

AUTOMOTIVE

Porsche reveals newest Lego collaboration

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The Porsche 911 Targa Lego model. Image credit: Lego

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is reuniting with the Lego Group to miniaturize an iconic sports car.

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The two-in-one Lego Porsche 911 Turbo and 911 Targa set allows fans to choose between the classic coupe or convertible when putting together the toy model. Luxury automakers often team with Lego to build brand interest across all ages.

"We know that the Porsche 911 evokes a certain magic for customers and fans of our brand worldwide, and the latest Lego additions to the 911 family the Lego Porsche 911 Turbo and 911 Targa are no different," said Fabian Schmlz, exterior designer at Porsche, in a statement. "These incarnations of our sports car icon, accurately capture the unmistakable design of the cars they are based on, and are set to bring much enjoyment to a new family of fans."

Porsche gets playful

The set can be built as either fixed roof 911 Turbo model or an open-roofed 911 Targa. Both models cannot be built simultaneously, but builders can change the silhouette should they choose at any time.

Priced at \$149.99, the set is an ambitious model with 1,458 pieces and measures 14 inches long, 4 inches high and 6 inches wide once completed.

The Porsche 911 Lego set is unique for having two build options

For a vintage color scheme, the model has a white exterior and dark orange and nougat interior finishes. The interior includes tilting front seats, a gearstick, handbrake and functional steering.

With an eye for detail, the Turbo and Targa variants have other distinguishing features. Among these, the Turbo had distinctive badging and a turbocharger, while the Targa's roof is fully removable.

"As we were designing the car, the hardest decision to make was whether we would make the Turbo or Targa variant of the car," said Mike Psiaki, design master at the LEGO Group, in a statement. "It was such a tough call that we engineered the ability to build the Lego Porsche 911 Turbo and Targa from a single set."

The Porsche 911 two-in-one set goes on sale on Mar. 1, with early access for Lego VIP beginning on Feb. 16.



Limited-edition Porsche Lego owner pack. Image credit: Lego

For VIP loyalty members, a limited number of Lego Porsche owner packs are available with purchase. These include an ownership certificate, an official Lego Porsche card wallet and a set of four art prints based on retro ads.

In 2018, the two brands released tiny versions of the Porsche 911 RSR and 911 Turbo 3.0 in a set which included the two cars, a pit wall and a lap counter ([see story](#)).

More recently, Lego unveiled a toy version of the McLaren Senna GTR. The 830-piece model included a V8 engine with moving pistons, aerodynamic curves and opening dihedral doors ([see story](#)).

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