

PORSCHE

70

911 Spirit 70

ICONS OF COOL

PORSCHE



The vehicle models featured in this publication present the equipment for Germany. They also contain, for example, individual equipment that is not part of the standard scope of delivery and is only available at extra cost. The availability of models and equipment may vary from one country to another due to local restrictions and regulations. For information on the precise equipment scope, please consult your Porsche Centre/dealer or your importer. The 911 Targa 4S Heritage Design Edition and the 911 Sport Classic are no longer available for purchase. All information regarding construction, features, design, performance, dimensions, weight, fuel consumption and running costs is correct to the best of our knowledge at the time of going to print [04/2025]. Porsche reserves the right to alter design specifications, equipment and delivery scopes. Colours may differ from those illustrated. Errors and omissions excepted. For the disclaimer in every language, please refer to www.porsche.com/disclaimer

Foreword

Dear 911 fans,

Coolness – the use of this term, which was omnipresent especially before the turn of the millennium, is currently experiencing a true renaissance. Today, more than ever, many people strive for calmness, peace and unbridled admiration of aesthetics and style. Especially in fashion, the 'cool look' is what everyone wants. Elements from the past come into play, that seem particularly cool to people years or decades after they first appeared. This brings us back to Porsche and our Heritage Design Strategy. Timelessness makes something cool, as does expressing your own lifestyle with a particularly individual vehicle. And the prerequisite for this is a strong, distinctive design.

At Style Porsche, we are continuously working on new stylistic ideas that keep pace with the zeitgeist without neglecting the heritage of the brand. We like to say 'no future without a past' when we tackle the first sketches for a new model. Every new model draws on the rich history of our brand, but still looks absolutely modern and future-oriented. With the Heritage Design Strategy, we at Porsche are faithfully adopting this philosophy with a focus on the customer, and are further interpreting it and enhancing it by adding contemporary elements. We're bringing back the Porsche brand's most

popular design features, colours and materials from the 50s, 60s, 70s and 80s. Deliberately not 1:1, of course, but composed with great attention to detail and reinterpreted to emphasise – and complement – the timeless modern character of the 911 to perfection. Every era of Porsche history is exclusively showcased by a limited edition collector's model. Moreover, we are raising awareness of the topic by means of optional packages that will also be available for many other 911 models.

Based on the success of the 911 Targa 4S Heritage Design Edition from 2020 and the 911 Sport Classic from 2022, I am convinced that the success story will continue with the new 911 Spirit 70 (Type 992 II).

The specifically developed colour, Olive Neo, combined with the new interpretation of the Black safety stripes – previously only known to Porsche connoisseurs – ensures a unique appearance. The stripes are also continued on the roof, which is best left open permanently to consciously enter the 1970s lifestyle. The Pasha pattern then visible in the interior makes songs like 'You Make Me Feel' and 'Born to Be Alive' ring in your head without the radio even being turned on. You automatically think of

freedom, joie de vivre and nights spent dancing in discotheques around the world. Feelings that shaped this decade and that we like to remember today, or that we hear about with fascination. In addition to the design, the selection of colours and materials is extremely important to our design team. The Pasha pattern, which resembles a waving chequered flag, is an in-house Porsche development for the 928, which was presented in southern France in 1977. From a Porsche designer's point of view, this pattern is even more important than the Pepita pattern adopted from the world of fashion. In the Black and Olive Neo colour scheme, Pasha is certainly as polarising today as it was back then. That's part of trying out new topics or reinterpreting existing ideas. I am sure that this trend will continue to develop in a more sustainable manner. Often it is the attributes that seem disruptive or unsuitable at first glance that make a design a long-term success.

This is certainly also due to the many Porsche Exclusive Manufaktur details, which combine craftsmanship and attention to detail in the typical way in all Heritage Design models. The front bonnet of the 911 Spirit 70 is once again adorned with the Heritage Design crest, which is based on the first Porsche Crest on a 1963 911 (901). And here, too, there is a hint of provocation, because it is neither the correct crest from 1970 nor the current trademark from today, but rather the deliberate connecting element that only the Heritage Design models are allowed to carry. The same goes for the Gold-plated lettering: here, despite all the logic of the unity feature, we as a design team have prevailed and are offering customers of the third collector's model the lettering in Black (satin gloss) upon request. Regardless of which colour scheme customers choose for their personal vehicle, the overarching motto of the Heritage Design Strategy is best described as true Icons of Cool – exactly how you will be described when you sit behind the wheel of the 911 Spirit 70.

Have fun and enjoy the drive

Yours, Michael Mauer



Michael Mauer has headed the Design Department of Porsche since 2004. He studied automotive design at Pforzheim University from 1982 to 1986. In addition to the current generations, all Porsche 918 Spyder series and most recently the Taycan electric sports car have been created under his leadership.

Every era deserves its icon.

They exist, these special moments. Moments of inspiration and thrills when the world seems to stand still to witness the creation of something significant.

A song whose melody strikes a chord with the masses, a film that impacts generations, or a sporting triumph that is remembered forever – they all have one thing in common: they represent the birth of something special that changes the world as we know it forever.

Porsche's history is also full of developments in which we felt that we were on the way to something great. One of these moments was the birth of the 911. For the world of sports cars, the premiere at the IAA in Frankfurt in 1963 heralded a new era. Since then, the 911 has turned countless sports car enthusiasts into Porsche enthusiasts.

With the Icons of Cool, we bring the pulsating energy of past decades to life. The 911 Targa 4S Heritage Design Edition was our homage to the flair of the 1950s. With the 911 Sport Classic, we celebrated the unmistakable era of the 60s. And now we are bringing back the irreplaceable vibe of the 70s – in a unique way: with the 911 Spirit 70.

Equipped with the latest technology and inspired by historical design elements, this limited small series brings to life an era that, like no other, stood for new beginnings, change and freedom. With a vehicle concept that is as iconic as the decade it represents.



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The wild 70s

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A look ahead to the 80s



Sylvester Stallone



ABBA



The Jackson 5



Studio 54



Karen Lynn Gorney and John Travolta



Freddie Mercury



Sylvester



The wild 70s.

Unbridled, eccentric, unique: the 1970s are a decade that was hard to beat in terms of creativity and diversity. An exciting journey through a wealth of experiences and impressions, characterised by a love of freedom and a carefree attitude to life.

Traditional norms were given a new perspective while fashion was constantly breaking new ground. Platform shoes, flares and psychedelic patterns took the world by storm as people experimented and redefined their personal style.

It was a time to live it up and try new things. Whether in music, fashion or television, the 70s knew no boundaries.

For Porsche, too, it was an extremely eventful decade full of upheavals, reinventions and transformations. One step at a time, though.

The world in disco fever.

In the 70s, you would say 'Peace out' to the establishment, play a Sylvester record, put on your widest sequinned flares, wear your shirt with the wildest pattern and ask where the nearest disco was.

Because that's where the music played – in the truest sense of the word. A new era began with songs and melodies that moved the masses and

still inspire us today. From the pop anthems of ABBA to the beats of David Bowie to the voice of Freddie Mercury, the 70s had something to offer for every musical taste. The emerging club culture, led by vibrant venues like the legendary Studio 54 in New York City, also exuded a feeling of freedom and nights that would never end. A new era also began in the world of TV and cinema. The world of cinema witnessed milestones such as 'The Godfather', 'Rocky' and 'Star Wars', which pushed the boundaries of storytelling to a new dimension and kept our eyes glued to the screens like never before.

The unfettered decade.

But the 70s weren't just disco balls and laser swords. They were also a time of great change and challenges: the Vietnam War ended, but brought with it its own social upheavals. The oil crisis highlighted the dependence on fossil fuels. Economically, it was a time of uncertainty, but also of change and progress.



Germaine Greer



Bianca Jagger



The sexual revolution gained significant momentum during this decade. People began to embrace their sexuality more openly and campaigned, among other things, for the removal of taboos around sexual topics as well as for tolerance and acceptance of sexual orientation.



Gloria Steinem



The beginning of change.

Feminism also flourished and the women's movement became a driving force that could not be ignored. Women changed the face of society forever, they fought for their rights, broke down barriers and set new standards for future generations.

This decade offered people a chance to redefine themselves and question the world around them. It was a time of change, of expressing oneself and trying new things. A time that challenged and shaped people, made them dance and think, left them breathless and dizzy, and ensured that it will remain unforgettable forever.



Marsha P. Johnson



MIGHTY REAL:

The soundtrack of a new era.

Without doubt, the 70s was one of the most exciting decades in music history. An era in which music was not only made to be heard, but also to be felt. Music became an expression of the dreams and desires of an entire generation. It became a phenomenon that would fundamentally change society and culture. A melting pot for this change was the infamous birthplace of discotheque culture: Studio 54. The legendary nightclub in Manhattan opened its doors in 1977 and became synonymous with glamour, excess and hedonism.

Every night, celebrities, fashion stars, artists, music lovers and partygoers of all kinds gathered here. Studio 54 gave disco culture legitimacy and took it to a new level of social and cultural relevance. Studio 54 was more than a disco, it was a lifestyle. This burgeoning movement

was supported by some of the most iconic bands and artists of the 70s. One of these pioneers was Sylvester James Jr., better known as Sylvester. With his remarkable energy and the legendary track 'You Make Me Feel (Mighty Real)' he set the dance floors alight. His dazzling stage presence and extravagant outfits made him just as unmistakable as his energetic falsetto voice. The mix of driving beats and the irresistible invitation to get carried away by the music perfectly captured the vibe of the 70s. And what a vibe it was. An explosion of colours, exuberance and musical diversity. This decade showed us that music can be more. A feeling, a mood, an expression of personality. Funk, soul, hip-hop – they all found their place and their voice in the 1970s. Icons like James Brown and Marvin Gaye created the soundtrack of an era with deep bass and passionate lyrics.



Marvin Gaye

Sylvester

Pink Floyd

Grandmaster Flash

James Brown

Non-stop music.

But it wasn't just the music itself that evolved. The way we listened to and experienced music was also redefined. DJs and turntablism became essential elements of the music scene. Kool DJ Herc and Grandmaster Flash became pioneers of this movement. They didn't just play songs: they revolutionised them in a groundbreaking new way.

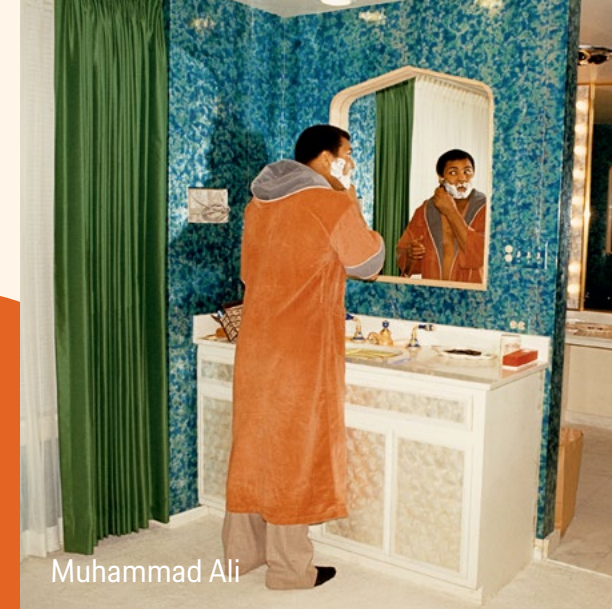
They created sounds and rhythms that had never been heard by cutting, mixing and scratching vinyl records. With their music, they developed a completely new art form and became the undisputed conductors of the night. Wild, free, courageous and authentic – the 70s were the epitome of musical transformation and evolution. The soundtrack of this era set the pulse of entire generations dancing and laid the foundation for many new genres that we listen to and celebrate today. An immortal spirit that lives on today in its beats and electrifies people all over the world like it did on the very first day.

While the 1960s whispered softly in pastel tones, the colour palette of the 70s really turned up the volume. Particularly trendy were harvest gold, avocado green and screaming orange. The colours became a pulsating expression of a new attitude to life. They were the disco in our homes, the vibe in our wardrobes and the pop in our kitchens. Just like the music, the colour spectrum was bold, creative and distinctively original.

Whether you're browsing through a collection of family photos or watching old films and TV shows, if there's one thing that immediately catches your eye, it's the bright colours of the 70s. Even the most everyday objects were transformed into living works of art. Hypnotic lava lamps, sparkling beaded curtains, psychedelic wall posters and wildly patterned carpets – colours became the main attraction.

They made the world brighter, more colourful and louder. They were a statement that clearly said: we are colourful, we are brave – and we are ready to change the world.

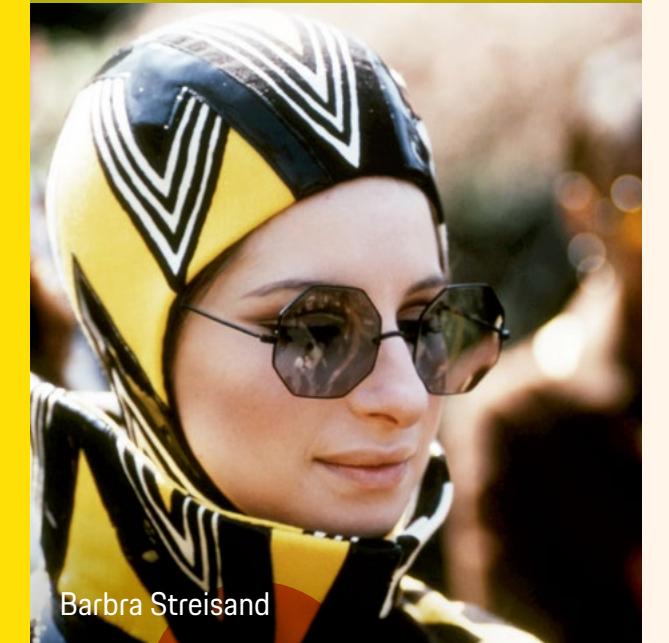
Only the colours were louder than the music.



Muhammad Ali

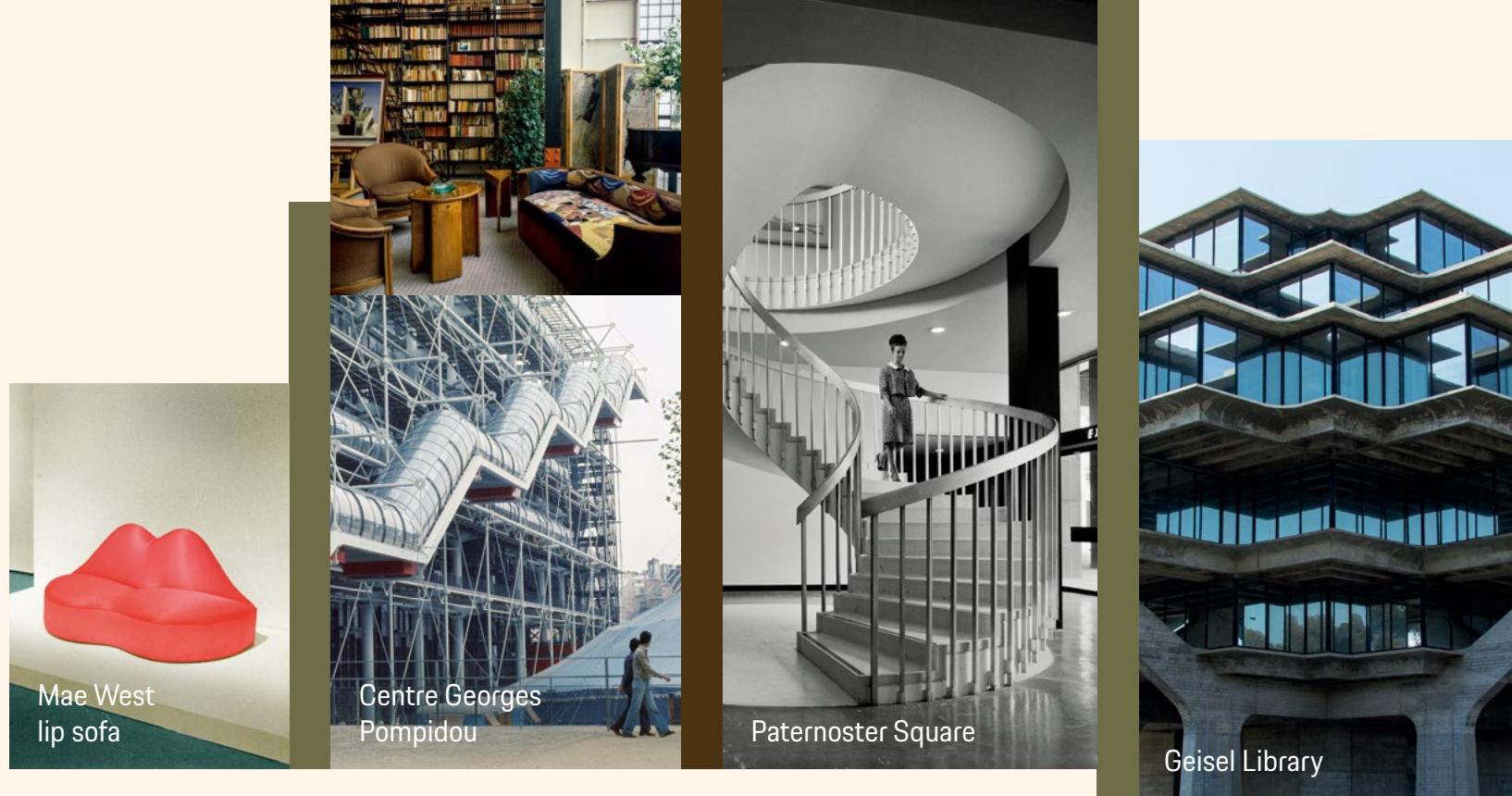


Cher

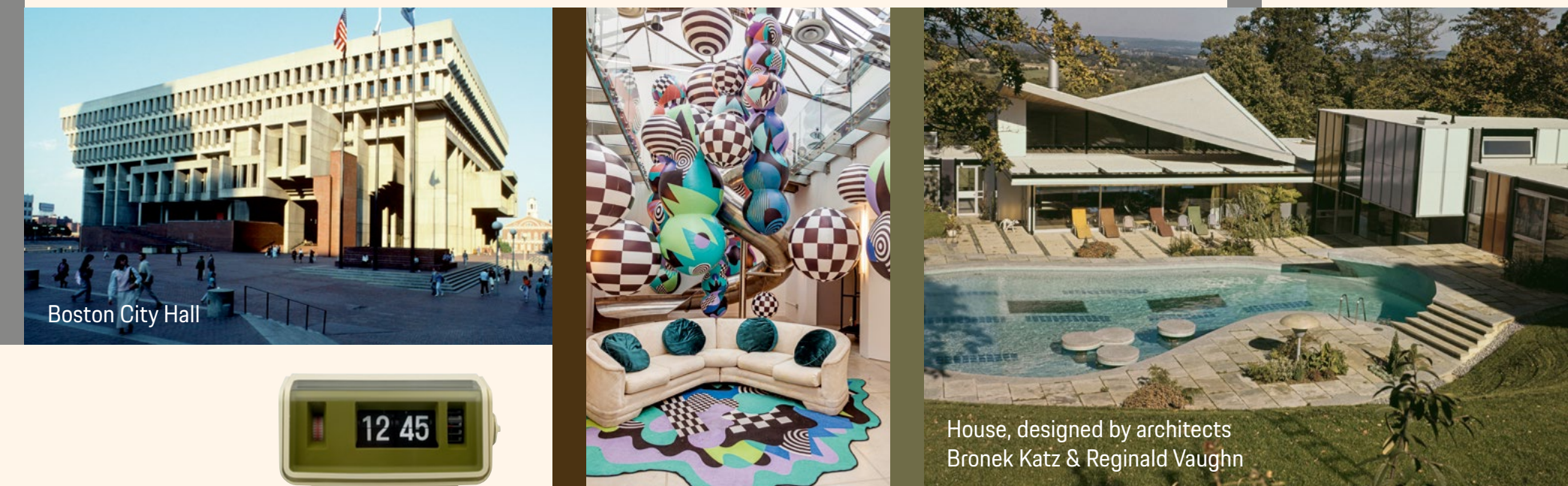


Barbra Streisand





Not just buildings, but statements.



A manifestation of 'living it up' in architecture.



A decade in top form.

The cultural and social changes in this era even made concrete fashionable. Brutalism, deconstructivism – powerful words that were able to fully unleash their power in the 70s. Brutalism, with its penchant for raw materials, especially concrete, as well as monumental, block-like forms, gave rise to imposing buildings such as the Centre Georges Pompidou in Paris, Boston City Hall or the Geisel Library in San Diego. The style also had a noble side: luxurious residential buildings such as John Lautner's Elrod House or the Sheats-Goldstein Residence were characterised by chic concrete structures and innovative spatial concepts. Concrete couture, so to speak.

Conventions are there to be broken.

With the 'modular principle' of architecture, deconstructivism, another architectural style rebelled against all conventions. There was wild experimentation with new angles and perspectives. Structures were broken down, turned over and then reassembled. Symmetry and order? Superfluous and boring – the 70s could only smile wearily at such outdated concepts.

At the same time, 'Eastern Modernism' dictated the architectural discourse in the Eastern Bloc countries. A design melting pot of modern, functional design approaches, regional aesthetics and tradition.

But houses and buildings were not the only elements that featured a new, radical approach. The furniture designs of the 70s also had their own crazy aesthetic that reflected the spirit of the era. The norm: unconventional. The shapes: abstract. Sofas, chairs and even table lamps showed that, in the 70s, anyone could fearlessly embrace their creative side. Pop art captivated the world and everyday objects became loud ambassadors of culture, like the famous lip-shaped Bocca sofa. The perfect piece of furniture to prove that you had style and a sense of humour.

As radical as the design movements of this era were, they shared a common goal: they were an expression of imaginative 'acting out'. A manifestation of the desire to break conventions and venture into new creative territories with bold design. They founded an era that, even 50 years later, is still a trendsetter and a source of inspiration for our culture.



An ambitious company. Porsche in the 70s.

The 1970s was an era of upheaval, challenges and progress – for the entire world as well as for Porsche. Glorious racing successes, revolutionary innovations and a strategic realignment: for Porsche, the decade was ground-breaking in many ways.

A new era. For Porsche, too.

The biggest changes start with yourself. With the transformation from a limited partnership (KG) to a stock corporation (AG) on 1 August 1972, Porsche marked the beginning of a new era and implemented a significant strategic change of course.

Up to this point, Porsche had been run by a few people, mainly family members. Although this tight control enabled quick decisions and very personal company management, it came at a price: the structure was a financial burden for the family, as they were liable for the company's losses and financing options were also limited.

In the course of the conversion into a stock corporation with a new board of management and Ernst Fuhrmann at its head, Porsche opened the doors to new backers and created new financial opportunities. A move that enabled the company to expand its production capacity, invest in new technologies and assert itself in the midst of the economic crisis of the 1970s.

The realignment also represented a profound change in corporate strategy. In the future, operational management positions should no longer be filled by family members. Ferry Porsche, who embodied the company's legacy and vision, took over the chairmanship of the supervisory board and handed over to new management.

Despite the strategic change of course, the company continued to implement decisions in the early 1970s that were significantly influenced by the family. A prominent example is the high-performance 911 Carrera RS 2.7 sports car, introduced in 1972 and the pinnacle of the 911 series at the time.

Under new leadership, Porsche consistently pursued its courageous path of change. Technically speaking, a new chapter was opened, especially with the transaxle construction, which was also accompanied by modern body shapes. A particularly beautiful result of this development was the luxurious 928 sports car. Even though, according to Ferry Porsche, these changes meant a departure from the practised principle and no longer bore his own signature, the success spoke for itself. Based on a broad model range of four, six and eight-cylinder sports cars, sales grew steadily.



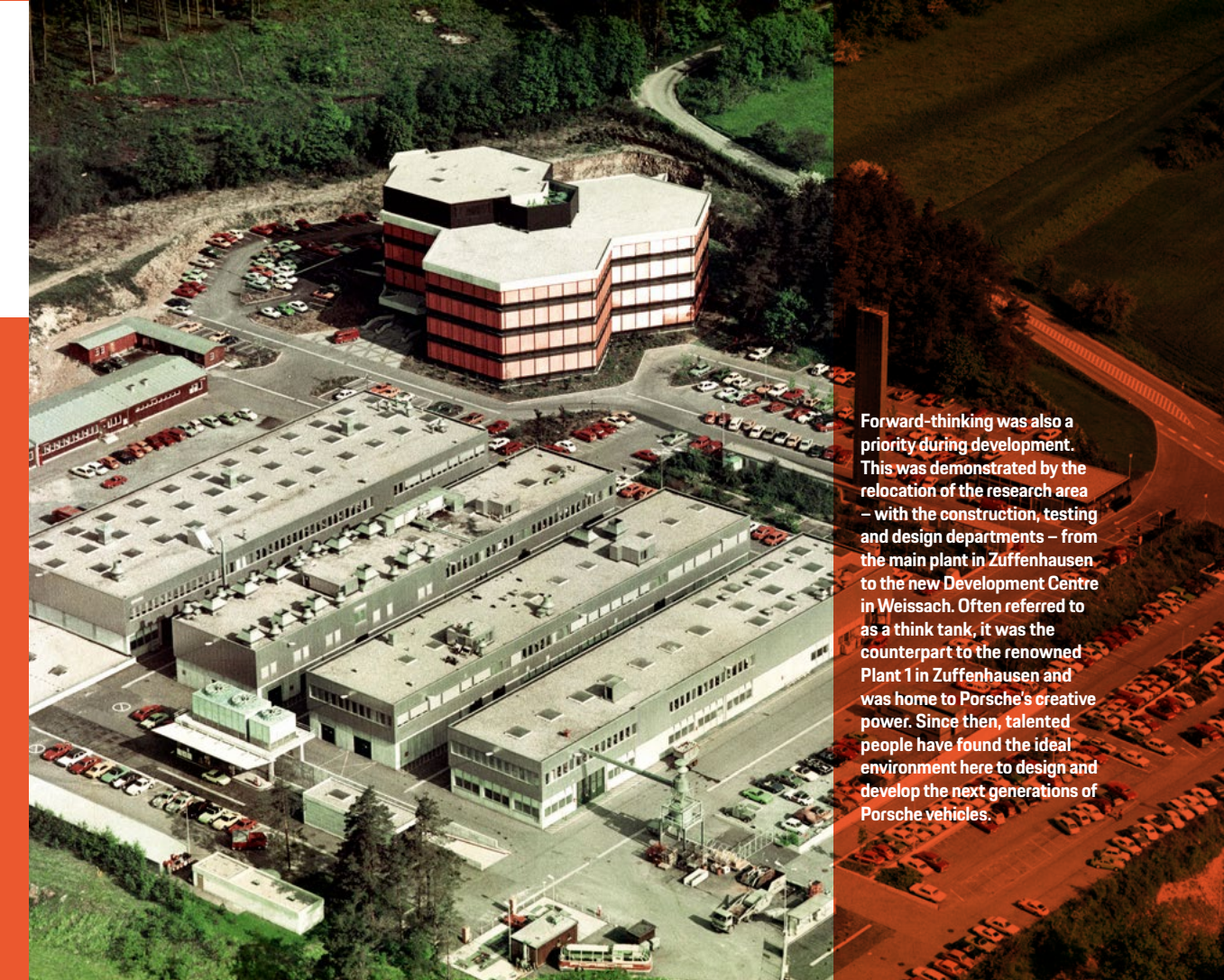
'It is only because Porsche has changed again and again that Porsche has always remained Porsche.'
Oliver Blume, CEO Porsche



Porsche 911 Carrera RS 2.7
(special version without rear spoiler)



Le Mans, 1970



Forward-thinking was also a priority during development. This was demonstrated by the relocation of the research area – with the construction, testing and design departments – from the main plant in Zuffenhausen to the new Development Centre in Weissach. Often referred to as a think tank, it was the counterpart to the renowned Plant 1 in Zuffenhausen and was home to Porsche's creative power. Since then, talented people have found the ideal environment here to design and develop the next generations of Porsche vehicles.

Porsche writes history. With rubber on asphalt.

For Porsche, however, the 70s were much more than a time of change and upheaval. It was also an era of great visions. Alongside names like Ford and Ferrari, Porsche was to become a real force in motorsport. With the racing department professionalised by Ferdinand Piëch by 1972, Porsche began to cross boundaries and make the impossible possible. It was no longer about building vehicles that looked good and drove fast – Porsche wanted to develop cars that would make history.

Whether at the legendary 24 Hours of Le Mans, at the Can-Am circuit races or on the challenging serpentine of the Targa Florio in Sicily, Porsche turned visions into reality and established an era full of glorious victories and historic records, such as the first overall victory at Le Mans in 1970 with the Porsche 917. A key event that finally brought Porsche to the top of motorsport.

In particular, the sight of waving chequered flags would delight Porsche enthusiasts much more often. But more on that later.



Just as Porsche was ahead of its time on the world's racetracks, a new era was also dawning on the road.

After the first 911 was presented to the world public in 1963 (then still using the 901 designation), its development increasingly picked up speed – quite literally. From the pure racing machine of the 911 R through the evolution of the 911 S to competition specification as the 2.5 (ST) and the Porsche Carrera RS to the motorsport successes of the 911 Carrera RSR, each optimisation marked a new evolutionary stage in performance.

Ten years later, in 1973, the time had finally come: after countless improvements and over 80,000 vehicles sold, the next generation of the 911 was in the starting blocks – the legendary 911 G-series. Ready to change the world of sports cars once again forever.

With the transition from the 60s to the 70s, the iconic sports car experienced a visual and technical leap. A key step in the technical evolution was the conversion of the engines to 2.7-litre displacement. In addition, safety awareness and comfort became more of a focus and the new 911 responded to this. The newly designed safety bumpers, in response to new US regulations, shaped the appearance of the 911 until the 964 generation was introduced in 1989. In addition, three-point seat belts and seats with integrated headrests were included as standard, which significantly increased occupant protection. Another new highlight was the Red panel between the tail lights, decorated with the striking 'PORSCHE' lettering, which gave the rear an even sportier appearance.

The appearance was rounded off by applications painted in Matt Black or in the exterior colour, giving the G-series an unmistakable character – from 1982 also as a convertible, at that time the fastest convertible in the world.

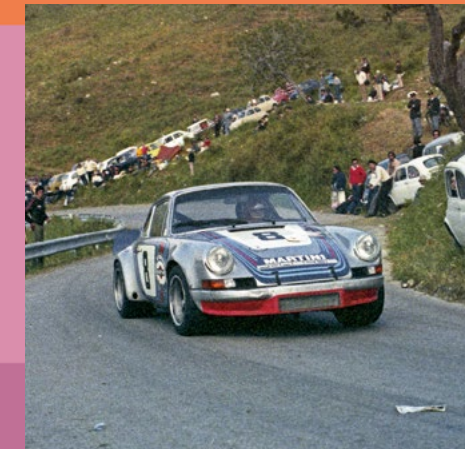
Turbo-charged through the crisis.

But the introduction of the G-series was marked not only by technical progress and stylistic innovations, but also by unforeseen challenges. The oil crisis in 1974, with exploding fuel prices and the resulting decline in sales figures, cast dark clouds over the company. Especially after the last two decades had predominantly been characterised by great successes.

In the midst of these turbulent times, Porsche showed particular courage and brought a new technology developed from racing to the road: the 911 Turbo, also known as the 930 Turbo. A bold step. But, as it turned out, it became an important milestone in the history of the 911, the Porsche brand and, not least, the entire automotive world. The Turbo not only embodied Porsche's technological pioneering role, but also its unshakable belief in its own vision and its desire to try new things – even in uncertain times.



Porsche 911 SC 3.0 Cabriolet from the early 1980s



Porsche 911 Carrera RSR 2.8



Porsche 911 Turbo 3.3 Coupé
In the background: Porsche 911 SC 3.0 Coupé

G for game changer. The new generation 911.

Porsche reinvents itself. From 914 to transaxle.

If you look at the moving Porsche history of the 70s, you can't ignore the transaxle drive concept any more than you could ignore the 917 at Le Mans back then.

The footsteps that the first transaxle model had to follow in were huge. The iconic Porsche 914, which was created in cooperation with Volkswagen, was to be replaced by a new model. As a true lifestyle product, the 914 took the brand's sporty spirit in a new, more youthful direction that certainly impressed. With a base price of less than DM 12,000, Porsche sold almost 120,000 units of this 'entry-level sports car'.



914

A new sports car era.

With its straight silhouette and aerodynamic shape, the first transaxle model – the Porsche 924 – not only marked a turning point in Porsche's design philosophy, but also influenced the entire automotive world in technical terms. The idea of moving the engine forward but leaving the transmission on the rear axle for optimal weight distribution was revolutionary in the sports car world.

However, in order to put the transaxle idea into practice, a major hurdle had to be overcome first. Originally planned and constructed for Volkswagen, VW stopped the almost completed Project 924 against the backdrop of the oil crisis that dominated at the time. But Porsche was so convinced of the concept that the company acquired all rights to the production-ready 924 and finally brought it onto the market in early 1976.



924

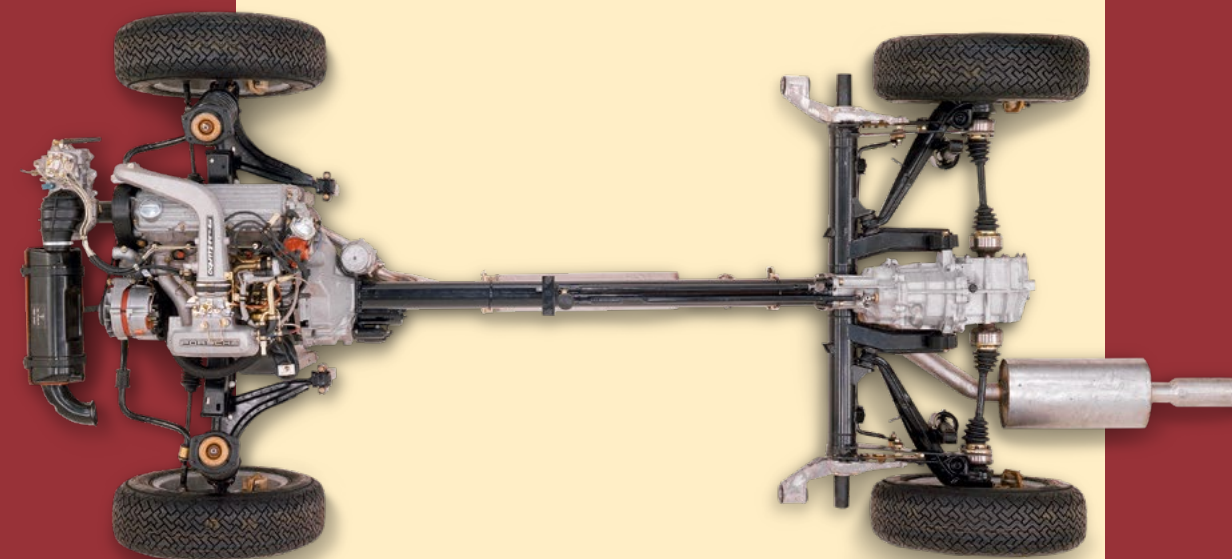
Engine at the front, transmission in the rear. A concept that works.

With its more affordable price and softer design than the 911, the 924 attracted a wider audience and captured a permanent place in Porsche history. By the end of production in 1988, the impressive number of 150,684 vehicles had been reached. A success that continued in 1982 with its successor model: the 944.

924



But at that time, a successor was not only being sought for the 914 – but also for the position of Porsche Design Chief. Ferdinand Alexander Porsche, who had shaped the company's creative work to date, followed his creative urge and founded the exclusive lifestyle company Porsche Design with his brother in 1972. His successor in the role of Porsche Design Chief: Anatole 'Tony' Lapine. Under his leadership, the company consistently pursued its bold path and developed a completely new design language. The result: the 924 – an innovative vehicle concept and more of an evolution than a pure successor to the 914.



Transaxle is a portmanteau of 'transmission' and 'axle'. The engine transmits power to the rear axle via a driveshaft housed in a rigid pipe. In an age without electronic drive assistance, this principle was an innovative concept for a sports car. It guaranteed neutral and very safe handling characteristics.

Chassis of the Porsche 924 Turbo, model year 1979.

CHASSIS

928 S



A paradigm of comfort. The grand tour – à la Porsche.

The next transaxle highlight didn't take long to arrive. In 1977, the Porsche 928 was presented to the public. With its eight-cylinder, front-engine architecture, aluminium chassis and steering 'Weissach rear axle', the trade press of the time described it as a particularly innovative luxury coupé that enriched the world of the grand tour.

Unrivalled. Even in the art of inspiring.

The easy-to-control, comfortable and confident GT sports car impressed customers and juries alike. The 928 was the first and, so far, only sports car ever to be named car of the year (1978) by an international panel of journalists, making it one of the most popular Porsche models of all time. Contrary to some concerns, it was never in competition with the 911. While the 911 catered to the sporty clientele, the 928 became the perfect alternative for those for whom the 911 was too small as a family car. Ultimately, both models found their place in the hearts of Porsche enthusiasts.

The transaxle era is much more than just a chapter in Porsche's history. It is a tribute to the courage to follow your own path, to remain true to your values and yet to constantly reinvent yourself.

928 S



928 S



944 S



A quick jump into the 1980s: the 944, available from spring 1982, was based on the body of the 924, but had a much more distinctive shape. What's more, the 944 was fitted with a 2.5-litre in-line four-cylinder engine developed by Porsche itself. The 944 quickly gained a large fan base.

928 S



Perhaps it is therefore no coincidence that the world owes another iconic design element to the 928 that has shaped the history of interior design just as much as the 928 shaped the streetscape of its time: the Pasha pattern.

Thrills follow a pattern.

Sometimes the stories behind icons are just as unique and thrilling as the icons themselves. The timeless Pasha pattern is a perfect example. The story of its creation tells of remarkable individuals and unforeseen twists of fate, of passion and creativity, a profound commitment to detail and the singular drive to create something extraordinary. But first things first...

As is often the case with all big ideas, the story of the Pasha pattern started small. And more precisely, in a small boutique in Riga. Anatole 'Tony' Lapine, Porsche Head of Design at the time, spent his childhood there and discovered his love for patterns and colours that would accompany and inspire him throughout his life.

Another central figure in the creation of the Pasha pattern was Vlasta Hatter, a young designer whose path to Porsche was rather unexpected. Growing up in her mother's elegant fashion salon in Brno, Czechia, Vlasta was firmly entrenched in the world of fashion. The idea of working for a car manufacturer like Porsche wasn't something that occurred to her at first. But fate had other plans.

Her passion for design, coupled with an unconventional approach, would make her the ideal person to bring an avant-garde project like the Pasha pattern to life.

Her design team's vision was to bring a moving chequered flag to life. A symbol of victory and speed, of performance and innovation, at a time when Porsche dominated motorsports. With artistic finesse and technical precision, the waving of the finish flag was transformed into a pattern – using differently sized, cleverly arranged rectangles.

This created a kind of movement, a visual translation of the dynamism and elegance that has always characterised Porsche. The work of Erich Strenger, who worked as a graphic designer for Porsche for many years, was a great inspiration. His screen print #3 in Silver and Black from 1971 seems closely related to the Pasha fabric.

The fabric that icons are made of.

After the design was born, Vlasta Hatter's team set about finding the right material. To combine the desired high quality with the required durability, the design team chose velour – a woven fabric with loops that, when trimmed, created a shiny polyester.



Its soft, velvety texture also gave the interior a special feel, pleasant to the touch and comfortable for longer trips. A creation that was christened 'Pasha'. The name was intended to evoke Ottoman sultans reclining on silk and velvet cushions, conveying a feeling of unparalleled luxury and comfort.

A model example of commitment.

A number of challenges still had to be overcome before the pattern was finally defined and could adorn the interior of the Porsche 928 for the first time in 1977. The size of each individual block had to be calculated, both horizontally and vertically, to depict the movement of a waving chequered flag so that the pattern could be woven on the automated looms. Schoepf, a Bamberg-based company, made countless samples for Porsche until it was finally up to Porsche standard.

The already complex mathematical task was made even more difficult by the need to match the fabric to the seat centres and door panels of the 928 without creating a chaotic look. Transferring it to other models wasn't as easy as the designers thought. As it was initially designed only for the spacious interior of the 928, the pattern had to be significantly adapted to work equally well in the smaller interiors of the 911 and 924 from 1980 and in the 944 from 1982.

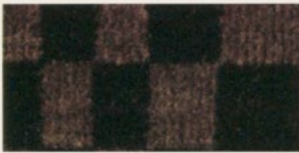
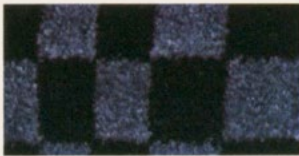
We would like to thank 000 Magazine for its editorial support.





Design in tune with the times.

Its great success was no coincidence. In the 70s, designers such as André Courrèges, Pierre Cardin and Mary Quant worked with geometric materials. The time was ripe for experiments, for playing with shapes and colours, for breaking conventions. The Pasha pattern was a result of this exciting decade. As an expression of freedom, innovation and creativity, it fit perfectly into such a creative environment – and the Porsche brand.



This repeatedly resulted in combinations of interior and exterior colours that did not quite correspond to the classic idea of harmony, but represented the shrill extremes of the 70s. From 1977, colour variants in the 928 included Blue/Black, Brown/Black, Beige/Black and White/Black. In addition, there were colour combinations of Black with Blue, Grey or Beige for the 928, 911 and 924 models from model year 1980. New colour combinations including Blue/Grey, Burgundy/Grey and Brown/Grey followed until model year 1984 (also for the 944 from 1982). The variants offered customers a wide choice, to design their Porsche vehicles according to their wishes.



Porsche 928 – White/Black colour variant

A comeback for the ages.

Like every big hype, the Pasha pattern lost its momentum and disappeared from the Porsche catalogues in the mid-80s. The bold, geometric design no longer fit the changing aesthetics of the new era. Porsche customers became more conservative and turned to more classic styles such as leather. In addition, the technical challenges and costs associated with adapting the pattern to different Porsche models became an ever greater obstacle.

But the magic of the Pasha pattern was never lost, it remained a timeless symbol of luxury, comfort and style that makes the hearts of countless Porsche enthusiasts race. From today's perspective, it is one of the Porsche brand's most famous design elements and is considered one of the most striking and style-defining icons of interior design.

It is the expression of an era, a reflection of the unique attitude to life and the spirit of the time. The Pasha pattern embodies a generation that was not afraid to be bold and different.

We would like to thank OOO Magazine for its editorial support.

‘Emotions – pure and simple.
That’s what it’s all about.’

*Boris Apenbrink
(Director of Exclusive Manufaktur Limited Series & Options)*

Icons like the 911 Spirit 70 are not realised overnight. They are the result of creativity, passion and craftsmanship. The team behind Icons of Cool knows only too well how fulfilling, but also challenging, this creation process can be.

Thrilling Heritage Design.

With the collector’s vehicles of the Heritage Design Strategy, Porsche Exclusive Manufaktur tells a continuous and coherent story. The vision behind it: each model opens its own chapter in which the special attitude to life of past eras can be experienced again by customers. With a clearly defined theme from the outset: the distinctive Porsche colours and materials of that time.

For Boris Apenbrink, Director of Exclusive Manufaktur Limited Series & Options, emotions are the main focus: ‘With our Icons of Cool, we want to make eyes light up, awaken positive associations with times gone by, and simply bring great joy to our customers.’ Just as the first two chapters, the 911 Targa 4S Heritage Design Edition and the 911 Sport Classic, bring their eras to life in style, the 911 Spirit 70 is also intended to inspire.

Times change. Style remains.

‘From the very outset, we decided that we never wanted to be simply “retro” in all Heritage Design themes. Our aim is to carry the strengths that have made us strong as a brand in the past into the future in a credible and newly interpreted way,’ emphasises Boris Apenbrink with a smile. A way of working that can be seen in the vehicles. In all details, the colours and the materials – the modern character resonates everywhere.

‘We always look at the overall concept,’ adds Volker Müller, Head of Colour & Trim at Style Porsche. ‘Especially with an open-top vehicle like the 911 Spirit 70, the smooth transition and the combination of interior and exterior are even more important.’ The result: a highly emotional vehicle that embodies everything that has shaped Porsche and what the brand will continue to stand for in the future – a sports car in its purest form, combined with the coolness and spirit of the 70s and early 80s.

The art of creating icons.

Volker Müller (Head of Colour & Trim at Style Porsche), **Vlasta Hatter** (former Designer Colour & Trim), **Thorsten Klein** (Project Lead Design Limited Series) and **Boris Apenbrink** (Director of Exclusive Manufaktur Limited Series & Options) (L–R).



The power lies in the colour.



Sometimes the history of a colour is as exciting as the era in which it was created. Olive Neo – the exterior colour created exclusively for the 911 Spirit 70 – testifies to a balancing act between Porsche history and modernity.

The vibrant colours, flair and wild spirit of the 70s era shaped the development process. 'Porsche has always been known for polarising and eye-catching colours – especially in the 70s. Accordingly, it was of course important to us to develop an equally extroverted, striking and vibrant colour for the 911 Spirit 70,' emphasises Daniela Milošević, Design Strategy Fashion and Style.

The historical colours Olive and Olive Green served as inspiration. The former was added to the 911 colour range at the end of the 1960s and continued to enjoy great popularity in the following decade. Olive Green appeared in the Porsche colour catalogue from 1978. 'The original Olive had a strong yellowish and earthy character. Our main goal was to create a contemporary colour, to incorporate modernity while still retaining the characteristic yellow component of the historical colour,' reveals Daniela Milošević.



'Colours must be in harmony with each other and underline the character and characteristics of the vehicle.'

Unique by nature.

The inspiration came not only from history but also from nature. More precisely: from the gemstone tourmaline. Daniela Milošević explains: 'You only very rarely see the olive green gemstone, but when you do, it immediately catches

your eye, especially in combination with gold.' With the Gold-plated lettering of the Heritage Design Strategy and the deliberately chosen accent colour Bronzite – a slightly more golden shade of Grey – the exterior of the 911 Spirit 70 has many details that create a particularly harmonious colour concept especially in combination with Olive Neo. 'When it comes to colour, too, we pick up on the historical elements and at the same time give the 911 Spirit 70 a fresh, modern touch,' enthuses Daniela Milošević.

Green is the new Orange.

Not everyone immediately thinks of shades of green when they think of the 70s. Many nuances were taken into consideration when selecting the colours for the new collector's model. Everything from orange to blue-green was there. But the 70s psychedelic feeling, that thrilling, striking element, seemed to stand out particularly in the colour Olive Neo.

'Of course, we also thought particularly about Orange – in the Porsche colour range, for example, there is a great variant in Signal Orange. But the Olive shade simply caught our attention

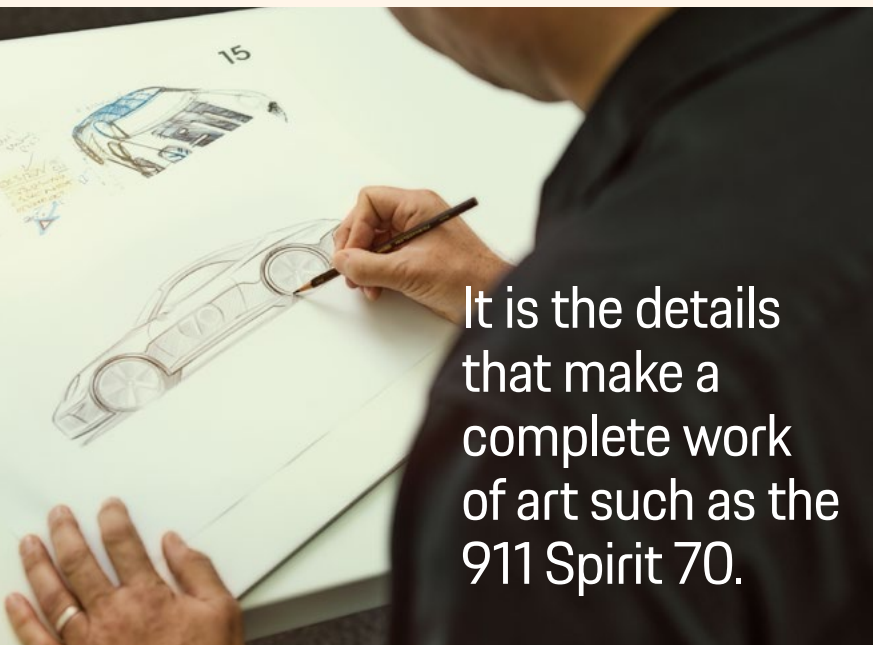
more,' says Daniela Milošević. It also harmonises perfectly with the entire Heritage Design world. Thorsten Klein, Project Lead Design Limited Series, is also pleased with the harmonious overall concept: 'We worked incredibly intensively on the colour selection. Each of us has this dream image in our minds that all the collector's models from the Heritage Design Strategy will one day be standing together in a garage. Olive Neo fits perfectly into the series.'

The Porsche Exclusive Manufaktur team also continuously monitors current trends and was aware of the growing green trend and the enormous enthusiasm customers have for it. Remarkable when you consider that Green is one of the least successful colours in Porsche history. And yet, in the Paint to Sample programme, shades of Green occupy 7 of the top 10 places on the favourites list. 'Our main goal was to go beyond the usual and surprise our customers. Because in the end, Olive Neo is simply more exciting than the orange that is expected from the 70s,' reflects Boris Apenbrink.



Conventions?

They're being overtaken.



It is the details that make a complete work of art such as the 911 Spirit 70.



At the end of its development, it was particularly important to the team that the modern fabric also convinced the person who designed it in the 70s. 'We are very pleased that Vlasta Hatter accepted our invitation to Weissach. She knows the original Pasha pattern like no other person and was not involved in the current process. Hearing from her that she likes the pattern for the new 911 Spirit 70 was the best confirmation for us,' says Boris Apenbrink happily – an emotion shared across the entire team.

'Psychedelic' was the working title chosen for the 911 Spirit 70. 'An apt title, we thought. The 70s were the decade in which things were definitely psychedelic, and it was always our goal to capture exactly that,' says Boris Apenbrink.

The design team builds on the work and legacy of their former colleagues. Particular focus was placed on the iconic Pasha pattern. 'In the form of original patterns including approval signatures of the designers of the time, including Vlasta Hatter, treasures such as the Pasha pattern not only evoke strong emotions, but also create a close connection to the brand's history and to the colleagues of that time,' says Volker Müller.

For Chris Holzinger, Colour & Trim Designer at Style Porsche, the Pasha pattern was a given from the start: 'With its vibrant, futuristic look, it represents an essential design element of the 70s while testifying to the non-conformism of the era.' Thorsten Klein also sees the pattern as a particularly successful highlight: 'I think every customer knows that when they stop somewhere with the 911 Spirit 70 and get out, they will be asked about it. But that's the whole point.' The overarching goal of the new development: to transfer its unique design into the here and now, taking the original variants into account – of course, while incorporating current yarns and the latest technical specifications. The deliberately chosen

flock yarns give the pattern an even sportier character and a more intense haptic experience. 'An innovation with which we emphasise the timeless appeal of the design while simultaneously underlining its modernity,' emphasises Chris Holzinger.

Closely interwoven with true devotion.

'As successful as the result is, our colleagues in the upholstery department had to be patient. The integration into the 911 Spirit 70 was a Sisyphean task for all colleagues involved. Due to its complexity, the pattern does not allow for mistakes. Every cut and every seam has to fit with millimetre precision to ensure the harmonious effect of the overall picture,' says Chris Holzinger. A complex process that confirms once again that every detail counts. Boris Apenbrink agrees: 'We fight for every element so that everything fits in the end. We make no compromises.'

The best example is the 'Pasha back panel' – the seat backrest with Pasha textile insert. A true highlight – especially in a convertible like the 911 Spirit 70.

And a design element that almost wasn't implemented. But despite some internal concerns, the team remained true to its vision. 'We have decided to offer our customers this special feature – together with the trim panel of the dashboard in Pasha – on request. We are convinced that these options will further increase the appeal of the 911 Spirit 70 to our customers,' says Boris Apenbrink.

With a Porsche everything is possible.

The customisation of collector's models such as those of the Heritage Design Strategy is not only a matter close to the heart of Porsche Exclusive Manufaktur, but to those of its customers. Boris Apenbrink says: 'Our customers often have a very good sense of what inspires them. That's why we listen carefully when they approach us with special requests.'

Some of these customer ideas have even found their way into the series. Like the 'Icons of Cool' Logo LED door courtesy lights. One customer was so impressed by the logo that he wanted to see it on his 911 Targa 4S Heritage Design Edition. As demand for the door projector in the 911 Sport Classic continued to rise, it was decided to make this special request a standard feature for the Heritage Design package of the 911 S/T and for the 911 Spirit 70.



Another source of inspiration was a customer who had the glove compartment of his 911 Sport Classic lined with Pepita fabric as part of the Sonderwunsch (special request) programme. This idea was so well received internally that it has now been implemented as standard for the 911 Spirit 70 – with Pasha. 'A little crazy, just like those days were,' says Volker Müller with a smile.

Boris Apenbrink adds: 'It shows that real customer ideas are being incorporated into the development of the vehicles.'

With its overall concept, each model of the Heritage Design Strategy not only represents the uniqueness of its era, but also to a certain extent the personality of its owners and their passion for the extraordinary.



A dark-colored Porsche 911 Spirit 70 is prominently featured in the foreground, angled towards the left. Its headlights are on, and its license plate reads 'S-PI 1970'. In the background, a woman with a large afro hairstyle and a long, flowing orange dress stands near a red Porsche Carrera GTS. To the right, a light blue Porsche 911 Carrera GT is parked. The scene is set in a modern, minimalist courtyard with a white building and large plants. The lighting is warm, suggesting sunset or sunrise.

The 911 Spirit 70. A tribute to the unfettered decade.

Icons don't age. They reinvent themselves.

As much as it is important to us to revive historical eras in style with the Icons of Cool, we are also always keen to incorporate the most modern technology into the development. This is also shown by our latest collector's model: the 911 Spirit 70. Based on the drivetrain of the 911 Carrera GTS and the second and latest generation 992, it combines the incomparable flair of the 70s and early 80s with the inimitable dynamics of the latest 911.

LIMITED TO 1,500 UNITS



The era of
self-expression. Especially
when it comes to the details.

Exterior design highlights

EXCLUSIVE EXTERIOR COLOUR:

Olive Neo. Other colours: Black, GT Silver Metallic, Paint to Sample

TOP:

Black top with 3 decorative stripes in tone-on-tone
(can be omitted if desired)

DESIGN BRONZITE:

Accent colour Bronzite for wheels, front end and rear apron

WHEELS:

20/21-inch Sport Classic wheel in Fuchs® design with central
locking and historic Porsche Crest on the wheel hub cover

DESIGN:

3 decorative stripes over bonnet in Black (satin gloss)
(can be omitted together with side decorative graphics if desired)

LOLLIPOP AND IROC LETTERING:

Decorative graphics on vehicle sides in historical design – colour-
coordinated with the decorative graphics on the bonnet in Black
(satin gloss) (can be omitted if desired), custom start number

BADGE:

Porsche Heritage badge on the rear cover grille

DETAIL:

Gold-plated 'PORSCHE Exclusive Manufaktur' badge on
the side wings

HISTORY:

1963 Porsche Crest on the bonnet

SIGNATURE:

'PORSCHE' lettering and model name galvanically gold-plated

COWL:

Cowl frame in Black (satin gloss) foil

SIDE:

SportDesign side skirts

All detailed information on standard and individual equipment
can be found online at www.porsche.com/911Spirit70 or in the
Porsche Car Configurator.



Olive Neo

Paint to Sample (e.g. Signalorange)

GT Silver Metallic

Black

For the 911 Spirit 70, our designers wanted to create an exclusive and thrilling colour that captures the aesthetics of the 70s. Many people immediately think of the typical bright colour spectrum of orange and yellow tones. Yet, on closer inspection, the era has much more colour to offer. In order to surprise but also to remain true to the spirit of the decade, we have created a special colour that has never been available for a Porsche before: Olive Neo – a colour that reinterprets the historical Porsche colours of Olive and Olive Green and brings them into the modern age.

A rich, deep Green with a modern undertone that is reminiscent of the freedom-loving era of the 70s while also exuding a sense of contemporary aesthetics.

The 911 Spirit 70 is also available in two traditional exterior colours: Black (solid) and GT Silver Metallic, as well as more than 130 Paint to Sample colours, such as Signalorange. If you can't do without a characteristic orange or yellow for that 70s feeling, the Paint to Sample programme will make all your wishes come true.

A colour that reflects its decade. Surprisingly different.

Setting the tone.



The exterior colour Olive Neo is supported by subtle Bronzite accentuating details on the front end, the rear apron and the Sport Classic wheels. The accent colour highlights the deep Green of Olive Neo and creates a harmonious interplay of colours that elegantly combines both historical and modern elements. The combination proves that Porsche and its vehicles never cease to create positive surprises, while always remaining true to themselves.



With every accent.

An all-round legendary look.



Iconic like the 70s. The 20-/21-inch Sport Classic wheels, painted in Black (satin gloss) and Bronzite, with central locking. Based on the design of the legendary Fuchsfelge®, the wheel combines maximum performance and classic aesthetics. The special wheel hub covers with the historic 1963 Porsche Crest bear witness to a great past.

In keeping with the style of the 70s, the brake callipers are painted in Black (high gloss) and bear a White 'PORSCHE' logo.

Always innovative: in 1967, Porsche, together with Otto Fuchs KG, set a new standard with the 911 S. More precisely: the first light-alloy forged wheel for automobiles. Significantly lighter but just as robust as the steel wheels that had been standard up to that point. A design that made history. Known as the Fuchsfelge®, it grew into what is probably the most famous rim design in automotive history.



Fuchsfelge® from 1967

Certainly unmistakable. The safety stripes.



In the 911 Spirit 70, history is clear to see in every detail. One thing that is rather rare to find, but is all the more appreciated by Porsche enthusiasts, are the Porsche 911's safety stripes.

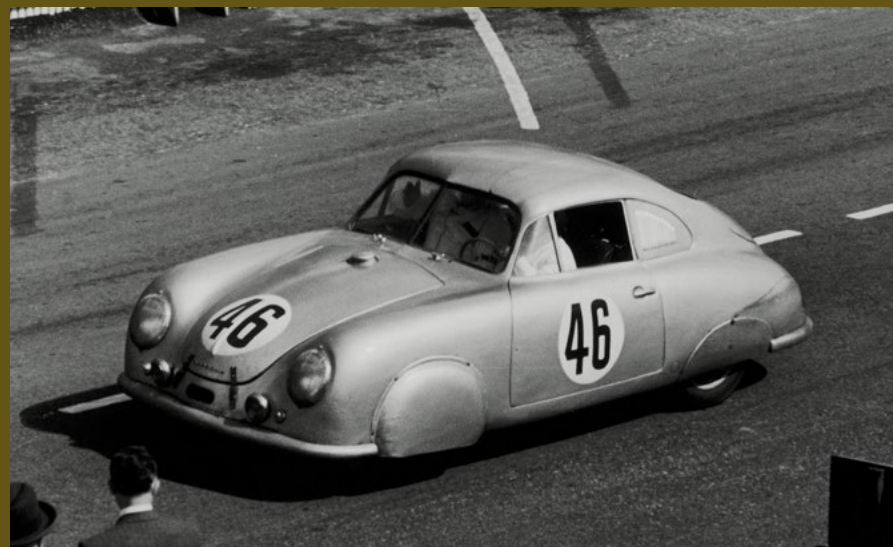
Originally introduced in the early 70s to make the small sports car easier to spot in the rear-view mirror at high speeds on the motorway or racetrack, these stripes quickly became a symbol of safety and style. Typically featuring the stylised '911' at the bottom, they gave the vehicle an additional sporty touch.

Also taken from history are the 3 dynamic decorative stripes in Black (satin gloss) stretch from the bonnet of the 911 Spirit 70 over the top, as if drawn by the air flow. If desired, the decorative stripes on the bonnet can be omitted together with the decorative side graphics; the decorative stripes on the convertible top can be deselected independently of the decorative graphics.

A significant number. In every situation.

In Porsche's glorious racing past, there are many starting numbers that have made history. Starting in 1951 with the number 46 on the 356 SL – the first Porsche to compete in Le Mans – through to number 23 and the legendary 917 that took the first overall victory there in 1970. A historic milestone that established Porsche as one of the leading players in motorsport.

With the freely selectable starting number (from 0 to 99) for the sides of the vehicle, the historic lollipop sticker also adorns the 911 Spirit 70 and is reminiscent of the brand's early motorsport successes.



The colour matches the decorative stripes in Black (satin gloss) on the bonnet and is perfectly complemented by the 'PORSCHE' side lettering in IROC design, which comes from the racing series of the same name: International Race of Champions.*

Until now, the designated starting numbers followed a clear chronology. Number 48 for the Heritage Design package in the 911 Speedster. Number 50 for the 911 Targa 4S Heritage Design Edition. Number 60 on the 911 Sport Classic. Number 63 for the Heritage Design package in the 911 S/T. And then the special model

911 Turbo 50 Years roared past and reserved number 74 for its Heritage Design package. That's why there are 2 suggestions for the starting number for the 911 Spirit 70 ex-works: the classic 70 or the number 77, which marks the first use of the Pasha pattern.

**The lollipop with the starting number, the 'PORSCHE' lettering and the entire decorative graphic including the decorative stripes can be omitted if desired.*



Option 1: Decorative stripes in Black (satin gloss) on the bonnet, 'PORSCHE' lettering and lollipop with start number on the side of the vehicle

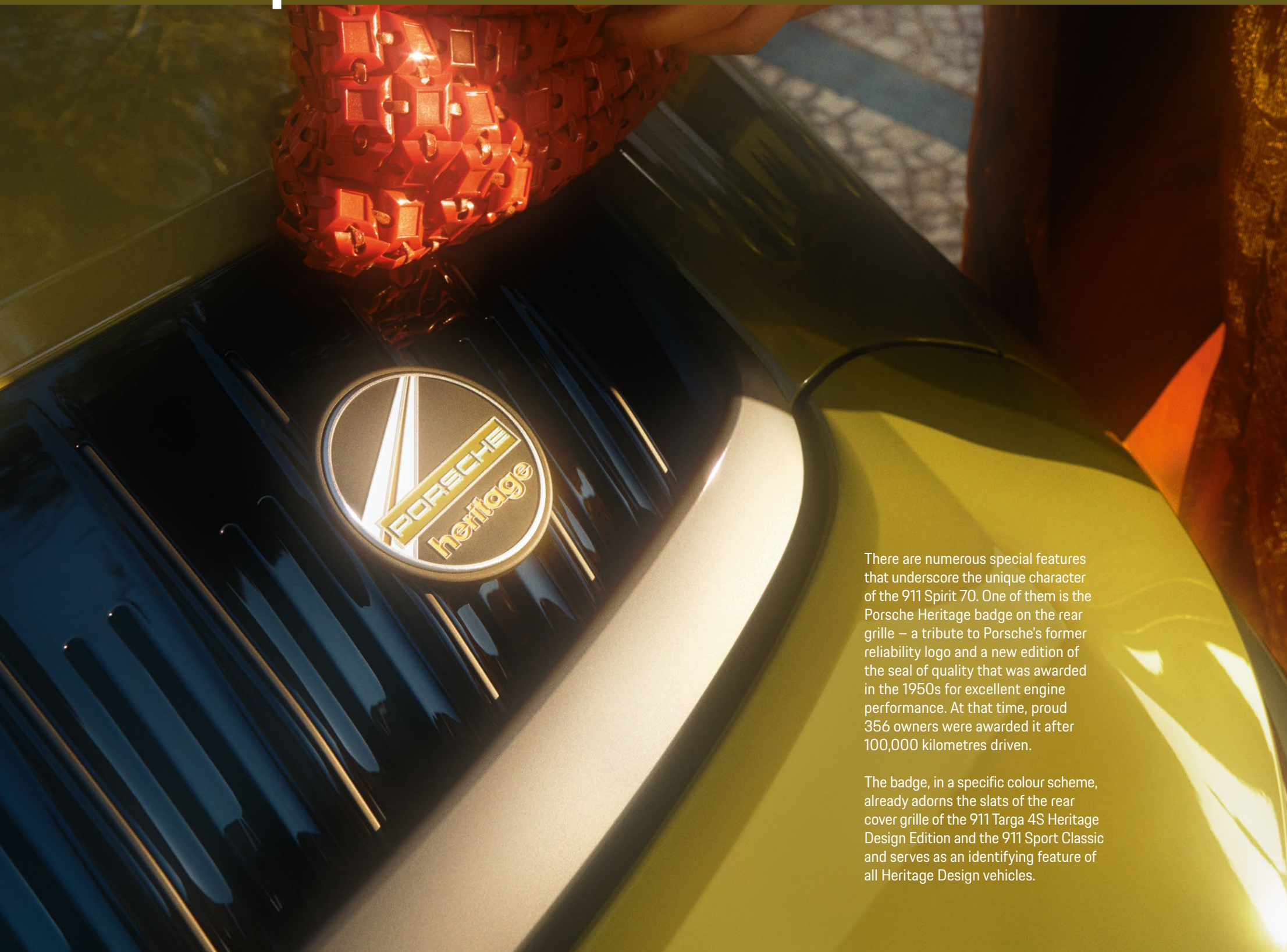


Option 2: Decorative stripes in Black (satin gloss) on the bonnet, 'PORSCHE' lettering on the side of the vehicle



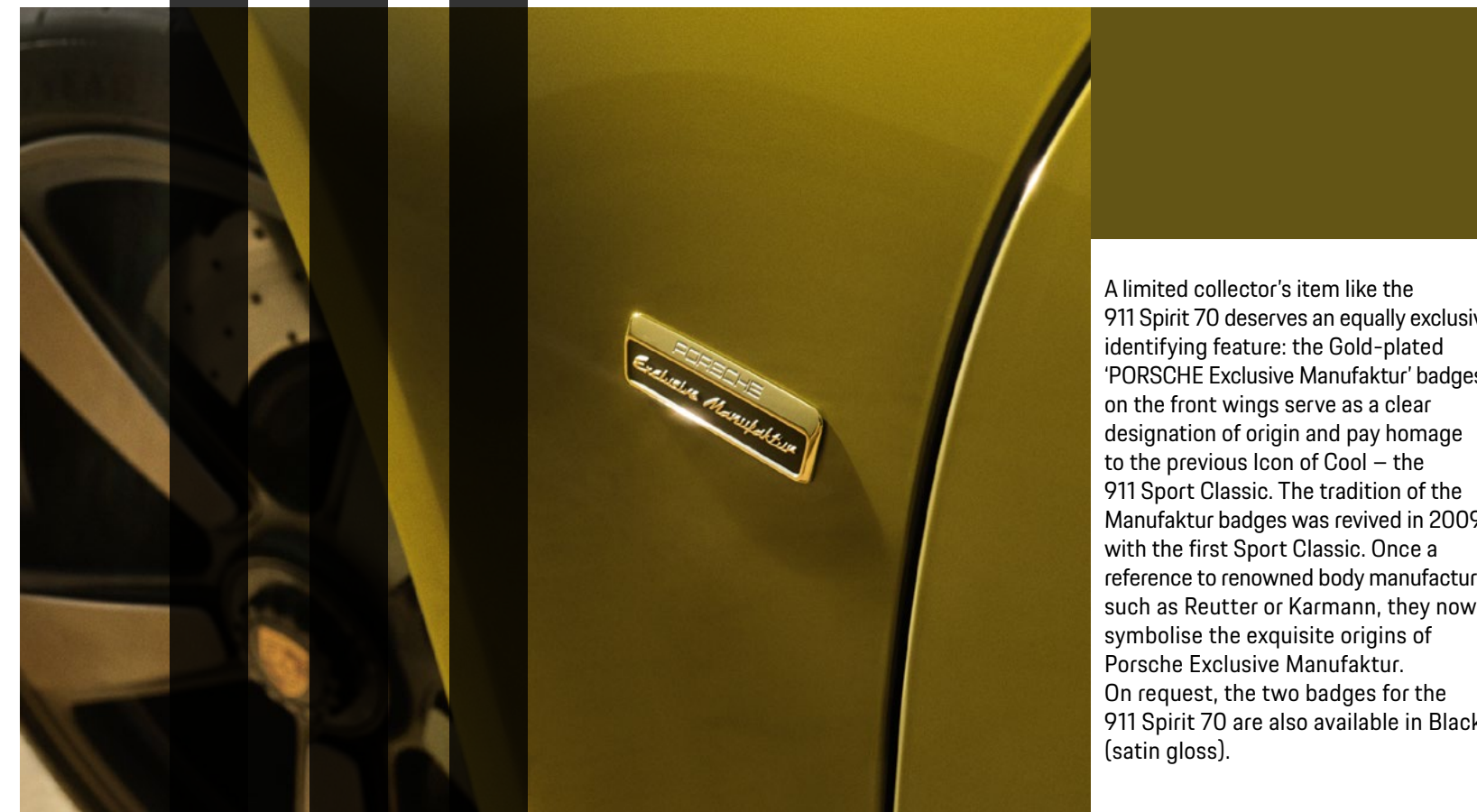
Option 3: All decor graphics including decorative stripes are omitted

Exceptional.



There are numerous special features that underscore the unique character of the 911 Spirit 70. One of them is the Porsche Heritage badge on the rear grille – a tribute to Porsche's former reliability logo and a new edition of the seal of quality that was awarded in the 1950s for excellent engine performance. At that time, proud 356 owners were awarded it after 100,000 kilometres driven.

The badge, in a specific colour scheme, already adorns the slats of the rear cover grille of the 911 Targa 4S Heritage Design Edition and the 911 Sport Classic and serves as an identifying feature of all Heritage Design vehicles.



A limited collector's item like the 911 Spirit 70 deserves an equally exclusive identifying feature: the Gold-plated 'PORSCHE Exclusive Manufaktur' badges on the front wings serve as a clear designation of origin and pay homage to the previous Icon of Cool – the 911 Sport Classic. The tradition of the Manufaktur badges was revived in 2009 with the first Sport Classic. Once a reference to renowned body manufacturers such as Reutter or Karmann, they now symbolise the exquisite origins of Porsche Exclusive Manufaktur. On request, the two badges for the 911 Spirit 70 are also available in Black (satin gloss).

100,000 KILOMETRES

The symbol of a glorious history.



There is only one signature that represents Porsche's extraordinary heritage and history like nothing else: the Porsche Crest. As an indispensable trademark, it not only embodies a striking design element, but also speaks directly to the heart of every Porsche enthusiast.

The historic crest that adorns the bonnet of the 911 Spirit 70 and all vehicles of the Heritage Design Strategy is almost identical to the crest from 1963. Characteristic of this crest from the era of the original 911 is the strong Red-Orange colour. The 'PORSCHE' lettering is presented in a noble Gold tone with particularly wide letters. The horse has a prominent shoulder and a full tail. Together with the 'Stuttgart' city name above it on a recessed background, the crest is also a clear acknowledgement of the company's Swabian homeland.

As a lovingly placed detail, it can also be found on the steering wheel, the vehicle key, the leather key pouch and the hubcaps of the 20/21-inch Sport Classic wheels. It also adorns the headrests in the interior of the 911 Spirit 70 as a high-quality embossing.

Evolution of an icon.

Even the greatest success story starts small. It was only 4 years after the 'PORSCHE' logo was used for the first time on one of the brand's vehicles that the crest was introduced. The logo first appeared on the horn button in late 1952 before being integrated into the handle on the bonnet of the 356 Speedster in November 1954. From 1959, it also decorated the hub caps on the sports cars made in Zuffenhausen.

Coincidence also played a part: on a business trip to the USA, the American

automobile importer Max Hoffman spoke to Ferry Porsche about a logo. On 27 December 1951, Porsche then noted: 'Steering wheel hub decorated with "Porsche" and the crest of Stuttgart or similar.' At the beginning of 1952, the highly talented designer, Franz Xaver Reimspieß, sketched the original form of the Porsche Crest, signalling the start of an era. Since then, the trademark has been revised several times, in 1954, 1963, 1973, 1994, 2008, and most recently in 2023. One thing that has always remained the same, though, is its detailed manufacturing.

For special vehicles such as those of the Heritage Design Strategy, the crests are elaborately produced as new editions based on original drawings, true to the material and using special tools.



Sign of the times:
the Porsche Crest
from 1954 to the
present day

- 1954–1965
- 1963–1973
- 1973–1994
- 1994–2008
- 2008–2023
- Since 2023 (L–R)

As timeless as the 911. Gold.

While the first Porsche models still bore Silver-coloured logos, the Gold-plated signature at the rear became increasingly common from the mid-1950s – creating an exclusive look.

Like the Icons of Cool collector's vehicles – the 911 Targa 4S Heritage Design Edition (2020) and the 911 Sport Classic (2022) – and the 3 Heritage Design packages for the 911 Speedster (2019), the 911 S/T (2023) and the 911 Turbo 50 Years (2024), the 911 Spirit 70 also takes up this historical design element. In fact, it is transported into the modern age in true style – with the Gold-plated 'PORSCHE' lettering and the model name on the rear, also dipped in gold. On request, the two letterings are also available in Black (satin gloss).



The magic of an era lies in its details.



- 1) Indoor car cover
- 2) Cowl frame in Black (satin gloss)
- 3) Sports tailpipes in Titanium
- 4) SportDesign side skirts painted in Black (satin finish)
- 5) LED Matrix headlights
- 6) Optional accessories, e.g. child seat covers in Pasha fabric
- 7) Taillights in Red



The 911 Spirit 70 celebrates a time of expression, passion and creativity. Especially with highlights that only stand out at second or third glance. Like the specially designed indoor car cover. Not only does it protect against dust and dirt, it is also in perfect harmony with the indoor car covers of the other Heritage Design models. All of the exterior options for the 911 Spirit 70 – with or without an additional charge – can be discovered online in the Car Configurator.





A detailed view of the interior of a Porsche 911 Spirit70 at night. The car is parked in front of a building with warm interior lights visible through the windows. The interior features black leather seats with a green and black checkered pattern on the seat cushions and backrests. The dashboard and center console are illuminated with a warm orange glow. The steering wheel is black with a red center. The rearview mirror is visible at the top of the frame.

Transported into a unique era.

Interior design highlights

PATTERN:

The seat centre panels (18-way sports seats Plus), the door panels, the glove compartment and the reversible luggage compartment mat are made of Pasha Black/Olive Neo fabric (also available in the neutral Black/Dark Silver variant), with this also being available as an option for the seat backrest insert and dashboard trim

INTERIOR EQUIPMENT:

Elegant club leather upholstery in Basalt Black with decorative stitching in Olive Neo (also available in a neutral version with decorative stitching in Slate Grey)

DECOR:

Interior package club leather in Basalt Black with accent trim dashboard painted in Olive Neo (also available in Dark Silver)

UNIQUE:

Gold-plated limited edition badge on the decorative trim of the dashboard

ROOF LINING:

In Race-Tex, perforated, with 3 stripes (tone in tone)

HISTORY:

1963 Porsche Crest on headrests and steering wheel

DISTINCTION:

Storage compartment lid embossed with

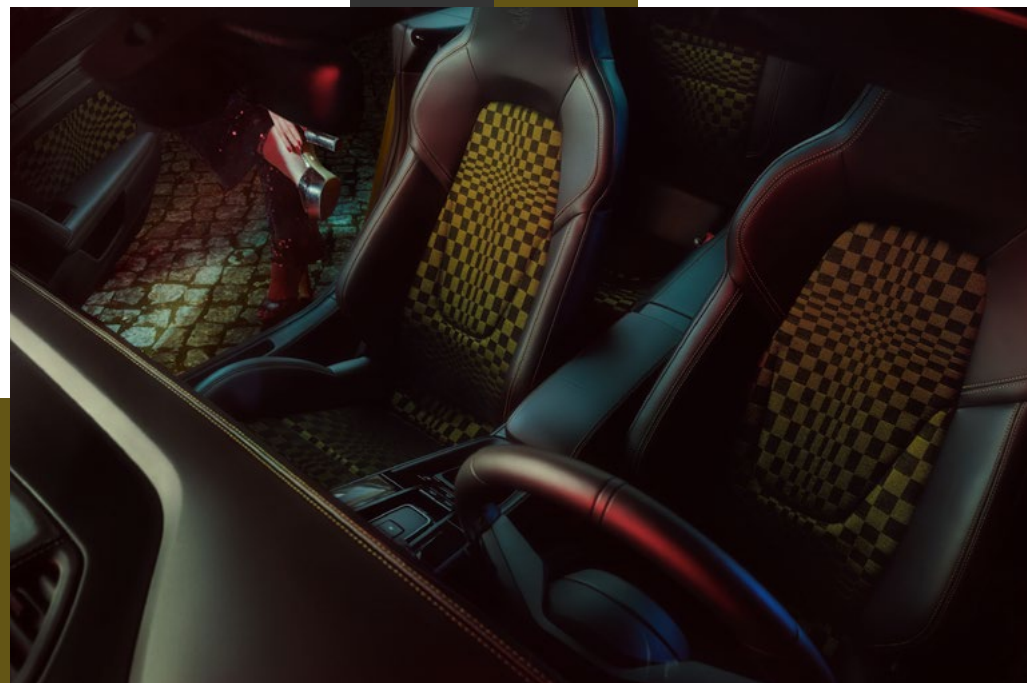
DISPLAY:

Historically inspired instrument cluster and Sport Chrono stopwatch dial with Heritage Design

FOOTWELL:

Floor mats in Heritage Design with leather edging in Black and decorative stitching

All detailed information on standard and individual equipment can be found online at www.porsche.com/911Spirit70 or in the Porsche Car Configurator.



Black/Olive Neo colour combination



Black/Dark Silver colour combination

A pattern as vibrant as the 70s.

Hypnotic, energetic, iconic – a pattern whose origins, unlike corduroy or Pepita, do not lie in the fashion world, but in the Porsche Development Centre in Weissach. Inspired by waving chequered flags, the Pasha pattern is a lively homage to the exciting world of motorsport, the thrill of speed and the excitement of racing. The psychedelic chequerboard pattern weaves together past and present, tradition and innovation – and reinterprets an unmistakable trademark that carries the soul of Porsche in every seam.

First presented in the 928 in southern France in 1977 and also present in the 911, 924 and 944 until the mid-80s, the vibrant, lively pattern became one of Porsche's most distinctive interior designs. With colour variations as diverse as the 70s themselves.

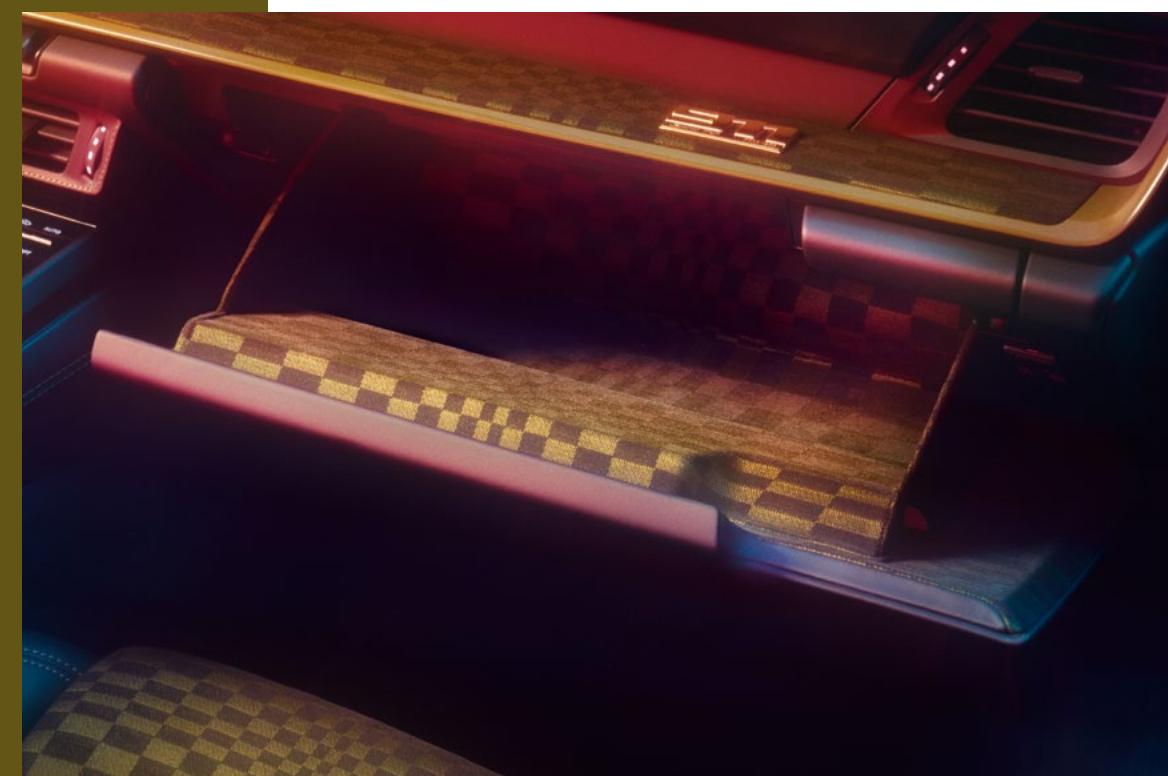
At the very beginning of the concept phase for the Heritage Design Strategy in 2017, our designers knew one thing: with the 911 Spirit 70, the Pasha pattern had to be brought back into the present – with qualitative development in line with current safety and comfort

requirements. The newly used flock yarns give the pattern an even sportier character, an improved feel and more comfort, especially on longer journeys.

As a style-defining element, it adorns the door panels and seat centre panels* in the Black/Olive Neo colour combination that perfectly matches the exterior. Or a touch more understated in the Black/Dark Silver variant.

**The Pasha features are not available in conjunction with optional seat ventilation.*

The Pasha pattern can also be found as an optional textile insert on the decorative panel of the dashboard and on the seat backrests – a true eye-catcher. A real highlight – especially in an open-top vehicle like the 911 Spirit 70.



Special from the first glance. And all other glances, too.

Some design highlights in the 911 Spirit 70 are so sophisticated that they impress at first glance, but sometimes only become apparent at second glance. Just like the glove compartment, which is also finished with the Pasha textile on the inside, and the reversible luggage compartment mat, which is decorated with the same hypnotic fabric. Attention to detail that can be discovered in the 911 Spirit 70, even in unexpected places.

Typical 70s. Every detail is an eye-catcher.



The perfect material for icons: the elegant club leather trim in Basalt Black with decorative stitching in Olive Neo or optionally in a neutral version in Slate Grey. A special cloud print highlights the natural value of the leather. In addition to the Club Leather Basalt Black interior package and the additional interior package for the dashboard and door panels, the sill panels, the air vents including slats and the cup holder cover are also made of high-quality leather.

It is often the little things that make the biggest impression. The Gold-plated limited edition badge on the decorative trim of the dashboard is a genuine eye-catcher. In addition to the

'911' lettering and model name, it also presents the personal limited edition number, which identifies each 911 Spirit 70 as a collector's vehicle with rarity value. Only 1,500 units will roll out of Porsche Exclusive Manufaktur into the world.

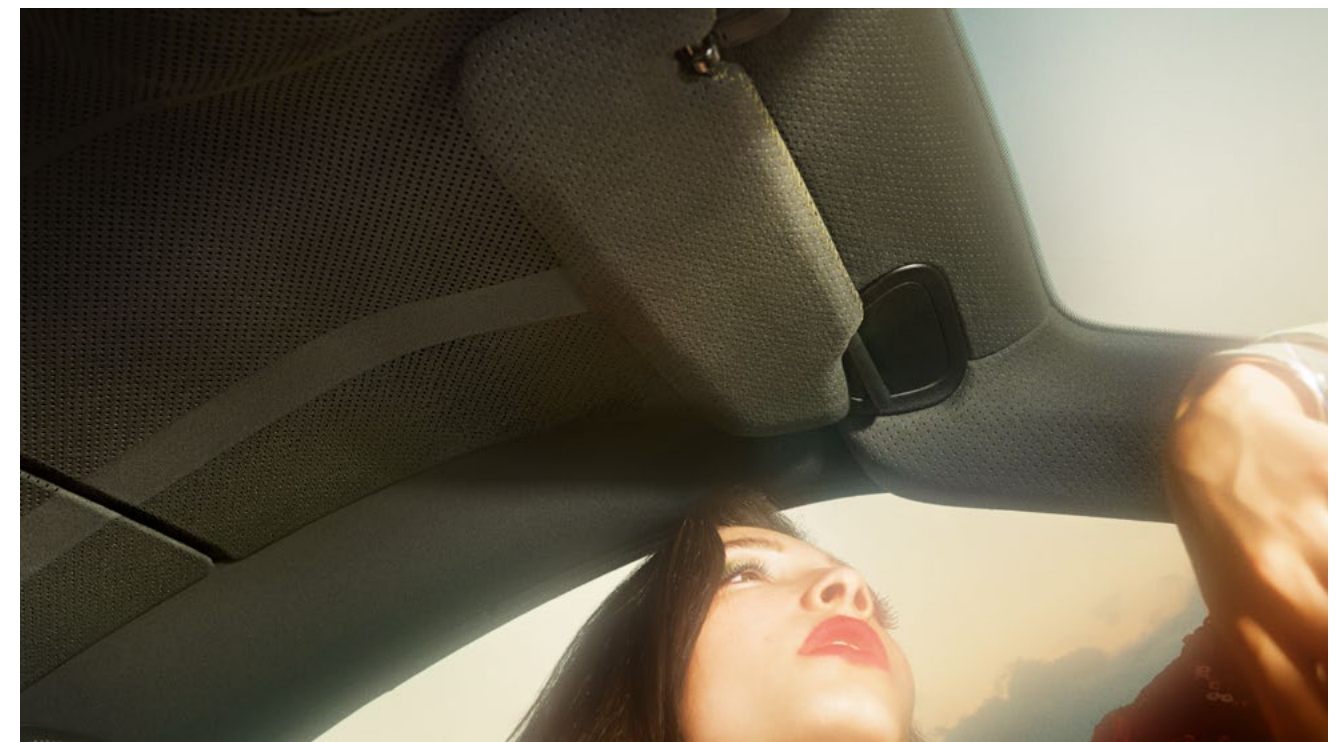
The sophisticated colour concept of the 911 Spirit 70 attracts attention in both large and small ways. The dashboard accent strip, painted in Olive Neo, contributes to a more harmonious connection between interior and exterior – regardless of whether the trim panel is decorated with Pasha or leather. Even in the neutral version in Dark Silver, the accent strip sets a subtle highlight in the interior.



Even when closed, it is still open to enthusiasm.

A timeless hit: with the launch of the Porsche 356 A back in 1955, the perforated roof lining was used as a special design feature. Following the example of the 911 Targa 4S Heritage Design Edition and the 911 Sport Classic, the roof lining, the cowl frame and, for the first time, the sun visors in the interior of the 911 Spirit 70 are also lined with perforated Race-Tex.

Here, again, the attention to detail is evident: as a consistent continuation of the exterior, the characteristic 3 stripes (tone in tone) are also perforated in the roof lining.



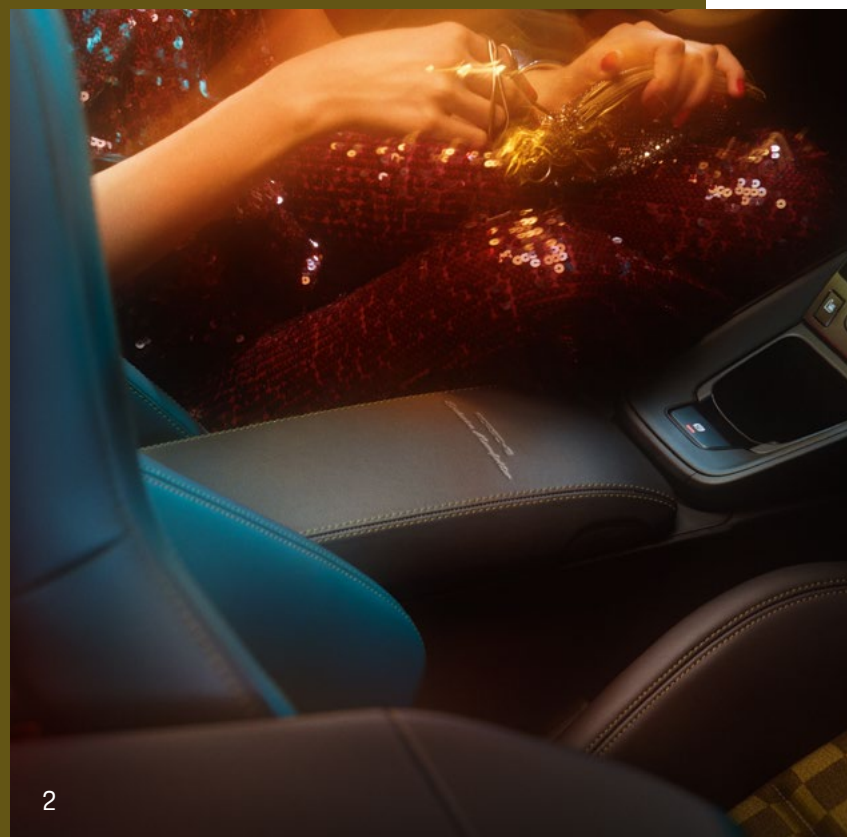
An all-round lasting impression.

Anyone looking for lasting impressions with the 911 Spirit 70 will find a deep connection with history. Like the embossed historic Porsche Crest from 1963. It adorns the headrests of the adaptive sports seats Plus (18-way) as well as the leather key pouch.

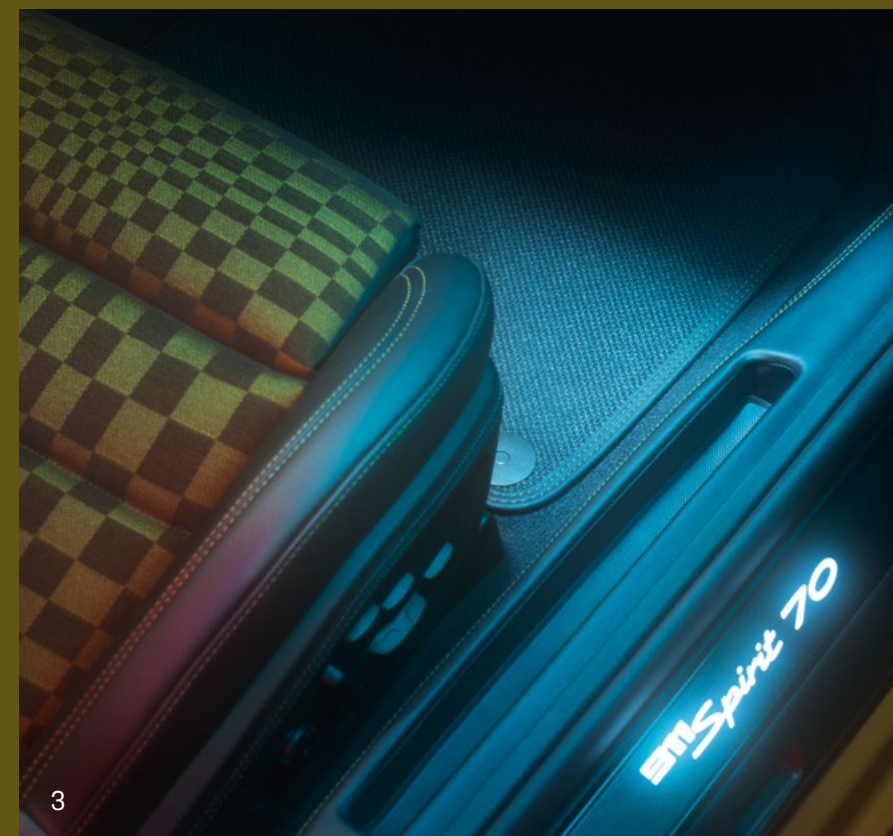
Likewise, the 'PORSCHE Exclusive Manufaktur' embossing on the storage compartment in the centre console and the on-board briefcase further subtle accents of exclusivity and harks back to the production facility in Stuttgart-Zuffenhausen. The stylish interior look is completed with floor mats in Heritage Design with leather edging in Basalt Black and decorative stitching.



1



2



3

- 1) 1963 Porsche Crest embossed on headrest
- 2) Storage compartment lid embossed with 'PORSCHE Exclusive Manufaktur'
- 3) Heritage Design floor mats
- 4) Leather board briefcase with 'PORSCHE Exclusive Manufaktur' embossing and keys and key pouch (including 1963 Porsche Crest)



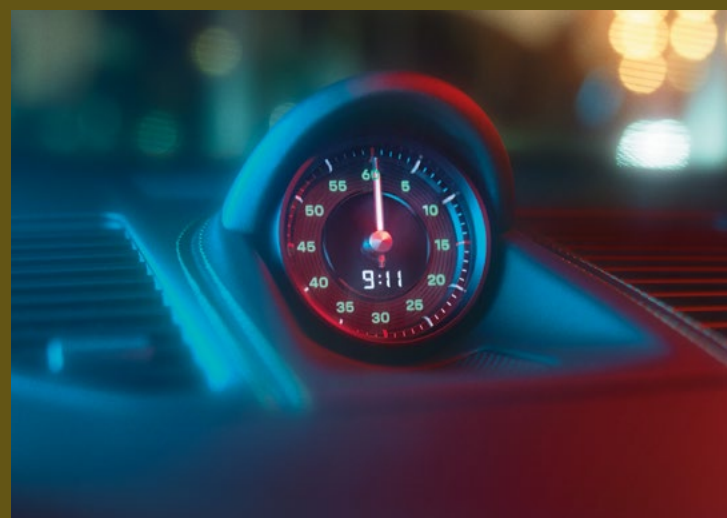
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Innovative by tradition: the instrument cluster.



It is thrilling how a homage to a bygone era can simultaneously be so far ahead of its time. With the 911 Spirit 70 instrument cluster in Heritage Design, both go hand in hand: historical design paired with state-of-the-art technology. Like the high-resolution 12.65-inch display. White hands and scale lines in an analogue design underline the contrasts. The Green numbers are reminiscent of the legendary Porsche 356. The model lettering of the 911 Spirit 70 is elegantly integrated into the fully digital rev counter.

Another design element, inspired by the 356, ensures historic lap times in the truest sense of the word: the White hands in combination with the Green numerals of the Sport Chrono stopwatch. A special feature that underscores the exclusive character of the 911 Spirit 70 and clearly sets it apart from the series. The same applies to the digital advertising concepts, which were also developed in line with the Heritage Design with great attention to detail.



The perfect introduction to an era.

The LED door courtesy lights shine the animated 'Icons of Cool' logo directly onto the ground as soon as the doors are open. The illuminated door sill panels made of Black anodised aluminium, adorned with the '911 Spirit 70' lettering, are another exclusive highlight.



Another highlight of the 70s: the founding of Porsche Design.



Breaking new ground, embracing his creativity intensively and making the unexpected the benchmark for the future – Prof. Ferdinand Alexander Porsche was always a sports car's length ahead of his time. As a child, the eldest son of Dorothea and Ferry Porsche spent a lot of time in his grandfather's Stuttgart design offices and development facilities. In 1957, he finally joined the family business as a designer. His first big challenge was designing what would later become the

Porsche 911, a masterpiece with an iconic flyline that refined F. A. Porsche's sense of technology, materials and purism.

In 1972, he sought a new way to express his creative drive and to extend the Porsche legend beyond the automotive realm. Together with his brother Hans-Peter Porsche, he founded Porsche Design and made this vision a reality. The decisive impetus for this came from the Porsche company itself. F. A. Porsche created the Chronograph I – directly derived from the 911 – as a suitable gift for anniversaries. As with the motorised model, the focus was on lightweight construction and optimal readability. The result: a radical reinterpretation of a timepiece that combined functionality and durability with a minimalist design. This philosophy and design language can still be seen in all Porsche Design products today.



Porsche 911 S 2.4 Targa



Chronograph I – 911 Edition 50 Years Porsche Design

The spirit of the 70s. With modern technology.

In this way, the decade of psychedelic fabric patterns has been brought to life on wrists in an unprecedented manner: with the strictly limited and handcrafted Chronograph 911 Spirit 70. Intricately designed details pay homage to its motorised inspiration, stylishly turning back time by 50 years – exclusively for owners of the 911 Spirit 70.

One of the most thrilling similarities between the vehicle and the chronograph: the printed Pasha pattern on the dial in high-gloss Black – inspired by the seat centre of the 911 Spirit 70 and well protected under a seven-fold anti-glare sapphire crystal.

As a historical homage, the colours Phosphorous Green and Traffic Red as well as the font for the date display and the minute/second scale on the bezel were adopted from the Heritage rev counter. The case, which is made entirely of titanium and features a Black titanium carbide coating, also consistently continues the lightweight construction concept characteristic of Porsche. The limited edition number engraved on the case back further underlines the inseparable link between the vehicle and the chronograph, as does the 'Spirit 70' leather strap made from vehicle leather and thread. Inspired by the car seats, it comes in Basalt Black

and features an embossed 911 bonnet graphic along with decorative stitching in Olive Neo or Slate Grey. Matching the wheel colour, the COSC-certified Porsche Design Calibre WERK 01.100 with date disc is powered by a 360° rotor designed after the vehicle wheels of the 911 Spirit 70 in Satin Black and Bronzite – highlighting the Porsche that served as the inspiration for this chronograph.





The 70s in a modern collection.

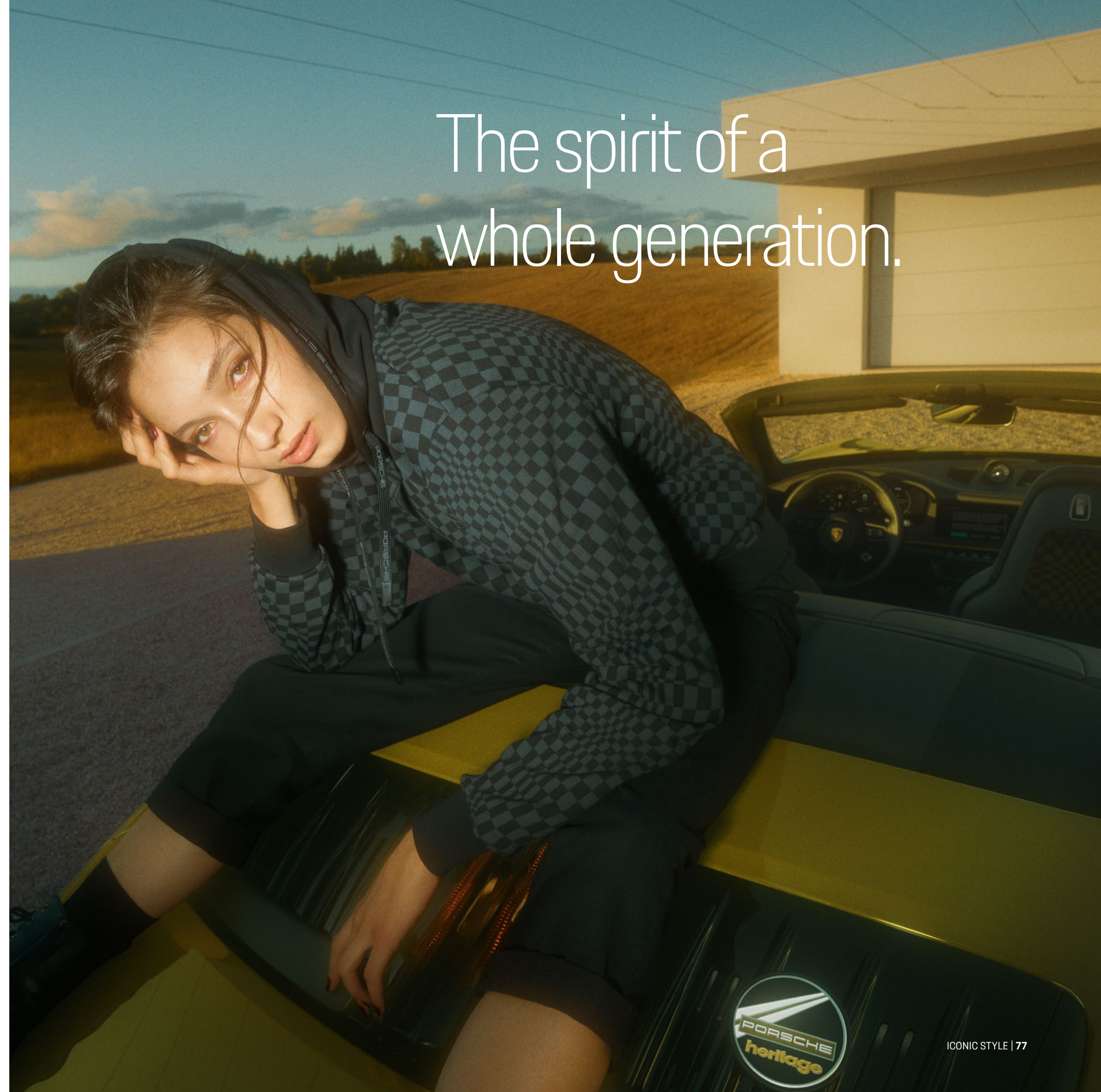
The feeling of this time is also reflected in Lifestyle beyond automotive. We have designed a Porsche Lifestyle collection to match the 911 Spirit 70, which allows you to rediscover the 70s in a stylish and authentic way. The design of the 911 Spirit 70 in Olive Neo with its 3 Black stripes and accents in Bronzite, as well as the iconic Pasha pattern on the seats, were the inspiration for this

exclusive Heritage Collection, which includes very special collector's items ranging from daywear and sportswear to lifestyle accessories, model cars and many other products. Each piece in the collection embodies the 911 Spirit 70. Whether it's the matt 'Icons of Cool' badge, the woven Porsche Design lettering, the legendary Porsche Pasha pattern or the Black nappa leather of

the Heritage Bag based on the original convertible top – all details have been carefully selected and allow the 911 Spirit 70 to revive a time when freedom was felt like never before.



Discover the Spirit 70 collection.



The 70s for more 911 fans: Heritage Design Package Pasha.





An era like the 70s cannot be experienced again – but its special vibe can be experienced all the more. The optionally available Heritage Design Package Pasha gives many Porsche enthusiasts the opportunity to revive this unique era in their 911.

The style-defining elements of the interior package include many features that can also be found in the 911 Spirit 70 – including the club leather upholstery in Basalt Black and Pasha textile in Black/Dark Silver. The Pasha pattern adorns the front and rear seat centre panels, the glove compartment, the door panels and optionally the seat backrest as a decorative insert instead of the standard leather.

The Silver-coloured 911 badge on the dashboard trim and the LED door courtesy lights with animated 'Icons of Cool' logo also catch the eye. The instrument cluster and Sport Chrono stopwatch in Heritage Design (only in conjunction with the Sport Chrono Package) are also included.

- 1) Optional: seat backrest with Pasha pattern insert (textile in Black/Dark Silver)
- 2) Glove compartment finished with Pasha pattern (textile in Black/Dark Silver)
- 3) Instrument cluster and Sport Chrono stopwatch (in conjunction with Sport Chrono package) in Heritage Design
- 4) '911' lettering on the dashboard trim, Silver-coloured
- 5) LED door projector with animated 'Icons of Cool' logo





As a subtle highlight, the embossed Porsche Crest on the headrests and the embossed 'PORSCHE Exclusive Manufaktur' lettering on the lid of the storage compartment add further elegance. The accent strips on the door panel and centre console in Black as well as on the dashboard, painted in Dark Silver, underline the elegant colour concept of the package.

Like all Heritage Design Packages, the Heritage Design Package Pasha was also designed with great attention to detail and finished with superb craftsmanship in the Porsche Exclusive Manufaktur. For a stylish immersion in a formative era full of creativity and progress – for the world and for Porsche.

- 1) 'PORSCHE Exclusive Manufaktur' lettering embossed on the storage compartment lid
- 2) Porsche Crest embossed on the headrests
- 3) Board briefcase in Black leather with Pasha pattern and embossing and floor mat in Heritage Design



Individual spirit since the 70s: Porsche Sonderwunsch.

Like the 911 Spirit 70, the Porsche Sonderwunsch (special request) programme also has its origins in the 1970s. The Sonderwunsch department was founded with the aim of making individual Porsche dreams come true.

Since 1978, the Sonderwunsch department has developed exclusive vehicles, mostly in the area of engine and chassis tuning. With the tuning boom of the 1980s, customisation was added as a service. In addition to classic requests for power kits and chassis lowering, customers were also asking for visual modifications to the

interior and exterior. Leather, wood and hi-fi components became increasingly popular. And let's not forget wide side skirts and spoilers for the front and rear. Demand increased. Worldwide.

You dream it. We build it.

Today, the Sonderwunsch programme, which was relaunched in 2021, supports our customers in realising their own Porsche dreams with careful precision and attention to detail. The expanded offer is divided into the Factory Commissioning of customer-specific colour and material requests

directly during the production cycle, the subsequent Factory Re-Commissioning, and the Factory One-Off.

The 911 Spirit 70 can also be customised with individual designs and tailor-made equipment – regardless of whether the request is made before delivery or only after any number of beautiful kilometres.



Discover the Sonderwunsch
programme online at
www.porsche.com/sonderwunsch





Icons of Cool on the way to the 80s.

Things are happening one after the other – and this time we don't mean the fashion of the 70s. Rather we mean what the 911 Targa 4S Heritage Design Edition, the 911 Sport Classic and now also the 911 Spirit 70 trigger in Porsche enthusiasts: enthusiasm for unique

eras and their legendary 911s. In the next chapter, too, we embark on a journey into another iconic decade: the 1980s. An era that is in no way inferior to the 70s – especially when it comes to legendary 911s...

Spirit in figures.

911 SPIRIT 70.

Engine	
Number of cylinders	6
Displacement	3,591 cm³
System power (kW)	398 kW/541 PS
System torque	610 Nm
Transmission	
Drive	t-Hybrid
Transmission	8-speed Porsche Doppelkupplung (PDK) transmission with integrated electric motor
Performance	
Top speed	312 km/h
Acceleration 0 - 100km/h with Sport Chrono Package	3.1 s
Acceleration 0 - 200 km/h with Sport Chrono Package	10.9 s
Chassis and wheels	
Chassis	PASM sports chassis with ride height lowered by 10 mm
Steering	Rear-axle steering
Brakes	Mechanical brake system 6-piston aluminium monobloc fixed callipers on the front (brake disc diameter 408mm) and 4-piston aluminium monobloc fixed callipers on the rear (brake disc diameter 380mm)
Wheels	FA: 8.5 J × 20 ET50 RA: 11.5 J × 21 ET79
Tyres	FA: 245/35 ZR 20 (95Y) XL RA: 315/30 ZR 21 (105Y) XL

Body	
Length	4,553 mm
Width (including exterior mirrors)	1,852 mm (2,033 mm)
Wheelbase	2,450 mm
Turning circle	10.9 m
Unladen weight (DIN)	1,675 kg
Unladen weight (EC)	1,750 kg
Permissible total weight	2,095 kg
Permissible payload	420 kg
Capacity	
Luggage compartment capacity, front	135 l
Open luggage compartment capacity (behind front seats)	163 l
Fuel consumption/emissions WLTP	
Consumption, combined	10.9 - 10.7 l/100 km
CO ₂ emissions, combined	246 - 242 g/km
CO ₂ Class	G
Emissions standard	EU6 EA









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