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Porsche publishes books to present 918 Spyder's history

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Cover of Porsche book

By NANCY BUCKLEY

German automaker Porsche is anticipating the release of a book trilogy that will provide insight into the Porsche 918 Spyder.

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Luxury Daily

The trilogy will include a book of facts, a picturebook and a storybook which will all together cover the history and numbers behind the vehicles. Reading physical books is slowly becoming a rarity, so by releasing a tome rather than a social video or online flipbook, Porsche is standing out amongst competitors.

"The Porsche 918 Spyder book trilogy portrays the heritage, innovation and vision behind this supercar," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas.

"For the Porsche enthusiast, the book collection is likely to become a coveted memento that celebrates the beauty, efficiency and power of the 918 Spyder," he said. "While Porsche owners may not need a series of books to justify their passion for the iconic brand, the trilogy collection further cements the remarkable story of this high-performance sports car that only a select few can afford."

Mr. Gentleman is not affiliated with Porsche, but agreed to comment as an industry expert.

Porsche was unable to comment by press deadline.

Background info

The Porsche 918 Spyder was first showcased in 2010 and the production model was unveiled in 2013.

Before the 2013 release, Porsche touted the 918 Spyder model as the brand's plug-in hybrid sports car of the future after its debut at the Frankfurt International Motor Show.

Prior to its debut, the 918 Spyder defeated the lap record for a street-legal automobile at the Nürburgring Nordschleife motorsports complex, marking a significant achievement for a hybrid vehicle. The brand may convert auto enthusiasts who had been wary about hybrid vehicles after posting such an impressive time ([see story](#)).



Image from the book

The trilogy will cover in detail the moments at Porsche leading up to the motor show five years ago and the production and tests that occurred after.

Porsche's picturebook is a compilation of photographs from Munich photographer and designer Stefan Bogner. Mr. Bogner documented the 918 Spyder on a journey across Europe. From the Weissach test facility to Nürburgring, Nardo, the Flüela Pas, the photographer followed the driver snapping photos.

These images are compiled together to tell a story through pictures.



Image from the book

In addition to the photobook, the storybook will tell a narrative of the Porsche Development Centre in Weissach.

Journalist Jürgen Pander delves into the journey of the Porsche 918 Spyder from development to the race track. His words are enhanced by the Porsche sports car development team such as the designers and engineers involved in the development of the car.

The final book in the trilogy is the tome of facts. This is a collection of facts, figures and images revolving around the 918 Spyder.

On Jan. 15, the book will be available for purchase.

Book worm

Other luxury brands that have explored the publishing world have focused on cook books. For instance, Starwood Hotels and Resorts' Luxury Collection highlighted culinary secrets from around the world in a book of recipes with luxury publisher Assouline.

"Epicurean Journeys" drew on the history of several spices and the adventurers that brought them to fame. Buyers of the limited edition book also received five exclusive, themed spices ([see story](#)).

Similarly, Italian atelier Valentino's founder, Valentino Garavani, invited fashion and gastronomy enthusiasts into his five homes to taste his favorite recipes.

Published by Assouline, Valentino's "At the Emperor's Table" is a collection of recipes presented in various locations with elaborate table settings to show readers a side of the designer outside of his career in fashion. Coffee table books of this nature help to humanize a designer by underscoring personal interests that may be removed from what has made them an icon ([see story](#)).

Book publishing can prove to be a special option among modern marketing campaigns.

"While a book collection may seem counterintuitive in the digital age, it offers a timeless

and tangible quality unlike videos or online formats that are fleeting," Mr. Gentleman said. "I can imagine a Porsche owner or fan proudly displaying this book set on an office or living room coffee table, eager to impress family or friends with his or her latest purchase. "While a set of books may not offer the same "ease of sharing" as an online video, the published trilogy symbolizes a level of substance and gravitas fitting of the Porsche brand," he said.

Final Take

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