

AUTOMOTIVE

Porsche fetes manufacturing milestone with local stunt

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The Porsche 911, N 1,000,000 in Irish green. Image credit: Porsche

By STAFF REPORTS

German automaker Porsche is revealing the 1 millionth 911 with a gesture of thanks toward its factory hometown of Stuttgart.

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Porsche chose 11 regular people from the town to be the first to drive the car, filming their reactions as they took the vehicle for a spin. While luxury is typically reserved for the few with the means to own big-ticket items, a number of brands have recently opened up brief experiences to the everyman.

In the driver's seat

Porsche's film opens by setting up the car as "Unique. Coveted. Precious." Over a dramatic soundtrack, clips of the vehicle are interspersed with text, which guesses at who will be the first to get behind the wheel.

The film suggests possibilities such as a racing legend or a movie star before simply saying, "No." A series of citizens of Stuttgart are then seen, introduced solely by their first name.

Porsche then follows these drivers as they take the car out, capturing their responses to the driving experience.

The one millionth Porsche 911 Who was able to get behind the wheel?

The vehicle will eventually land at the Porsche Museum, but it is first traveling on a world tour, stopping in Scotland, the United States, China and more.

This is not Porsche's first time giving normal people a driving experience.

Germany's Porsche injected a bit of danger into the promotion of its new Panamera Turbo when the automaker took unwitting customers onto a racetrack and filmed the response.

The campaign saw everyday French customers ordering transportation from a ride-sharing service, only to be picked up in a souped-up Porsche driven by FIA WEC champion Romain Dumas, who takes them on a wild ride. Porsche's strategy is playful and even a bit edgy, as not every customer is totally happy with the impromptu race ([see story](#)).

Outside of the automotive space, brands are expanding beyond models and celebrities to showcase their products. Italian fashion label Valentino hinged the beginning of its path to contemporary on a new studded bag and an avant-garde photography project.

People of New York City were the focus for Valentino's creative director Pierpaolo Piccioli and photographer Terry Richardson in their project to catalogue everyday individuals and how they wear the Rockstud Spike Bag. The creative director and photographer took to the streets of New York in an attempt to bring more urban and contemporary images to the campaign ([see story](#)).

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