

PORSCHE



# Exclusive

Craftsmanship to your choice.

Exclusive



Would you like your new  
Porsche to reflect your per-  
sonality?

Porsche Exclusive gives you  
the possibility of having your  
Porsche made as closely as  
possible to your own specifica-  
tions at the Porsche factory.  
Visually, technically, or both.

Whatever you choose, it will  
be undertaken with the crafts-  
manship and quality expected  
of Porsche.



The following pages offer a few  
ideas on giving your Porsche  
your personal touch.

Naturally, we understand that  
your personal requirements  
may not be shown here. If this  
is the case, we are happy to  
discuss your requirements and  
find a solution.

# Exclusive



**At Porsche, virtually nothing is impossible.**

"Exclusive" means just that. Nothing less and much more.

At Porsche, we work exclusively for you and your ideas. We don't set limitations on the scope of the work you want done, no standard parts lists, no mass-production tools. You tell us your wish and we do our best to fulfill it. And if a part that is required does not exist, we simply make it.

Only exclusive materials are used: carbon, aluminium, leather, finest wood and even precious metals.

"Exclusive" is all about craftsmanship: everything completed by hand.

**Custom craftsmanship.**

Bodywork is not undertaken by robots but by hand, by expert craftsmen who take pride in creating the Porsche you have dreamed of owning.

The wood we use is veneered, sanded, lacquered, sanded again and lacquered again. Until it's perfect.

Our saddlers carefully trim each specific section of exclusive hide. The upholstery is then individually tailored and sewn together by hand.

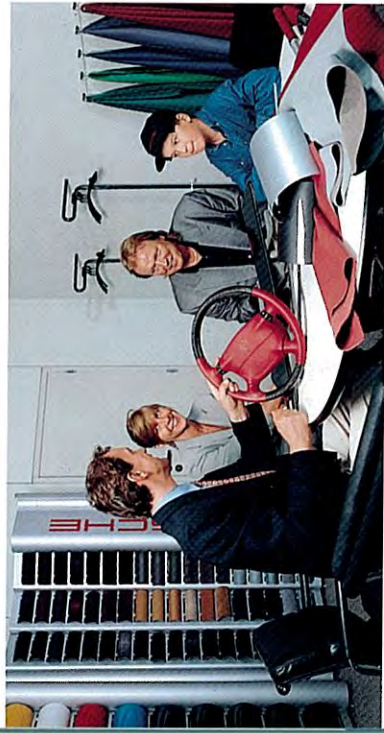
No two parts are identical, yet all meet identical high standards of quality. We feel anything less would not do the individuality of a Porsche driver justice.



**We may change certain things  
on your Porsche.  
But one thing is guaranteed  
not to change.**

Whatever work you commission us to do on your Porsche, it will not affect our comprehensive warranty. One of Porsche's main objectives also applies to Porsche Exclusive: durability. A sports car that is built to last but whose precision is compromised over time is not a Porsche.

A ten-year anti-corrosion warranty. When we make changes to the bodywork of your Porsche, each steel panel is thoroughly corrosion-proofed prior to installation. There is no point in having the Porsche of your dreams made if the dream won't last.



For any bespoke modifications, only original Porsche parts are used. These are either developed specifically by Porsche or manufactured to our strict specifications.

To ensure that your Porsche will always be a Porsche. Only more exclusive.



If you have specific ideas on how to give your Porsche your personal touch whilst it is being built at the Porsche factory, please let us know.

If you are looking for inspiration, you will find some of our own ideas on the following pages. These were developed and refined by Porsche based on our production series. You can order them as a standard package, add to them or modify them to your own specifications.

These are suggestions to give you an idea of what can be done. After all, we believe only one person really knows what their Porsche should look like.

You.



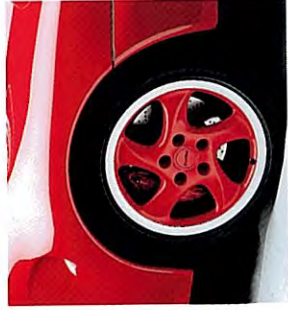
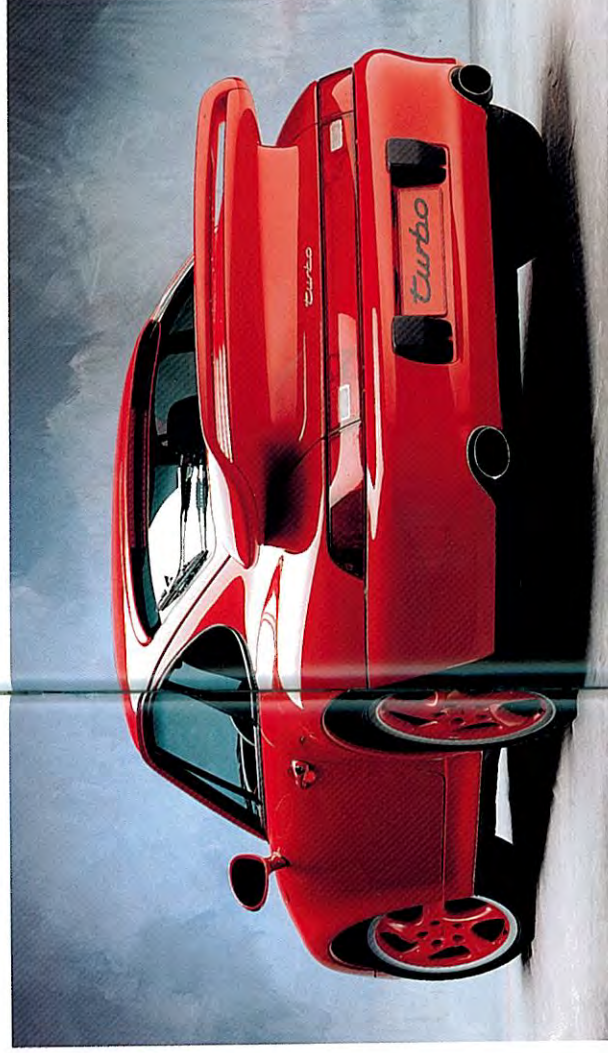
The 911 Turbo is the engineering benchmark.

The proof of what, ultimately, the 911 is all about.

Yet the 911 Turbo can be as individual as you want it to be.

Visually: as the 911 Turbo "Exclusive". With a burr wood and extended leather interior and Turbo Aerokit. For the few who won't compromise between luxury and performance.

Technically: as the 911 Turbo "HighTech". With a performance-enhanced engine (316 kW/430 hp) and a carbon/aluminum/leather interior. For the few who want to take their own vision of performance a step further.



# 911 Turbo "Exclusive/HighTech"



Those who spend time on the road see the value in having their Porsche equipped to ensure that they arrive feeling relaxed and fresh after long trips.

The 911 Carrera "Executive" is true to the concept of utter comfort. Built with enhanced performance, full leather interior and burr wood trim.

A new definition of Porsche driving.

# 911 Carrera "Executive"



In the spirit of competition?

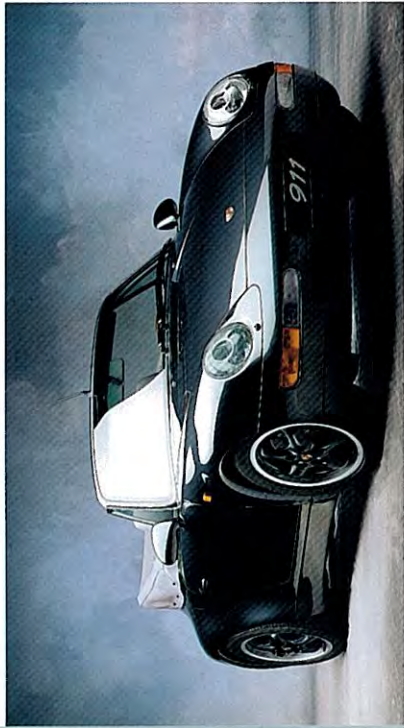
The 911 Carrera "Sportive" might be just what you are looking for. We have fitted it with a number of engineering details true to Porsche's racing heritage.

It comes with the Porsche AeroKit, air inlets in their rear wings, sports bucket seats, sports suspension with 18-inch "Turbo" design wheels plus the dynamic-looking carbon/aluminum interior trim. It's not only beautiful, it's also faster. The performance-enhanced engine delivers 220 kW/300 hp.



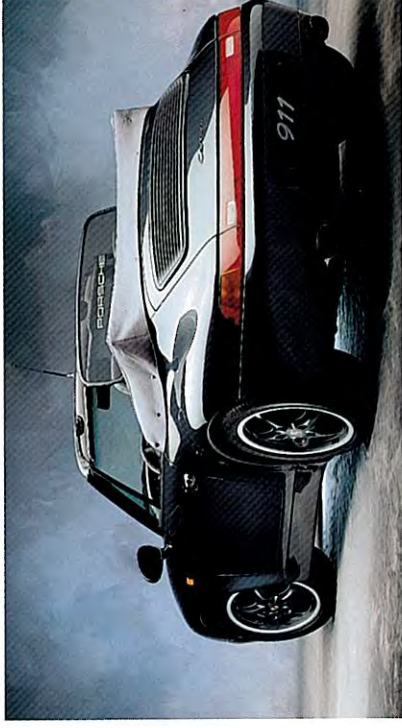
# 911 Carrera "Sportive"





There are instances when additional comfort is not extravagant luxury. Even in the Porsche Cabriolet.

The 911 Carrera Cabriolet "Exclusive" has everything to make open-top motoring experience even more enjoyable. Standard specification that includes burr wood and leather trim as well as discreet enhancements to the body combine to round off the Cabriolet's unique poise. How open are you to new ideas?



# 911 Carrera Cabriolet "Exclusive"

### 911 Turbo "Exclusive"

#### Exterior

- Wheels painted in body colour
- Wheel centres in body colour with "Turbo" script
- Oval-shaped, chrome exhaust tailpipe ends
- Turbo Aerokit II
- Rain sensor for wash/wipe system

#### Interior (choice of light or dark burr wood)

- Airbag steering wheel with wood/leather trim
- Handbrake lever grip in burr wood
- Gearshift lever in burr wood
- Burr wood dashboard fascia and side door moulding trim
- Stainless steel door entry guard with "Turbo" script
- Leather trim on door sill covers
- Vents, controls, buttons with leather trim
- Seat system, controls, covers with leather trim



- Seat belt locks with leather trim
- CD storage compartment on centre tunnel
- Reading light in passenger sun visor



- Dial gauge backgrounds in interior trim colour
- Automatic anti-glare interior rearview mirror

#### Options (not included in base price)

- Front suspension strut
- Performance enhancement to 316 kW/430 hp
- Front oil cooler
- Sports suspension

### 911 Carrera Coupé "Executive"

#### Exterior

- Wheels painted in body colour
- Crested wheel centres with Porsche colours
- Front brake cooling ducts
- Oval-shaped, chrome exhaust tailpipe ends
- High level brake light in roof spoiler
- 18" light alloy "Turbo" design wheels (hollow spokes)
- Rain sensor for wash/wipe system

#### Interior

- Airbag steering wheel, carbon/leather trim
- Handbrake lever grip in carbon/aluminium
- Gearshift lever in carbon/aluminium
- Full leather trim
- Stainless steel door entry guard with "Executive" script
- Leather trim on door sill covers
- Dial panel, switch panel and door inserts in leather trim (interior trim colour)

#### Options (not included in base price)

- Front suspension strut
- Sports suspension
- Lowered suspension

### 911 Carrera Coupé "Sportive"

#### Exterior

- Air intakes in rear wings
- Front brake cooling ducts
- Aerokit - front + rear spoilers
- Extender door sill panels
- High level brake light in roof spoiler



- Instrument backgrounds in interior colour
- Automatic air conditioning
- CD storage compartment between seats
- Automatic anti-glare interior rearview mirror

#### Engine

- Performance enhancement to 220 kW/300 hp with 3.8 ltr engine (not in conjunction with Tiptronic transmission)

#### Options (not included in base price)

- Front suspension strut
- Sports suspension
- Lowered suspension



- matt aluminium finish
- Sports bucket seats
- Stainless steel door entry guard with "Sportive" script

# Equipment in detail



r trim  
on  
r sun



**Options  
(not included in base price)**

- Front suspension strut
- Performance enhancement to 316 kW/430 hp
- Front oil cooler
- Sports suspension

**911 Carrera Coupé "Executive"**

**Exterior**

- Wheels painted in body colour
- Crested wheel centres with Porsche colours
- Front brake cooling ducts
- Oval-shaped, chrome exhaust tailpipe ends
- High level brake light in roof spoiler
- 18" light alloy "Turbo" design wheels (hollow spokes)
- Rain sensor for wash/wipe system

**Interior**

- Airbag steering wheel, carbon/leather trim
- Handbrake lever grip in carbon/aluminium
- Gearshift lever in carbon/aluminium
- Full leather trim
- Stainless steel door entry guard with "Executive" script
- Leather trim on door sill covers
- Dial panel, switch panel and door inserts in leather trim

- Performance enhancement to 316 kW/430 hp
- Front oil cooler
- Sports suspension



- Instrument backgrounds in interior colour
- Automatic air conditioning
- CD storage compartment between seats
- Automatic anti-glare interior rearview mirror

**Engine**

- Performance enhancement to 220 kW/300 hp with 3.8 ltr engine (not in conjunction with Tiptronic transmission)

**Options (not included in base price)**

- Front suspension strut
- Sports suspension
- Lowered suspension

**911 Carrera Coupé "Sportive"**

**Exterior**

- Air intakes in rear wings
- Front brake cooling ducts
- AeroKit - front + rear spoilers
- Extender door sill panels
- High level brake light in roof spoiler

**Interior**

- Airbag steering wheel with carbon/leather trim
- Handbrake lever grip with carbon/aluminium trim
- Gearshift lever with carbon/aluminium trim
- Dial panel, switch panel and door inserts in carbon trim
- Instrument backgrounds in



- matt aluminium finish
- Sports bucket seats
- Stainless-steel door entry guard with "Sportive" script

**911 Carrera Cabriolet "Exclusive"**

**Exterior**

- Front air intakes
- Wheels painted in body colour
- Crested wheel centres in Porsche colours
- Oval-shaped, chrome exhaust tailpipe ends
- Door sill cover
- Wind deflector with Porsche script

**Options**

- Performance enhancement to 220 kW/300 hp with 3.8 ltr engine (not in conjunction with Tiptronic transmission)

**Interior (choice of light or dark burr wood)**

- Airbag steering wheel with wood/leather trim
- Burr wood dial panel, switch panel and door inserts
- Full leather trim
- Leather trim on door sill covers
- Stainless steel door entry guard with "Exclusive" script
- Vents, controls, buttons with leather trim
- Seat belt locks with leather trim
- Seat system, controls, covers with leather trim

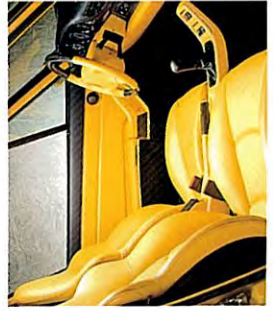
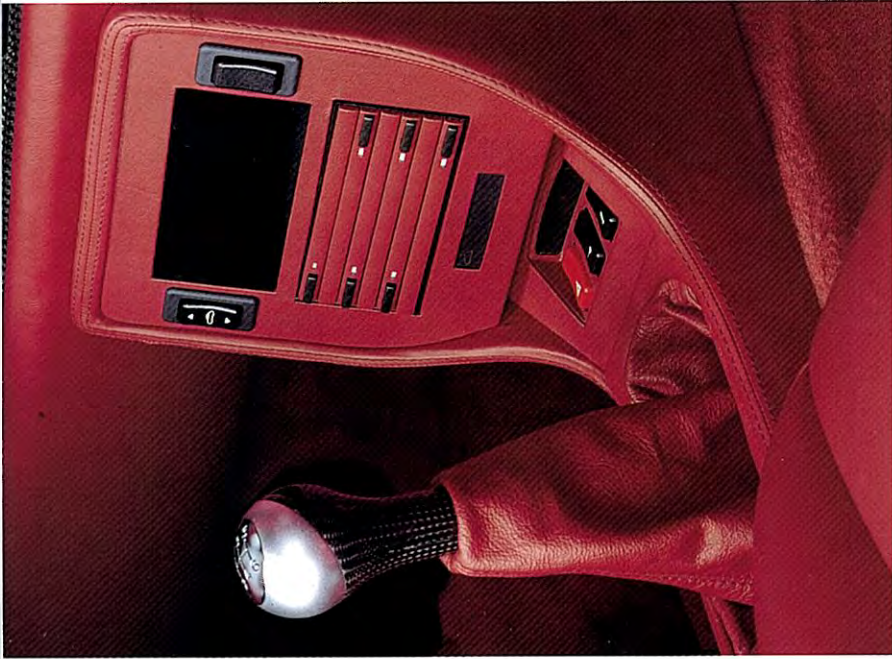
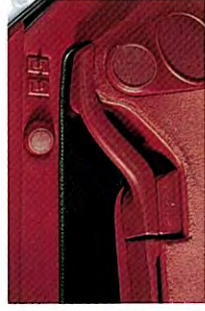
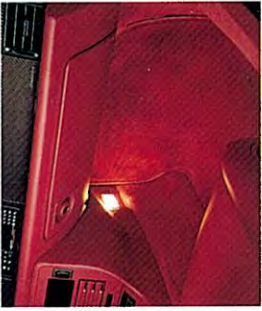


- rearview mirror
- 4-point automatic safety harness
- Roll bar/safety cage

ment in detail

**Porsche Exclusive.**  
**You wouldn't want to have it  
any other way.**

To the greatest possible extent,  
we will also install to your  
Porsche the individual parts of  
your choice, whether they are  
intended to enhance dynamic  
appearance or road perform-  
ance. To complement our own  
suggestions or purely to your  
wishes.



We reserve the right to modify or alter design or specification without prior notification. The models depicted here are fitted with specification for the German market. They may also show special equipment which is not part of standard specifications and available only at additional cost. Availability may vary from country to country due to local restrictions and specifications. Please contact your nearest official Porsche centre for information regarding which models and exact equipment specifications are available in your country. Please refer to the price list for additional details.



**There is more to enhancing the style and performance of your Porsche than we can show on the preceding pages. We have two additional comprehensive equipment programmes to make the experience of owning a Porsche complete.**

**Porsche Tequipment: a range of accessories which can be fitted according to your individual specifications at your official Porsche centre. With no effect to your warranty.**

**Porsche Selection: a range of clothing and personal accessories designed with the discerning Porsche driver in mind. Timeless items of the highest quality that reflect your individual taste.**

**These new catalogues are available at your Porsche centre.**

