

AUTOMOTIVE

## Porsche produces its 1 millionth 911 model

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*The Porsche 911, N 1,000,000 in Irish green*

By STAFF REPORTS

German automaker Porsche is taking viewers from one to 1 million units in celebratory videos dedicated to the 911 model.

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Earlier this month, Porsche's production line in Zuffenhausen, Germany produced the 1 millionth 911 model. Porsche's millionth 911 Carrera S model was created in a special Irish green for the occasion and includes exclusive features from the 1963 original.

From 1 to 1 million

In an exclusive behind-the-scenes video, Porsche takes 911 enthusiasts to the production line to watch as the 1 millionth model is being built.

The minute-long video goes through the assembly process such as lowering the engine into the vehicle's frame and applying the Irish green paint. As the video continues, Porsche highlights adding the final details to the 911, such as the plaque showing it is the 1 millionth made.

Porsche's video also gives consumers an inside look at how brand mechanics and automation machines work side by side to create each of its models. The final scene shows Porsche workers celebrating when the 1 millionth 911 model is finished.

*The one-millionth 911 rolls off the production line Behind-the-scenes*

A second video was produced by Porsche that illustrates the timeline of the 911 model. Told over seven generations, the video begins in 1963 with the original design.

In the left hand corner a speedometer tells the year while the Porsche 911 in the center of the screen slowly adapts as the design evolved. A number at the bottom of the vehicle tells how many models were created as the year speedometer rolls over.

When the speedometer reads 2017, the Irish green Porsche 911 Carrera S is shown. The video fades out with the "911 Nr. 1000000" plaque on the screen.

*From 1 to 1,000,000 units. Seven generations of the Porsche 911*

In a separate effort, Porsche became its own content creator through an online series that ranked various brand vehicles for different categories.

Porsche Top 5 series is an online video show that featured five different Porsche cars that fit within the topic perimeters for the episode. The first episode, "Rare Porsche Factory Models," dived into unique and rare models housed inside the Porsche warehouse ([see story](#)).

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