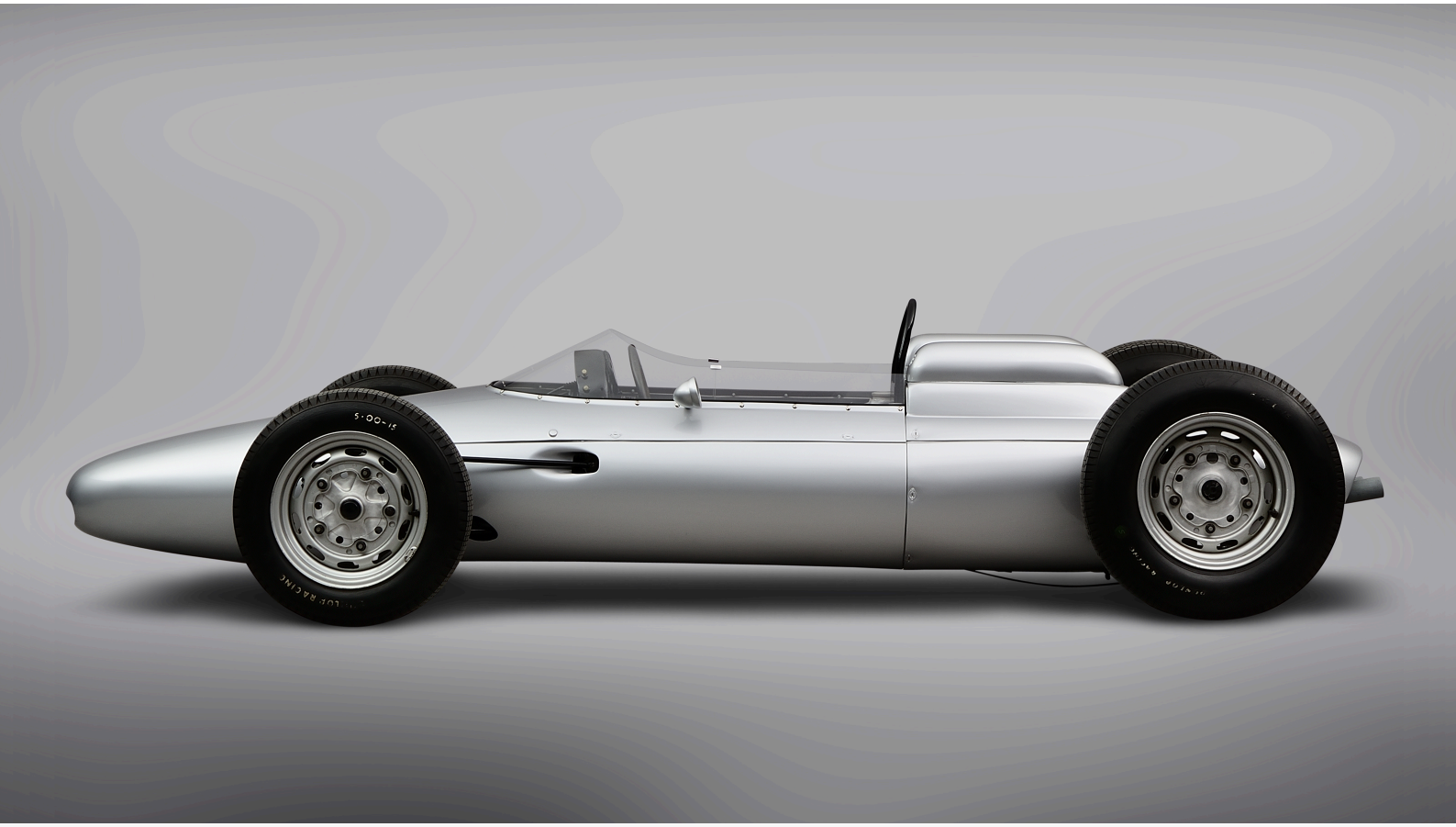


Exhibits

24/07/2026 Cars

Almost 100 cars and countless small exhibits are presented in an unique atmosphere in the Porsche Museum. The regular rotation of exhibits and special exhibitions is particularly dynamic. On this page you will find out more about selected exhibits that embody the history of the sports car manufacturer in Zuffenhausen. Among the world-famous automobile icons are the Porsche 356 “No. 1” Roadster, Porsche 911 models of various generations, as well as Porsche 550 and 917 cars. Visitors enter our exhibition via a fascinating escalator ride with a view of the Porscheplatz. The ignition lock is located on the left in most Porsche cars. We have also integrated this part of the brand identity into our exhibition concept. If you walk to the left, you will follow the spiral up in chronological order. A black wall shows the product history of prototypes, concept cars and series production cars, separated by white areas that illustrate the ideas behind the respective themes. The room is designed in black and white, embedded in a spectacular architecture. In the middle, motorsport cars are lined up on the starting grid, suggesting that they are ready to drive off immediately. At the end, our visitors literally get an overview of the company’s history, because when they look down they enjoy a view of not only the latest but also the oldest cars.

MEDIA ENQUIRIES



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