

AUTOMOTIVE

## Porsche follows Ferrari in its 70-year milestone

June 12, 2018



*Porsche's Mission E will spearhead the brand's foray into EV*

By BRIELLE JAEKEL

German automaker Porsche is bringing its drivers together to celebrate 70 years of bravery, as it becomes one of many heritage sports car brands to usher in a milestone year.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The automaker has released a film to celebrate its 70 years in service online, following a yearlong celebration from Ferrari for a similar feat. The film touts the family of Porsche owners around the world and the series of bold characteristics that bring them together.

Porsche celebrates 70 years

Porsche's video begins in a replica of the garage "where it all started."

Doors open and the film moves inward, as if on an educational rollercoaster revealing items from the brand's past, showing a reenactment of a young Ferdinand Porsche standing among his plans.

From Porsche 356 "No. 1" Roadster to Mission E the @porsche.museum pays tribute to "70 Years Porsche Sportscars" in a new special exhibition until January 06, 2019. Take a glimpse in this gallery.

A post shared by Porsche (@porsche) on Jun 11, 2018 at 9:04am PDT

"We are the bold dream of a courageous man who followed his heart, nobody else," says an off-screen voice.

"We are the racetrack where our fighter's heart beats the loudest," continues the voice as reenactments of Porsche on the racetrack are shown along with archival footage.

The ups and down of Porsche's racing career are touched on, showing wins and accidents across many years of the sport.

Fast, loud, colorful, surprising and futuristic are characteristic the voice has designated to the brand's various sports car models.

"Sports cars that have enjoyed unbelievable success," he says. "We are a true community of fans; a big family."

The film continues showing major moments in the brand's racing career while also showing everyday life in Porsche vehicles throughout the years.

Porsche then goes on to touch on the brand's accomplishments over the last 70 years such as, being the first sports car in the SUV segment and its German heritage.

While it embraces the notion of its community being "crazy," the film continues saying, "We are also characters, collectors and asphalt cowboys," before showing off some its differences such as a rear engine and a left lock.

### *Porsche celebrates 70 years*

But the past is not the only thing Porsche is celebrating with its video, as it starts to describe itself as digital, electric and connected, as it looks to the future.

"We have a mission here and charge mobility with emotions. We are future ready. We are 70 years old, but certainly not grown up. We are dreamers and we remain dreamers because if you follow your heart it will always race faster, even in the next 70 years," the voice says, ending the film.

### Milestone automakers

Italian automaker Ferrari also established a yearlong celebration of its 70-year anniversary with fans, which was summed-up in a major exhibition detailing the brand's history.

An estimated value of 140 million pounds, or \$190 million at current exchange, was on display in the form of iconic Ferraris at the Design Museum in London last fall. Rare and significant pieces of Ferrari history were featured in addition to important vehicles such as Enzo Ferrari's license and a model of the first-ever built Ferrari ([see story](#)).

Marking the 70-year milestone since the first Land Rover was introduced, an event this past December brought the automaker's enthusiasts together to celebrate the marque's history.

Land Rover Legends was held on May 26 to 27, 2018 at Bicester Heritage, gathering auto connoisseurs, collectors and restorers to the Bicester, Britain campus. Events serve as a means for automotive fans to explore a favorite brand in-person, building a sense of community as those with shared interests meet up ([see story](#)).