

AUTOMOTIVE

Porsche brings back model for one-time golden experience

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Porsche creates a gold model. Image credit: Porsche

By STAFF REPORTS

German automaker Porsche is bringing back a special model to celebrate its 70th anniversary, as part of its Classic division.

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The special-edition vehicle will only be produced once in an endeavor named Project Gold for the car's specific paint color. Porsche Classic has created a one-of-a-kind reproduction of the 993 911 Turbo, complete with the classic 1998 manual transmission and all-wheel drive system.

70-year celebration

Porsche's design will be fitted with a 3.6 liter, 450 horsepower twin-turbocharged, flats-six cylinder engine from the 993 Turbo S.

While only one is going into production, one lucky affluent car enthusiast will be able to take it home.

It will go up for auction through Sotheby's on Oct. 27 in Atlanta, GA. Proceeds will be donated to charity.



911 Turbo Classic Series. Image credit: Porsche Cars North America, Inc.

"'Project Gold' represents Porsche Classic's spectacular contribution to the 70 years of Porsche sports cars' celebrations," said Porsche in a release. "With this anniversary in mind, as well as the forthcoming market launch of the Taycan as the first purely electric Porsche sports car, the experts at Porsche Classic came up with the concept of building a show car based on an existing genuine type 993 body shell to showcase both tradition and innovation.

"The experts were able to rely on a selection of over 6,500 genuine parts that Porsche Classic offers exclusively for 993-generation Porsche 911 models," the automaker said. "Overall, the Classic division currently stocks some 52,000 parts, which customers can source via Porsche Classic Partners and Porsche Centers around the globe to repair and restore classic Porsche cars."

The automaker is leaning into sentimentality and nostalgia in a recent campaign that shares the passion for its brand across generations.

In "A Letter Returned," a young Porsche fan gets the surprise of a lifetime when he comes face-to-face with a Porsche in his small Canadian hometown. The vignette captures the emotional connections consumers can have with luxury automotive marques ([see story](#)).

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