

AUTOMOTIVE

Porsche unveils limited-edition Labubu art car

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The limited-edition vehicle was on display at the Icons of Porsche event in Dubai. Image credit: Porsche

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

German automaker Porsche is introducing a limited-edition vehicle.

At the Icons of Porsche event in Dubai, which took place on Nov. 22 - 23, the marque unveiled a new collaboration: a limited-edition "King Mon" collectible and a Labubu-themed Porsche 911 Targa created with Hong Kong-born, Belgium-based artist Kasing Lung. The vehicle will be released in 2026 and is limited to 60 units worldwide.

"Kasing Lung understands how to combine emotion and form in a unique way a quality that also distinguishes our brand," said Deniz Keskin, director of brand management and partnerships at [Porsche AG](#), in a statement.

"The cooperation underlines how closely topics such as creativity, cultural relevance and emotional appeal are linked to the Porsche brand today."

Pop culture influences

The partnership between the artist and brand celebrates two important milestones: the 10th anniversary of Mr. Lung's *The Monsters* children's book series and the 60th anniversary of the Porsche 911 Targa.



Hong Kong-born artist Kasing Lung first introduced the Labubu character in his book series for children entitled "The Monsters" in 2015. Image credit: Porsche.

The collaboration also includes a nearly 16-inch metal sculpture inside a miniature Targa entitled "King Mon in Porsche 911 Targa." The figurine debuted at Icons of Porsche and will also enter into limited production.

"Having one of my characters in a car for the first time and reimagining the iconic Porsche Targa was truly inspiring," said Mr. Lung, in a statement.

Mr. Lung's characters are known for their wild fur, long ears and mischievous expression. The figurines have amassed a global following and are highly covetable.

The brand first tapped Mr. Lung for a partnership earlier this year when Mr. Lung showcased selected works at the Porsche NOW showroom in Taipei, Taiwan.

In October, Porsche announced that Dr. Michael Leiter, a former company veteran, will step in as the next chief executive officer of Porsche AG and succeed Dr. Oliver Blume after a decade of service ([see story](#)).

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