

COMMERCE

## Porsche elevates exclusivity of Panamera series

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*Porsche Exclusive Series*

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By JOE MCCARTHY

German automaker Porsche is introducing an exclusive version of its Panamera line to attract loyalists.

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**Luxury Daily**

The production series is limited to 100 models and will be unveiled at the Los Angeles Motor Show Nov. 21-30. The Panamera models is already the brand's more exclusive lines, so the new division presents an appealing opportunity for loyalists.

"This car is developed for those that desire something even more specialized and exclusive," said Cristina Cheever, lifestyle and brand public relations manager at [Porsche](#), New York. "It is extremely limited in production to just 100 units worldwide.

"Typically these projects come to life when we hear direct interest from our customers and clients," she said. "There is not a certain list of customers that we go to first. These are enthusiasts and Porsche loyalists."

New club

So far this year, Porsche has sold 4,395 Panamera vehicles, an increase from the 3,948 models sold in all of 2013. Similar to other automakers, Porsche posted sales in the first

nine months of the year that surpass all of 2013's sales.

The exclusive series is based on the Panamera Turbo S Executive with 570 horsepower, all-wheel drive and a longer wheelbase to increase rear passenger space.



*Porsche Panamera Exclusive Series*

The series will feature the first two-tone exterior for the Panamera line of Jet black metallic and chestnut brown metallic. Consumers can request traditional paint offerings.



*Porsche Panamera Exclusive Series*

Seats and lower door panels are covered in chestnut brown leather from Italian brand Poltrona Frau. The upper door trim is in black milled nappa leather and similar two-tone combinations are found throughout the interior.

Consumers can also look forward to the debut of the brand's "Rear Seat Entertainment System Plus" that includes two touchscreens built into the back seat and enables mobile internet access.

An interior plaque and badges behind the front air intakes identify each car's limited

edition number.

Buyers can also acquire a matching luggage set with two trolleys, two weekender bags and a beauty case.



### *Porsche Panamera Exclusive Series*

Porsche released a social video that dwells on the many features of the exclusive series.

Embedded Video: [//www.youtube.com/embed/cxTV8dkJsFE](https://www.youtube.com/embed/cxTV8dkJsFE)

### *Panamera Exclusive Series*

The price tag for the vehicle is around \$264,000.

"Porsche's Panamera Exclusive is going to be one of the most expensive four-doors on the market," said Bob Prosser, CEO of [Auto World Marketing Corp.](#), San Diego. "It will also be the most expensive and exclusive Porsche model offered, with the exception of the 918 Spyder.

"All models Porsche currently offers are outstanding vehicles, and this model will be exceptional at taking four adults in high comfort, at high velocity, across the countryside or across the desert."

Going beyond

Automakers routinely make exclusive series to give consumers a chance to stand out.

For instance, French automaker Bugatti wrapped up its "Les Legendes de Bugatti" series at the Pebble Beach Concours d'Elegance, bringing the series full circle.

The 18-car, six-part series had been gathering hype for more than a year as Bugatti delved into its origin stories. Essentially existing at the most exclusive end of the luxury automotive spectrum, the Legends series demonstrated that Bugatti has different priorities than the automakers bent on breaking sales volume records ([see story](#)).

However, brand enthusiasm goes beyond buying the latest models. While the Porsche

Panamera will likely attract regular Porsche owners, a true enthusiast demonstrates his passion in other ways.

"Is it a car for Porsche enthusiasts? Well, not in the classic sense," Mr. Prosser said. "An enthusiast is defined by Merriam-Webster as 'one who is ardently attached to a cause, object or pursuit e.g., 'a sports car enthusiast,' and one who tends to become ardently absorbed in an interest.

"Classic Porsche enthusiasts (of which I am one) are those who restore, repair, collect, upgrade and otherwise cherish their two-door Porsche sports cars — not that there aren't some out there who are passionate about their Panamera, Cayenne or Macan," he said.

"Porsche enthusiasts are known for displaying their cars at gatherings, sharing tips and stories with other Porsche owners, driving them on twisty roads with alacrity, and even running them at the weekend on a closed road course or race track, and I don't envision those types of enthusiasts dreaming of owning an extra long, extra expensive Panamera Exclusive."

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

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