

AUTOMOTIVE

Porsche, Pixar bring beloved character to life for charity

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Sally Carrera is being brought to life as a physical vehicle. Image credit: Porsche

By KATIE TAMOLA

German automaker Porsche is bringing a famous car to life in a new collaboration with animation studio Pixar.

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A short film revisits the relationship between the marque and the 2006 Pixar film *Cars*. Underscoring how Porsche influenced one of the film's main characters, Sally Carrera, the automaker is now constructing a one-of-one vehicle, creating a street-legal model of the famous animated car for a special charity auction.

"For many auto enthusiasts, the love affair begins at a young age, and there is no doubt that Pixar is setting the stage for Porsche's next generation of buyers," said Julie Blackley, communications manager at [iSeeCars](#), Boston.

Coming to life

Sally Carrera's metaphorical donuts have come full circle as the character, a 2002 Porsche 911, is now being brought to life as a physical vehicle, in celebration of her 20th anniversary.

A new short film details the process behind the collaboration.

It begins with snippets of Sally Carrera's scenes from *Cars*. Jay Ward, creative director of franchise at Pixar, and Bob Pauley, production designer at Pixar, discuss the relationship between the automaker and the animation company.

Porsche and Pixar work to create a real-life Sally Carrera for a good cause

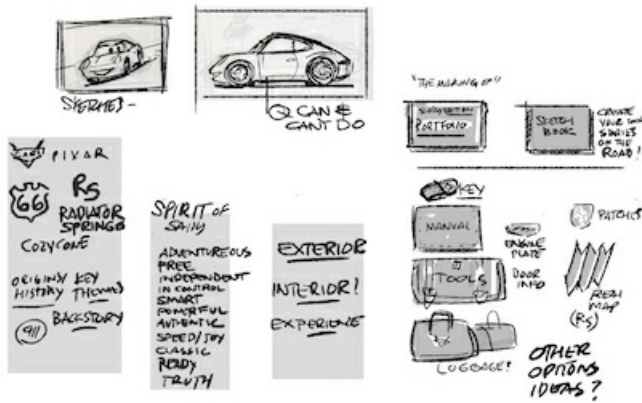
The character's last name is directly symbolic of Porsche, as Carrera is a model under the brand, commemorating the automaker's success in the Carrera Panamericana race.

La Carrera Panamericana began as a historic border-to-border event on the open roads of Mexico. The original iteration ran for five years, from 1950 to 1954, and it remains an important part of Porsche history ([see story](#)).

While sitting among sketches and clay prototypes of Sally Carrera, Mr. Ward and Mr. Pauley discuss how the *Cars* character inspired a new physical car 20 years later.

Grant Larson, director of special projects at Porsche, explains how the goal of the automaker was not to produce an

exact copy of the original character. Instead, Porsche has crafted a real, drivable version of Sally Carrera. For Porsche lovers and fans of *Cars*, the new automobile is a dream come true, and entirely one of a kind.



The one-of-a-kind Porsche 911 is unlike any other car on the road. Image credit: Porsche

"Whoever has this car will have something unique that will probably never happen again," Pixar's Mr. Ward said in the film.

Porsche is auctioning this one-of-a-kind 911 model with proceeds benefitting nonprofit organization [Girls Inc.](#) and Ukraine relief through [USA for UNHCR](#).

Pixar and Porsche believe it is imperative to give back to the community in the spirit of the strong and courageous Sally Carrera.

Porsche and the movies

Porsche's revival of its relationship with *Cars* is not the automaker's first crossover with the world of film.

Last month, Porsche turned to a superhero to share behind-the-scenes footage of the process of getting an electric sports car.

The video stars British actor Tom Holland, best known for his role as Peter Parker in the Marvel Cinematic Universe. As the Spider-Man star gets acquainted with his new Taycan electric vehicle, a new consumer segment learns about Porsche ([see story](#)).

Porsche's affinity for film is not limited to animation or superhero movies either.

Last year, the brand enlisted the help of an iconic movie duo for its latest Taycan effort.

In "Going the Distance," actors Keanu Reeves and Alex Winter known for starring together in the Bill & Ted franchise see how far they can drive a Porsche Taycan on a single charge. The film is the most recent Porsche campaign focusing on the electric sports car ([see story](#)).

Porsche's latest adventure with Pixar continues the automaker's reverence for movie magic.

"Porsche's guiding premise is to dream big, and this charitable effort is giving deserving children the opportunity to realize their dreams," Ms. Blackley said.

"It is a unique approach, because the proceeds of the auction will go to charity," she said. "The lucky buyer will have the opportunity to own a unique vehicle while giving back to a worthy cause."