

AUTOMOTIVE

## Porsche releases commemorative 911 in anniversary push

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*The special edition is based on 911 Targa 4 GTS and is now available for order. Image credit: Porsche*

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is celebrating a milestone with an exclusive 911 model that honors its heritage.

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In celebrating 50 years of Porsche Design, the automaker has crafted a commemorative model, limited to 750 vehicles. This version bears many details that serve as an ode to the designs of Ferdinand Alexander Porsche, creator of the 911, including the color of the vehicle.

"Black was the color of the very first Porsche Design product, the Chronograph I. That's why we've chosen it for our limited-edition model," said Roland Heiler, managing director and chief designer at [Design Studio F.A. Porsche](#). Using Platinum as an accent color elevates the Black paintwork in the same way chrome details used to."

### Ode to 911

The commemorative vehicle has a recognizable black exterior, seat panels in the classic checked pattern and the red second hand of the Porsche design subsecond clock from the Sport Chrono Package.

The special edition is based on 911 Targa 4 GTS and is now available for order.



*The release will be limited to 750 vehicles. Image credit: Porsche*

The launch is set to be staggered across international sales markets with the anniversary edition being made available to European sales partners starting in April. Buyers can also purchase a special version of the new edition of Porsche Design's Chronograph I.

Porsche often marks milestones by leaning into nostalgia with special edition vehicles.

In 2021, the automaker marked the 25th anniversary of its entry-level Boxster sports car by rolling out a limited-edition version and commemorating the vehicle's historical success in a fresh campaign ([see story](#)).

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