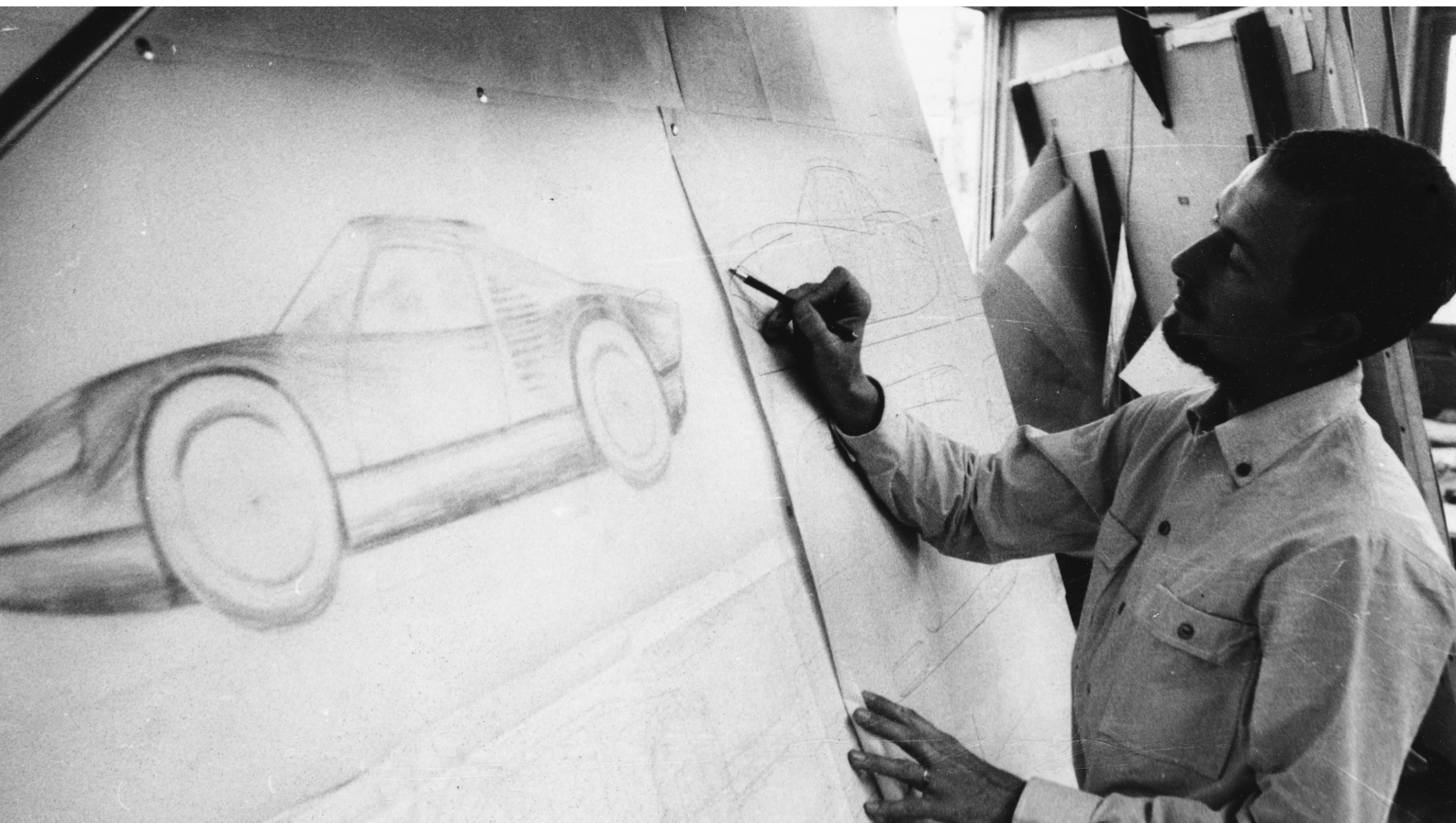




# Milestones of the brand

24/07/2026

## Ferdinand Porsche

Ferdinand Porsche founded his engineering office in Stuttgart.

## Type 7

The first large order for a Porsche development was the Type 7.

## Type 22

Construction of the grand-prix race car Type 22 for the Auto Union.

## **German People's Car**

Exposé of a German People's Car.

## **Stuttgart-Zuffenhausen**

Move to Porsche plant in Stuttgart-Zuffenhausen.

## **Type 360 "Cisitalia"**

Grand-prix race car Type 360 "Cisitalia" under the leadership of Ferry Porsche.

## **The 356 "No. 1" Roadster**

The 356 "No. 1" Roadster was the first sports car named Porsche and was built in Gmünd in Austria.

## **Series production of the 356**

Porsche returned to Zuffenhausen for series production of the 356.

## **Class victory**

Class victory at Porsche's first start at Le Mans.

Under the leadership of Ferry Porsche, the sports cars from Zuffenhausen became an export success.

## **Porsche 911**

After its world Premiere as the 901, the Porsche 911 became an icon.

## **First overall victory at Le Mans**

Porsche took first overall victory at the Le Mans with the Porsche 917 KH.

## **Weissach Development Center**

Porsche opened the Weissach Development Center.

## **911 Carrera RSR Turbo 2.1**

The 911 Carrera RSR Turbo 2.1 was the first 911 with a turbo engine in motor racing.

## **Transaxle era**

Transaxle era: After last year's 924, the 928 was at times considered as the 911's successor.

## **A triple victory at Le Mans**

A triple victory at Le Mans heralded the success story of the perennial winner Porsche 956.

## **The technology showpiece 959**

The 959 shaped further Porsche development as a technology showpiece.

## **The Porsche Carrera Cup**

The Porsche Carrera Cup was the first cup especially for the 911.

## **Greater cost efficiency**

Porsche was in crisis and was streamlining production and processes for greater cost efficiency.

## **Entry-level model Boxster**

With the entry-level model Boxster, Porsche drove out of the crisis.

## **Third model series Cayenne**

Start of production for the third model series Cayenne from Leipzig.

## **Panamera**

Porsche presented the four-door Gran Turismo Panamera.

## **19th overall victory at Le mans**

Porsche clinched 19th overall victory at Le Mans and hat trick for the 919 Hybrid.

[Find more information here.](#)

## **The first all-electric production car**

With the Taycan, Porsche launched its first all-electric production car on the market.

[Find more information here.](#)

## **Porsche enters a new era with successful IPO**

Dr. Ing. h.c. F. Porsche AG ("Porsche AG" and, together with its consolidated subsidiaries, the "Porsche Group" or "Porsche") has successfully crossed the finish line of its initial public offering ("IPO"). With the ringing of the bell at the Frankfurt Stock Exchange this morning, Porsche, one of the world's most successful sports car manufacturers, is entering a new era with increased entrepreneurial flexibility.

[Find more information here.](#)

## **75 years brand anniversary / Mission X**

[Find more information here.](#)

## **Worldpremiere**

[Find more information here.](#)

MEDIA  
ENQUIRIES**Astrid Böttinger**

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**Consumption data**

**Macan 4 (WLTP, preliminary values)\*:** Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> class: A

\*Further information on the official fuel consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO<sub>2</sub> Emissions 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](http://www.dat.de)).

**Image Sublines**

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Title: Porsche Mission X  
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Title: Macan 4, 2024, Porsche AG  
Subline: 2024

## Link Collection

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External Links

<https://www.porsche.com/international/aboutporsche/porschemuseum>