule collection has been created and it will be available exclusively at the IAA. In addition, Porsche Design will present its current timepieces as well as the 911 Spirit 70 collection, which accompanies the car of the same name that will be on display.

The Porsche brand stand is open and free to visit from 9-13 September, from 11:00-21:00, and on 14 September from 10:00-17:00.

MEDIA ENQUIRIES

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Consumption data

Cayenne E-Hybrid Black Edition (WLTP)*: Fuel consumption weighted combined: 4.4 – 4.1 l/100 km; Fuel consumption with depleted battery combined: 10,5 – 10,0 l/100 km; Electrical consumption weighted combined: 19.7 – 19.3 kWh/100 km; CO_2 emissions weighted combined: 101 – 93 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

911 Turbo S Cabriolet (WLTP)*: Fuel consumption combined: 11.8 – 11.6 l/100 km; CO_2 emissions combined: 267 – 264 g/km; CO_2 class: G

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

911 Spirit 70 (WLTP)*: Fuel consumption combined: 10.6 – 10.4 l/100 km; CO_2 emissions combined: 240 – 236 g/km; CO_2 class: G

911 Turbo S (WLTP)*: Fuel consumption combined: 11.7 – 11.5 l/100 km; CO_2 emissions combined: 266 – 261 g/km; CO_2 class: G

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.8 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan GTS (WLTP, preliminary values)*: Electrical consumption combined: 20.1 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

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