Driving in its most beautiful form

20/01/2025 Six decades of the Porsche 911.

Six decades of the Porsche 911. Six decades of pure exhilaration and driving enjoyment. For 60 years, the Porsche 911 has been the very definition of a sports car, and far more than a mere means of transport. Over the decades, Porsche has crafted the 911 into a cult classic for car-lovers, while at the same time keeping it at the technological cutting edge with a steady flow of innovation. Porsche's leitmotif for 60 years: “driving in its most beautiful form”.

No other car in the world can match the depth of tradition and development of the Porsche 911. Ever since it was first unveiled as the Type 901 at the Frankfurt International Motor Show (IAA) in September 1963, it has continued to impress car enthusiasts all around the world. The 911 is the beating heart of the Porsche brand and largely responsible for the company's design DNA – not only for all of its eight generations but also for all Porsche models. Every Porsche, after all, is among the sportiest cars in its respective segment.

Porsche engineers have continuously and meticulously refined the sports car since 1963. It's a process of evolution rather than revolution, of improving and optimising without changing the inimitable

character of the 901, the model that was renamed '911' in 1964. Each of the eight generations has written its own story of triumph and beguiling appeal. Over the past 60 years, 1,203,735 examples of the Porsche 911 have been built – up to the end of 2022. Sustainability has been important to Porsche during those 60 years – creating the perfect combination of driving enjoyment, passion and practicality.

The Porsche 911 remains a unique concept in the automotive landscape. Yesterday, today and tomorrow. The 911 combines performance with day-to-day usability, tradition with innovation, an air of exclusivity with social acceptance, and form with functionality like no other automobile. Ferry Porsche neatly summed up the extraordinary versatility of this sports car: "The 911 is the only car you can drive from an African safari to Le Mans, to the theatre and then on the streets of New York."

No sports car in the world has ever been the object of adoration for more car enthusiasts, and no sports car has won more races than the 911. With the eighth generation of the 911, Porsche is propelling the iconic sports car ever further into the future while never losing sight of its traditions and history. The current model line is the embodiment of an evolution that has produced an almost perfect sports car. Visually, technologically, and on the road.

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