

PORSCHE

50

911 Targa 4S
Heritage Design Edition
Icons of Cool



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FOREWORD.

Dear reader

Lifestyle – a word that is currently used very frequently by many industries. And yet, its literal meaning highlights a principle that has always applied to Porsche: fashion fades, but style never does. This is particularly true for our customers, for whom Porsche has always been more than just a lifestyle. When applied to the design of Porsche, this means: no future without heritage. With every new model, it's important to maintain a connection to the past. There's a little piece of 356 and 911 in every new model. And every new model takes inspiration from the diverse history of our brand. Sometimes it's merely nuances – and yet these shape the character and overall impression of each new design.

With our Heritage Design strategy, we at Porsche are now continuing this approach even more consistently and emotionally, with even greater customer focus. We're bringing back the Porsche brand's most popular design features, colours and materials of the 1950s,

60s, 70s and 80s. Not 1:1, of course, but composed by our designers with great attention to detail, and reinterpreted to perfectly emphasise – and complement – the timeless modern character of the 911.

Every era of Porsche history is exclusively showcased by a limited-edition model. Moreover, we're raising awareness of the topic by means of optional packages that will also be available for many other 911 models. I'm confident that we're therefore reflecting the spirit of the times in the truest sense of the word. In a world of multimedia overload and the daily competition for the latest trend, Heritage Design stands for serenity and familiar memories of an attitude to life.

The commitment to our history is firmly rooted in every member of the design team. Many of my colleagues own a classic 911. I myself favour the 964 generation. From a design perspective, I believe the 911 is quite simply the perfect combination of classic design and state-of-the-art technology.

The Porsche Exclusive Manufaktur has once again managed to do just that with the new 911 Targa 4S Heritage Design Edition, based on our designs and with a great deal of craftsmanship. No matter how often we viewed the vehicle together during the development process, we were always in agreement: we're bringing back a lifestyle of cool to the road, while creating something new. Icons of Cool.

Have fun and enjoy the drive!

Michael Mauer



Michael Mauer has headed the Porsche Design Department since 2004. He studied automotive design at Pforzheim University from 1982 to 1986. It is under his leadership that the current generations of all Porsche model ranges were created, as well as the 918 Spyder and most recently the electric sports car, the Taycan.

TIMES COME AND GO. *ICONS REMAIN.*

Beliefs that made history. An attitude to life that shaped generations. Songs that got under your skin. Design that won the battle against time.

Wouldn't it be great if we could repeat all this? If we could give the past a new lease of life? And revive the spirit of the times? The good news is, we can. Because what stirred people's hearts and made them rejoice is returning in the form of the Porsche Heritage Design models. Inspired by the spirit of the 1950s, 60s, 70s and 80s, they're bringing the lifestyle of bygone times back to the road. And honouring iconic Porsche classics with numerous design highlights.



It all began in the 1950s – the era in which 'made in Germany' sports car emotion asserted itself on the world's roads and race tracks. The starting flag came down with the legendary Porsche 356, which along with the revolutionary 911 Targa was the inspiration for our first model – the 911 Targa 4S Heritage Design Edition. Equipped with state-of-the-art sports car technology and historic design features, this Edition revives what was widely regarded as cool. And propels it towards the future.

In short: thanks to its distinctive design highlights, the 911 Targa 4S Heritage Design Edition is an icon that is as fascinating today as its role models were back then.





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SWINGING HIPS: CERTAINLY NOT THE ONLY DYNAMIC OF A NEW ERA.

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A classic design language. Idols that become icons. The start of the TV age.

The 1950s. A time that flouted convention. Because the world was facing a conflict between traditions, values, functionality and future visions. And in the middle of all this? A population that wanted out, wanted to be free, different and self-determined. An attitude that made itself heard. With a heavy beat and an offbeat, a new sense of rhythm and provocative lyrics. Rock 'n' roll not only created an entirely new music genre. But also an attitude to life, shaped by change and the onset of a new era. Putting an end to bourgeois mediocrity. Breaking with convention. Releasing the chains of the past. Being free. Venturing into new territory. This was the motto.

And so the population gained a new lease of life, showed courage, opened the throttle. Especially when it came to their hips. Because they swung them –

at home, at cocktail parties, in dance halls. Other, hitherto unheard sounds rang out from loudspeakers, portable radios, jukeboxes.

**For some: nothing but noise.
For others: a reason to turn up the volume.
As high as possible.**

A musical hero of that time: Elvis Presley. An inspiring icon from day one. His music fascinated an entire generation. His swinging hips made women swoon in their droves. His performances triggered hysteria among his fans. And later, from the early 1960s, groups such as The Beatles and The Rolling Stones ensured that everyone was gripped by rock 'n' roll fever. What represented a total moral decline for some, meant newly discovered freedom for others.



This about-turn couldn't just be heard. It could also be seen in every little detail. In the park, on the street, at work, in the cinema: sweeping petticoats, skin-tight pencil skirts, corduroy suits, Black leather jackets, Blue jeans, meticulous Beatles' hairstyles and gelled Elvis quiffs. A fashion trend that not everyone liked. And that was pure dynamite.

Brave, provocative, different.

But the 1950s weren't just rebellious and free-spirited. Nor just fun and exhilarating. The catwalks revealed a completely different picture: Christian Dior's iconic 'New Look' shaped this era, with its

elegance and femininity. Putting the sparkle back into the fashion world with a touch of luxury. Equally style-defining: the legendary Coco Chanel suit from 1954, setting standards that re-emphasised feminine elegance. And it's certainly no coincidence that this became the globally iconic fashion item for the 'modern' woman.

Speaking of modern women: something was also happening on the big screen. Marilyn Monroe became an icon of the time. Causing queues at box offices worldwide, even at the start of her career. Thanks to her liberal demeanour and her roles, which flirted with femininity and sensuality. Because: why not display your assets and rapidly overhaul old customs? It's certainly no coincidence that she's still considered to be the ultimate sex symbol. But she wasn't the only one thrilling some audiences on the big screen, while causing others to bashfully shake their heads. One rebel conquered the cinemas: James Dean. Controversial, wayward, polarising. And unique, thanks to his cool, distinctive style. He became a role model for young people. And the ultimate cinema star of the 1950s.

STYLE &
FASHION





A clear, detailed language was spoken in domestic living rooms – a pastel-coloured one. Slender shapes and smooth surfaces characterised this new style. The best example: probably the most iconic item of furniture of that time, the kidney-shaped table. Asymmetrically shaped, with three slanted, narrow legs, no home was complete without it. So it's hardly a surprise that even to this day the table is so synonymous with the 1950s. But other legendary furnishings, such as the wing chair, tulip lamp and hostess trolley, also became permanent fixtures in people's homes. As did corduroy. This fabric adorned armchairs and three-piece suites and was an integral part of this interior style.

In short: the 1950s rid themselves of the chains of the past and left its mark. With a solid, functional and puristic style. While bringing new courage and impetus to people's lives – with a newly discovered attitude to life and the desire for freedom and self-determination.

Self-determination. A term that has always played an important role for Porsche – after all, Ferry Porsche had no hesitation in building the sports car of his dreams. Creating something that no-one had achieved before. Bringing sports car emotion to series production. And accelerating the spirit of the times.

The good news: all of this is returning. In the form of the four Porsche Heritage Design models. These are bringing iconic design back to the road in a new look. Reviving the emotion of bygone days – and reviving the spirit of those times.

These icons of cool are taking us on a journey that leads us from the past directly to the future. And brings back what was previously considered cool. Because the most beautiful journey in a Porsche is often one through time.

YOU DON'T CREATE SOMETHING TIMELESS BY CHASING TRENDS.



1948. Not just any old year for Porsche. But an initial spark. The first Porsche – developed under the leadership of Ferry Porsche – was registered: the Porsche 356.

A car that was one thing above anything else: unique. And brought sports car emotion to series production for the first time.

Followed by its international motorsport début just three years later. Which couldn't have been more successful. Porsche competed at Le Mans with the 356 SL, producing 45hp. At the wheel: two Frenchmen, Auguste Veillet and Edmonde Mouche. The conditions: more than tough. Bad weather, poor visibility and a lot of rain. No issue for the Porsche 356 SL and its drivers. They covered the 2,842.65 kilometres with an average speed of 118.4km/h and a lap average of up to 140km/h. Crossing the finish line 24 hours later. As class winners.

A success across the board. For Porsche in general. And in motorsport.

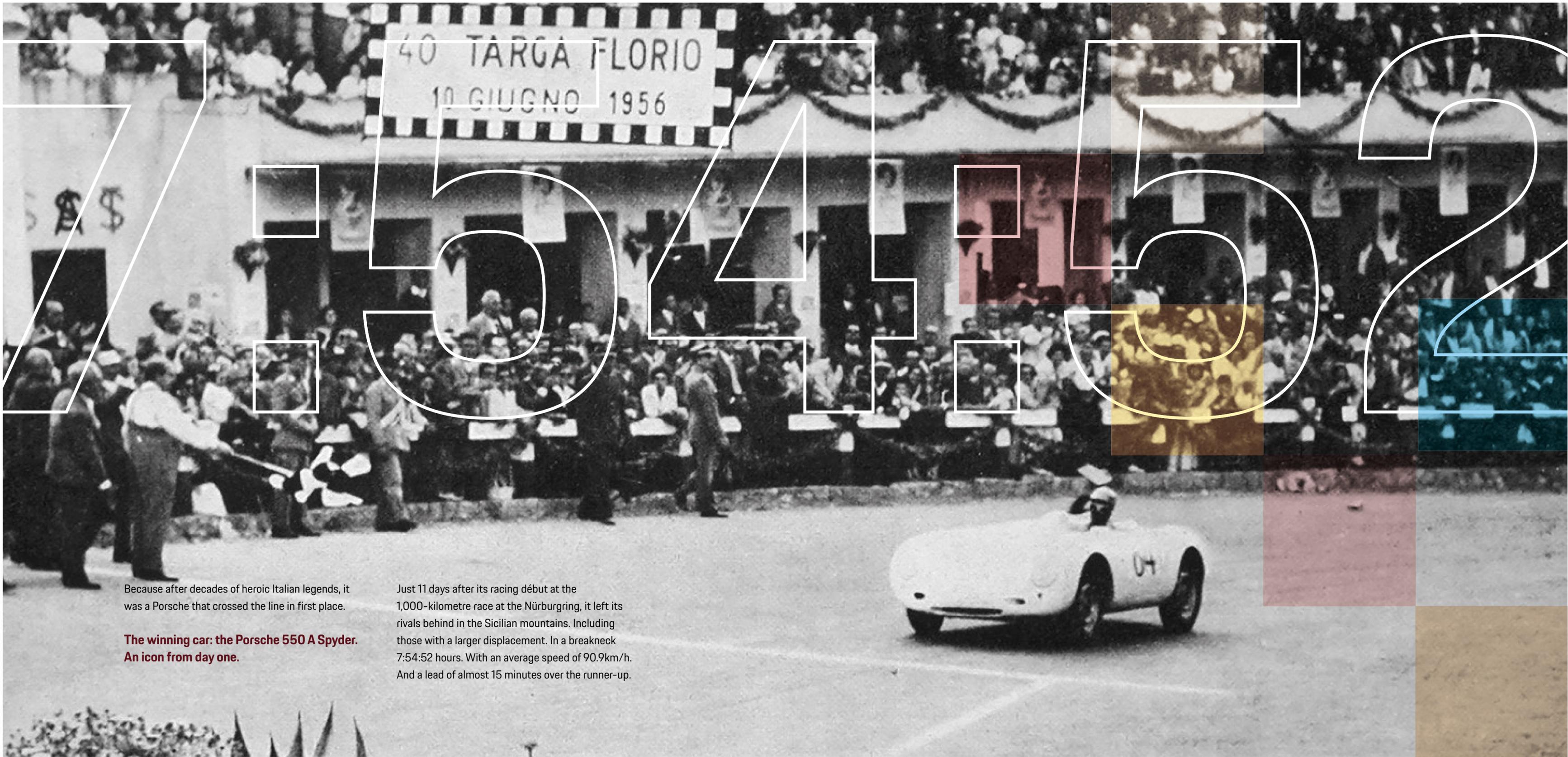
So it's no surprise that Ferdinand Porsche praised his son Ferry for the design of the now legendary Porsche 356 with the words, "I would have built it exactly the same, right down to the last screw".

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**THE MOTORSPORT
HISTORY THAT
WE WRITE
*CAN ALSO
BE ICONIC.***

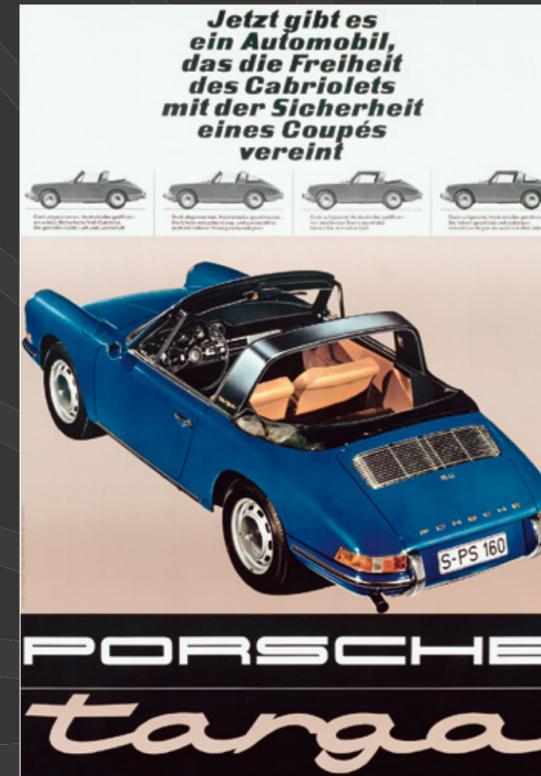
Maximum temperatures. Peak performance. High time: 10 June 1956 saw Porsche first take to the grid at the Targa Florio – the toughest long-distance race of that time. Writing another chapter in motorsport history in Italy.



Because after decades of heroic Italian legends, it was a Porsche that crossed the line in first place.

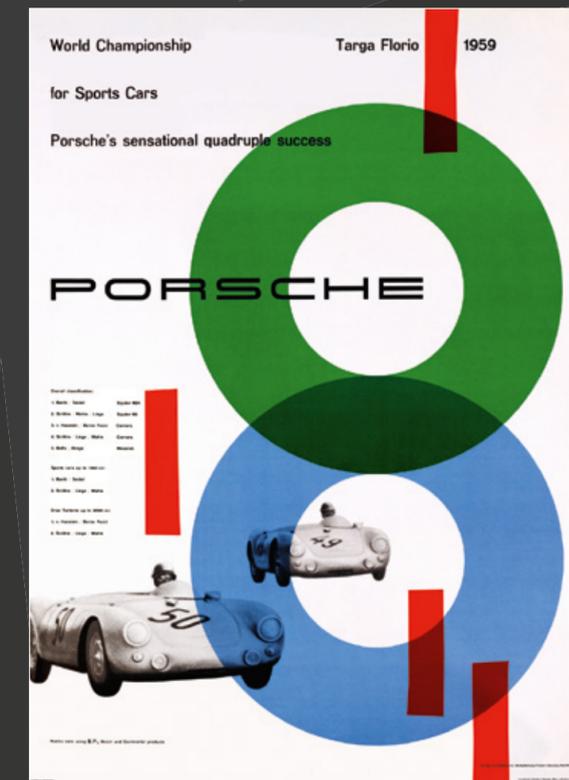
**The winning car: the Porsche 550 A Spyder.
An icon from day one.**

Just 11 days after its racing début at the 1,000-kilometre race at the Nürburgring, it left its rivals behind in the Sicilian mountains. Including those with a larger displacement. In a breakneck 7:54:52 hours. With an average speed of 90.9km/h. And a lead of almost 15 minutes over the runner-up.



The foundation for many more victories was laid at the Targa Florio on that hot summer day. But that's not all: in recognition, the winner was presented with a licence plate by Vincenzo Florio, the race founder. This prize – 'La Targa', Italian for licence plate – ultimately became the namesake of the dynamic cabriolet featuring a wide roll-over bar.

By the way, we decided not to use the full name of the mountain race. There were too many concerns that it could lead to the abbreviation, 'Porsche Flori'.



The face of success: victory poster by Hanns Lohrer depicting success at the Targa Florio in 1959.

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**SOME ICONS
WITHSTAND
THE TEST
OF TIME.**

***OTHERS
OVERTAKE
IT.***



The 911 Targa 4S Heritage Design Edition. Not a copy. Not a replica. But a reinterpretation that pays particular tribute to the roots of the Porsche brand.

An ultra-modern car with historic details. Do they go hand-in-hand? Can the attitude to life of bygone times experience a revival as we head to the future? And can we bring iconic Porsche classics back to the road? All questions to which we wanted to find answers. And ultimately did so.

The result? Porsche Heritage Design. Four cars, inspired by four epic eras, with a single vision: to reawaken the emotions of that time in brand-new vehicles. Reshaping the spirit of the times.

The starting flag comes down with the first model, the 911 Targa 4S Heritage Design Edition. This reinterprets the classic design features of the 1950s – and also takes a look at the 60s. Because good ideas are simply timeless. So it's no surprise that the 911 Targa 4S Heritage Design Edition invokes not only one, but two special style icons: the legendary Porsche 356 and the first generation of the 911.



A particular priority for Ivo van Hulten (Head of Interior Design Style Porsche), Volker Müller (Head of Colour & Trim Design Style Porsche) and Stéphanie Kleiböhmer (Colour & Trim Design Style Porsche), along with Thorsten Klein (Design Interior Style Porsche):

**Looking to the future.
While not losing sight of the past.**

“Our aim was to make the lifestyle of bygone times tangible for our customers, and above all the attitude to life that’s associated with our historic cars,” reports Stéphanie Kleiböhmer.

Their sources of inspiration? Old original colour charts, design elements from the 1950s and 60s, historic cars and of course the lifestyle of that time. What was trendy back then. What made people laugh, dance the swing and cheer.

REDUCED TO THE MAXIMUM.

“Pure. That was the working title we came up with for the limited edition. And which we still find extremely apt,” explains Ivo van Hulten. Scream and shout? Others do that. Porsche is honest, puristic. As shown by the tear drop shape of the iconic 356.

SMALL, LIGHTWEIGHT,
AGILE, COMPETITIVE.
WITH AN HONEST, UNIQUE
DESIGN LANGUAGE.



BACK TO THE FUTURE.

A complete work of art. Numerous details. There's much to discover and experience. And much that points to the origins of the 911 Targa 4S Heritage Design Edition.

One thing that the models have in common is the key themes that can be found in all four cars. And continue to be developed. From vehicle to vehicle. From decade to decade.

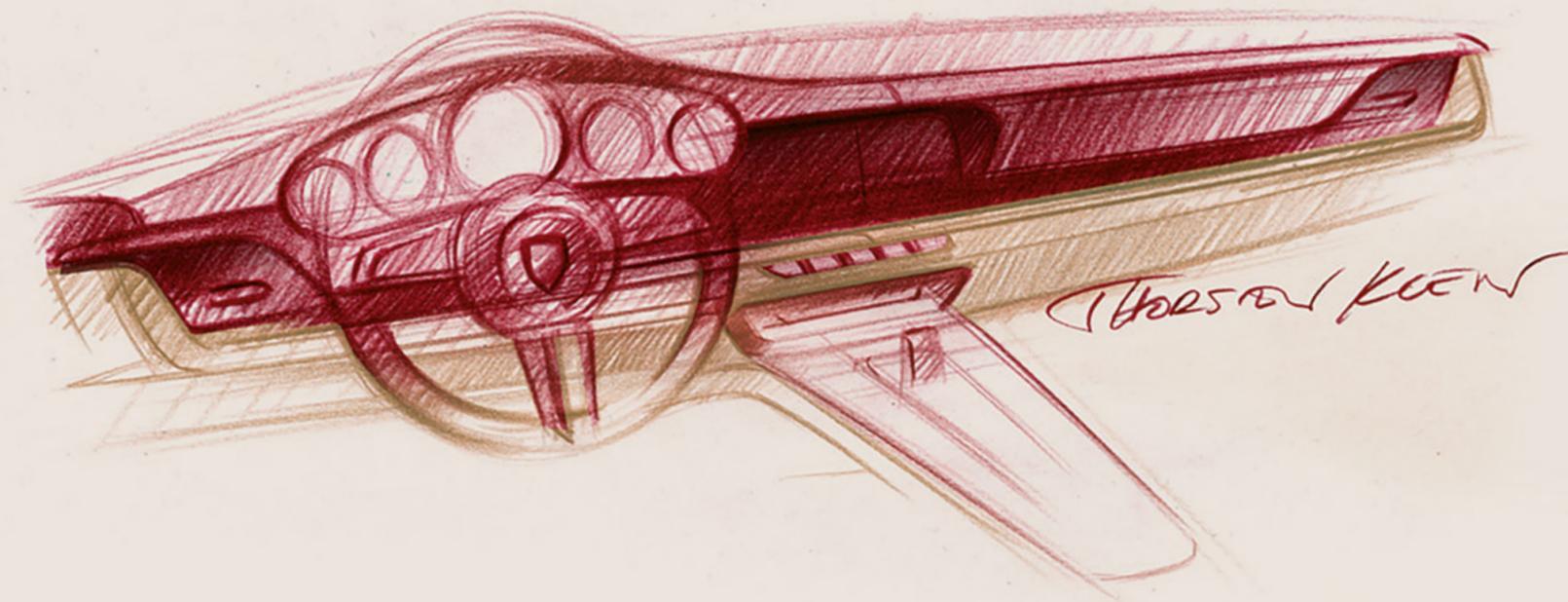
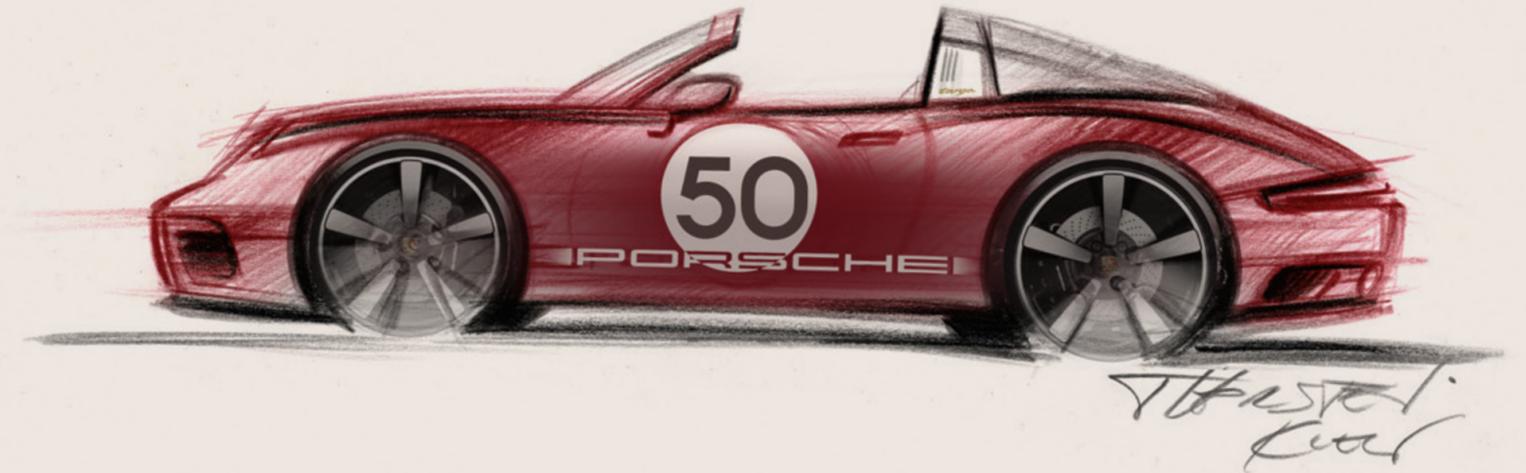
Key theme: fabric.

A feature that has played an important role for Porsche from the outset.

"Corduroy, Pepita, Pascha and Tartan. All textiles and patterns from our history that we are reviving in the interior," reports Volker Müller. "It was particularly

exciting to study and test the old fabrics and patterns – to reinterpret these according to current standards of safety and comfort, and return them to the road," explains Stéphanie Kleiböhmer. "Because fabric and surfaces are something very special that evoke memories. Maybe of childhood. Of bygone times. Of a Porsche from back then," adds Volker Müller.

Corduroy in Atacama Beige is used as a style-defining feature on the seats and door panels of the 911 Targa 4S Heritage Design Edition. "However, the extremely high wool content of the original cloth no longer meets today's standards," says Volker Müller. Other fibres have therefore been used. The result: a firmer look.



THE SAME. YET DIFFERENT.

In the 1950s, Red cars took to the road in greater numbers. Earthy, puristic and with a light brown tinge. This is how Porsche Red was described back then. A typical colour combination was often Ivory and Strawberry Red. And the Porsche literature of the 1950s – user manuals and books – were also dark Red and White. Just like the signage in workshops, Porsche Centres and car showrooms, which were also bright Red.

So it's no surprise that the 911 Targa 4S Heritage Design Edition reflects this typical colour scheme. Just as with corduroy, this basic feature – the colour Red – has been modified and updated. "So we opted for Cherry Metallic," explains Ivo van Hulten. Intense

and high quality, it's in perfect harmony with the Silver-coloured Targa bar and Gold-coloured logo. Another detail that's very important to the designers which you may only notice at second glance.

In short: everything in the 911 Targa 4S Heritage Design Edition has a story. Everything has its purpose and equivalence. It's almost like meeting your first love again. And finding that they're just as attractive as they were on day one.

911 TARGA 4S

HERITAGE DESIGN EDITION

Performance, safety, freedom. Three things that the Targa has embodied from the outset. Originally developed as a safety cabriolet, the importance of its unique roof design went way beyond mere functionality. It turned the 911 Targa – just like the 911 Coupé – into an icon. And still lends it its distinctive appearance. Like a unique signature.

In the 911 Targa 4S Heritage Design Edition, this iconic concept has been further developed according to the rules of modern technology. The roll-over bar invokes the traditional shape.

And the fabric hood, with fully automatic opening and closing, meets all of today's safety and comfort requirements.

Featuring historically inspired details, the 911 Targa 4S Heritage Design Edition from Porsche Exclusive Manufaktur is limited to 992 units worldwide. A reference to the new 911 Targa that creates truly unforgettable experiences.

Please refer to the website www.porsche.com/targa-hde for all further vehicle-specific information.





GREAT EMOTIONS
ARE ALWAYS IN VOGUE.

How about some nostalgic splashes of colour?
No problem. Thanks to the Cherry Metallic exterior colour, which is exclusively available for this model within the 911 series. The two-tone leather interior in Bordeaux Red or Black in conjunction with OLEA club leather in Atacama Beige creates a stylish image.







Driving in the slipstream of the past? Not enough. With a powerful output of 331kW (450hp) and top speed of up to 304km/h, you can easily prepare to overtake.

Shifting up a gear in a Porsche has always been extremely emotional.
The enhanced 8-speed Porsche Doppelkupplung (PDK)
now makes this even sportier.



Regardless of whether you're revisiting history or looking into the future, the LED main headlights with matrix beam in Black including Porsche Dynamic Light System Plus (PDLS Plus) will show everything in the right light.





Leather. A timeless material. For a high-quality interior look and feel. Whether on the sun visors, steering column casing or in the form of the leather interior package, dashboard trim package in leather and door panel trim package in leather: the interior with extensive leather trim as standard will attract attention.



As distinctive as your favourite song: Porsche sound from the sports tailpipes.

Firm roadholding in the here and now. The 20/21-inch 911 Carrera Exclusive Design wheels painted in Black (high-gloss) provide the necessary traction.





WORTH ITS WEIGHT IN GOLD: YOUR OWN UNIQUE SIGNATURE.

Gold-coloured logos. A design feature steeped in tradition. While the first Porsche models still bore Silver-coloured logos, the Gold-coloured signature at the rear became increasingly common from the mid-1950s – lending vehicles an 'exclusive touch'.

With the launch of the Porsche 912 and Porsche 911 T in the mid to late 1960s, the Gold-coloured logos were gradually replaced by Silver-coloured and Black anodised logos.

A high-quality, historical design element that the 911 Targa 4S Heritage Design Edition revives – and brings to the modern age. Because Gold-coloured logos also adorn the edition's rear and iconic Targa bar.

By the way, Gold-coloured logos are a distinguishing feature that will also embellish all future Heritage Design models.





YOU SHOULD NEVER FORGET YOUR ORIGINS.

When designing a limited edition collector's piece and seeking highly detailed distinguishing features for 'connoisseurs', one particular element instantly comes to mind: the Porsche Crest. As an essential trademark, it doesn't just tell a story. It has always represented big dreams.

As a tribute to the brand's roots, the Style Porsche experts, vehicle developers and Porsche Exclusive Manufaktur team have worked closely together to bring the Crest of the original 911 from 1963 back to the 911 Targa 4S Heritage Design Edition.

And so the historic Crest now adorns the bonnet, Sports steering wheel, vehicle key and 20/21-inch 911 Carrera Exclusive Design wheel centres. And can also be found – embossed – on the headrests and key pouch of this limited edition collector's piece.



The beginning of an era: original drawing by Franz Xaver Reimspieß from 1952.

It's easy to explain why the original 911 from 1963 was chosen when deciding on a historic Crest: the first Crest to adorn the legendary Porsche 356 no longer fits today's vehicle dimensions. Unlike the Crest that was created in 1963 for the Porsche 911. It's not only a specific distinguishing feature, but also a special reminder that rounds off the edition's design as an elegant detail. And further reinforces its uniqueness.

Speaking of uniqueness: just as he did when building the legendary 356, Ferry Porsche also took the lead when designing the Crest back in 1952. The idea of the Crest as a quality seal for the type 356 was devised during a meeting with the then US importer, Max Hoffman. That same year, the engineer, Franz Xaver Reimspieß, presented a design that has retained its basic character to this day.

1954–1965

1963–1973

1973–1994

1994–2008

From 2008

Not a revolution. But an evolution.
With minimal changes, the Crest has
represented sports car fascination
for 65 years.



The Crest is still committed to its original location and Swabian homeland: the 'Stuttgart Rössle' and city name are depicted in the centre of the golden shield. The stylised antlers are derived from the traditional Württemberg-Hohenzollern coat of arms. And the colours are a further reference to its origins. The Black stripes represent Württemberg, while the Red ones symbolise Baden.

The subtle changes: today's Black 'PORSCHE' logo used to be Gold-coloured. The 'Stuttgart Rössle' had a slightly different look. And the deep Red of today's stripes with a structured surface used to be more Orange – as a nod to the regional colours of Württemberg-Hohenzollern.

One thing that has always remained the same: its detailed manufacturing. The genuine Porsche Crest is

produced in a complex process using special tools based on original drawings. With accurate colours and materials. Plated with Silver and Gold. Thanks to this authentic manufacturing process, it conveys sports car fascination – made in Zuffenhausen – to the world.

In short: the Porsche 911 Targa 4S Heritage Design Edition revives a piece of the past that unites tradition and future to form a timeless entity.







The special 911 Targa 4S Heritage Design Edition decals have their roots in motorsport. A 356 SL with the number 46 took to the grid at the 24h of Le Mans in 1951. The rest is history. Racing history. That's now being revived: in the form of an optional, unique start number.

By the way, in previous years, start numbers were attached by mechanics before the race. A tradition to which the Porsche Exclusive Manufaktur remains true. Because the individual start number – that adorns the side of the 911 Targa 4S Heritage Design Edition – is also attached by hand shortly before completion.

THERE'S ALSO AN IDEAL LINE BETWEEN TRADITION AND FUTURE.





In keeping with the manually painted 'spears' of the 1950s, a high-quality foil stripe adorns the front wings of the 911 Targa 4S Heritage Design Edition. In the early days of motorsport, this was initially used to cover up any scuffs caused by collisions. However, this changed over the years – and the functional stripe was transformed into a design feature that almost resembles 'war paint'. And became a characteristic design feature. As well as a sign of the early trend towards personalisation.





WHAT DETERMINES AN ICON? ITS SIGNATURE.

You can't see a soul. Or measure it. But if it's there, you can feel it. Over every kilometre, in every hundredth of a second, in every little detail. Such as on the Porsche Heritage plaque on the tailgate grille, for example.

Issued in the 1950s as a label for excellent engine performance and an award for loyal Porsche enthusiasts, it was presented to every 356 driver upon reaching the 100,000km mark. A quality seal, therefore, that was first reissued several years ago and now adorns the tailgate grille of the 911 Targa 4S Heritage Design Edition.

As well as the Porsche Heritage plaque on the rear of the vehicle, a number of detailed signatures also invoke Porsche history in the interior – as an expression of the Edition's special nature.

For example, the '911' logo and limited edition plaque on the dashboard trim refer to the limited number of 992 units worldwide. And the door sill guards in brushed aluminium, embellished with the '911 Targa 4S Heritage Design Edition' logo, is another exclusive detail.





A MILESTONE. IN THE RACE AGAINST TIME.



Modern meets historical. Analogue meets digital. The 911 Targa 4S Heritage Design Edition instrument cluster gives the impression that you're in a race against time. Because the design invokes the origins of Porsche. And yet is as much in the here and now as it can be.

When driving, you always have a direct view of the instrument cluster featuring two high-resolution 7-inch displays and an analogue rev counter, classically styled with a needle. With White needles and increment markings – for maximum contrast. And with green numbers – as a tribute to the legendary Porsche 356.

But that's not the only detail inspired by the Porsche 356. Along with the historic rev counter, the dials of the Porsche 911 Targa 4S Heritage Design Edition also feature elegant relief embossing.

Other design features from the 356 are the White hands and green numbers of the Sport Chrono stopwatch. A detail that emphasises its exclusive nature, distinguishes it from the series production version and revives a piece of Porsche history with every lap. Because you can actually measure the spirit of the times.





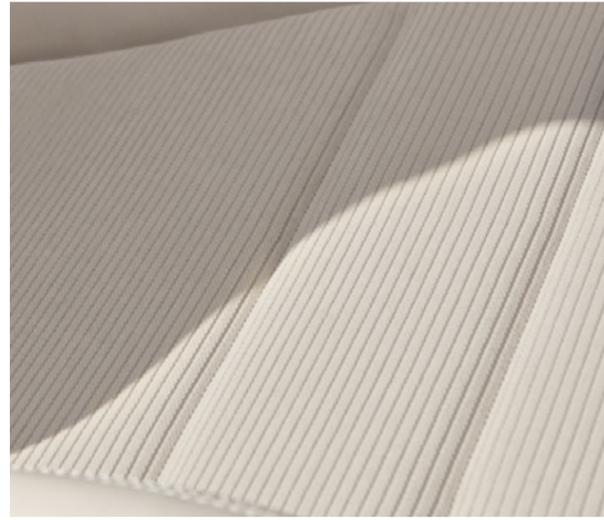


The spirit of the 1950s is also on display in the interior with the perforated Alcantara® in Atacama Beige that lines the roof. A reference to the origins of Porsche. Because with the launch of the Porsche 356 A at the end of 1955, the perforated roof lining was also used as a special design feature. Back then, it was made of thin synthetic leather and available in three colours: grey, beige and two-tone beige/grey.

Another piece of Porsche history and stylish detail waiting to be discovered is the perforation on the A and B pillars.



IMAGINATION
KNOWS NO LIMITS.



Corduroy. It was already at home in the Porsche 356, decorating the seats of this legendary sports car. Soft, supple and elegant, it embraced the spirit of the times and the fashion of the decade. And was also a sign of quality, because it allowed for natural seat ventilation, was non-slip and therefore safer.

The first Porsche – the Porsche 356 'No. 1' Roadster – had to do without corduroy. But from 1952, it finally became part of the interior, embellishing the seat centres and available as an optional extra.

In the interior of the new 911 Targa 4S Heritage Design Edition, this fabric is now reviving past dreams: elegant corduroy is used on the door panels and covers the seat centres. A nod to the 1950s that harmoniously completes the two-tone leather interior

in Bordeaux Red and OLEA club leather in Atacama Beige exclusively available for this edition.

By the way, the innovative OLEA club leather is not only extremely soft. It's also a new leather quality at Porsche that uses olive leaves in the tanning process. Because – compared to conventional tanning methods – this tanning agent largely consists of renewable raw materials.

See. Feel. Touch. Sense. The soul of a sports car has seldom been more tangible than in this interior. So take a seat and embark on a journey that will take you from the past directly to the future.

THE FABRIC OF DREAMS.
IN A DREAM CAR.



A PIECE OF THE PAST. IN THE PRESENT.

The 911 Targa 4S Heritage Design Edition adds a number of style-defining design features to the new 911 Targa. And pays homage to the rich history of Porsche. But that's not all: standard equipment, vehicle information and additional refinement options are available in the 911 Targa catalogue, Porsche Car Configurator or online at www.porsche.com



Exterior.

- 1 Exclusive exterior colour within the 911 series: Cherry Metallic
- 2 Gold-coloured 'targa' logo
- 3 Gold-coloured 'PORSCHE' logo and model designation
- 4 Porsche Heritage plaque on the tailgate grille
- 5 Historic Porsche Crest on wheel centres
- 6 20/21-inch 911 Carrera Exclusive Design wheels painted in Black (high-gloss) or optionally in satin platinum
- 7 Historic Porsche Crest on the bonnet
- 8 Spears on the wings
- 9 Exterior decals on the vehicle sides in historical design
- 10 Personalised start number (can be ordered separately)
- 11 Indoor car cover

Interior.

- 12 Exclusive interior equipment: two-tone Bordeaux Red leather/Atacama Beige OLEA club leather (also available in two-tone Black leather/Atacama Beige OLEA club leather)
- 13 Historically inspired instrument cluster
- 14 Historic Porsche Crest on headrests and steering wheel
- 15 Leather interior package
- 16 'Porsche Exclusive Manufaktur' logo embossed on the storage compartment lid
- 17 Limited edition plaque on the dashboard trim
- 18 Heritage Design floor mats



EXTERIOR COLOURS.

CHERRY METALLIC

GT SILVER METALLIC

BLACK

GUARDS RED

CRAYON

CUSTOM COLOUR¹⁾



INTERIOR COLOURS.

BORDEAUX RED

OLEA CLUB LEATHER
ATACAMA BEIGE

BLACK

OLEA CLUB LEATHER
ATACAMA BEIGE

Two-tone leather interior.

Another icon: leather. It's elegant, hard-wearing, easy to look after – and above all: timeless.

Expressive and harmonious: in the interior of the 911 Targa 4S Heritage Design Edition, you can choose between two different colour combinations: two-tone Bordeaux Red leather/Atacama Beige OLEA club leather and two-tone Black leather/Atacama Beige OLEA club leather.

In conjunction with corduroy in Atacama Beige, an overall image is created that emphasises the edition's timeless modern character while representing a clear commitment to history.

By the way, the new colour, Atacama Beige, sets specific accents. And is only available for the 911 Targa 4S Heritage Design Edition within the 911 model range.

¹⁾ For information about custom colour, please consult your Porsche Centre.



OUR FIRST BESPOKE TASK FOR YOU: YOUR CUSTOMER CONSULTATION.

Can you make something special even more unique? Yes. By means of individuality and inspiration. From the outset: during your consultation. And by focusing on what is most important: you and your wishes.

Because the personalisation of your sports car is an affair of the heart. For you – and for us. The consultants in our Porsche Centres and the partners at our Exclusive Manufaktur therefore provide personalised, individual and professional answers to all your questions regarding the respective Porsche models and our range of personalisation options.

There's probably no better place to express this shared passion than our factory in Zuffenhausen – at the heart of the brand – where you'll receive excellent advice from our Porsche Exclusive Manufaktur experts, with their extensive knowledge of all options and vehicle models.

One of the highlights of your visit is a tour of the Porsche Exclusive Manufaktur. Here you can gain first-hand experience of what attention to detail means for us. We'll also offer you a globally unique collection of material and colour swatches, including numerous leather colours and paints. Exclusive access to our materials archive completes our offer. And of course, you'll also have the opportunity to view unique showpieces. This service isn't just limited to Zuffenhausen, but is also available at other international locations, such as Atlanta or Los Angeles.

In short: together with you, we ensure that a harmonious ensemble is created with the utmost care, concentration, passion and commitment, down to the very last detail. A true one-of-a-kind. Your Porsche.

NORMALLY, EVERYTHING REVOLVES AROUND HUNDREDTHS OF A SECOND. HERE, IT'S ALL ABOUT THE DIGIT BEFORE THE DECIMAL POINT.

911 Targa 4S Heritage Design Edition

Engine	
Number of cylinders	6
Displacement	2,981cm ³
Power (DIN) at rpm	331kW (450hp) 6,500
Max. torque at rpm	530Nm 2,300–5,000
Transmission	
Drive	All-wheel drive
Transmission	8-speed Porsche Doppelkupplung (PDK)
Chassis	
Front axle	McPherson spring-strut suspension
Rear axle	Multi-link suspension
Steering	Rack-and-pinion steering
Turning circle	11.2m
Brakes	Six-piston aluminium monobloc fixed brake calipers at front and four-piston aluminium monobloc fixed brake calipers at rear
Wheels	Front: 8.5 J × 20 ET 53 Rear: 11.5 J × 21 ET 67
Tyres	Front: 245/35 ZR 20 Rear: 305/30 ZR 21
Dimensions/drag coefficient	
Length	4,519mm
Width (including exterior mirrors)	1,852mm (2,024mm)
Height	1,299mm
Wheelbase	2,450mm
Luggage compartment volume	132 litres
Tank capacity	67 litres
Drag coefficient	0.30
Unladen weight	
DIN (EC) ¹⁾	1,675kg
Permissible total weight	2,085kg

911 Targa 4S Heritage Design Edition

Performance	
Top speed	304km/h
Acceleration 0–100km/h	3.8secs
Acceleration 0–100km/h with Launch Control	3.6secs
Acceleration 0–200km/h	13.4secs
Acceleration 0–200km/h with Launch Control	13.1secs
Fuel consumption /emissions ²⁾	
Fuel consumption urban, l/100km	13.4
Fuel consumption extra urban, l/100km	7.6
Fuel consumption combined, l/100km	9.7
CO ₂ emissions combined, g/km	222
Emissions standard	Euro 6b

Tyre type	Size	Energy efficiency class/ rolling resistance	Wet grip class	External rolling noise* (class)	External rolling noise (dB)
Summer tyres	245/35 ZR 20	E	B–A	–	70–69
	305/30 ZR 21	E	B–A	–	73–72

For logistical and technical reasons relating to the production process, we are unable to accept orders for a particular make of tyre.

* Quiet rolling noise, Moderate rolling noise, Loud rolling noise.

¹⁾ Weight is calculated in accordance with the relevant EC Directives and is valid for vehicles with standard specification only. Optional equipment increases this figure. The figure given includes 75kg for the driver.

²⁾ Data determined in accordance with the measurement method required by law. The figures do not refer to an individual vehicle nor do they constitute part of the offer. They are intended solely as a means of comparing different types of vehicle. Fuel consumption calculated for vehicles with standard specification only. Actual consumption and performance may vary with items of optional equipment. A vehicle's fuel consumption and CO₂ emissions depend not only on its efficient use of fuel but also on driving style and other non-technical factors. You can obtain further information about individual vehicles from your Porsche Centre.

Important information for Australian and New Zealand customers: Please note the above fuel consumption and emission data does not apply to Australian and New Zealand model vehicles and must not be relied upon. For current data that applies to Australian or New Zealand vehicles, please contact your Official Porsche Centre or visit www.porsche.com.au in Australia or www.porsche.co.nz in New Zealand.

TIMEPIECES.



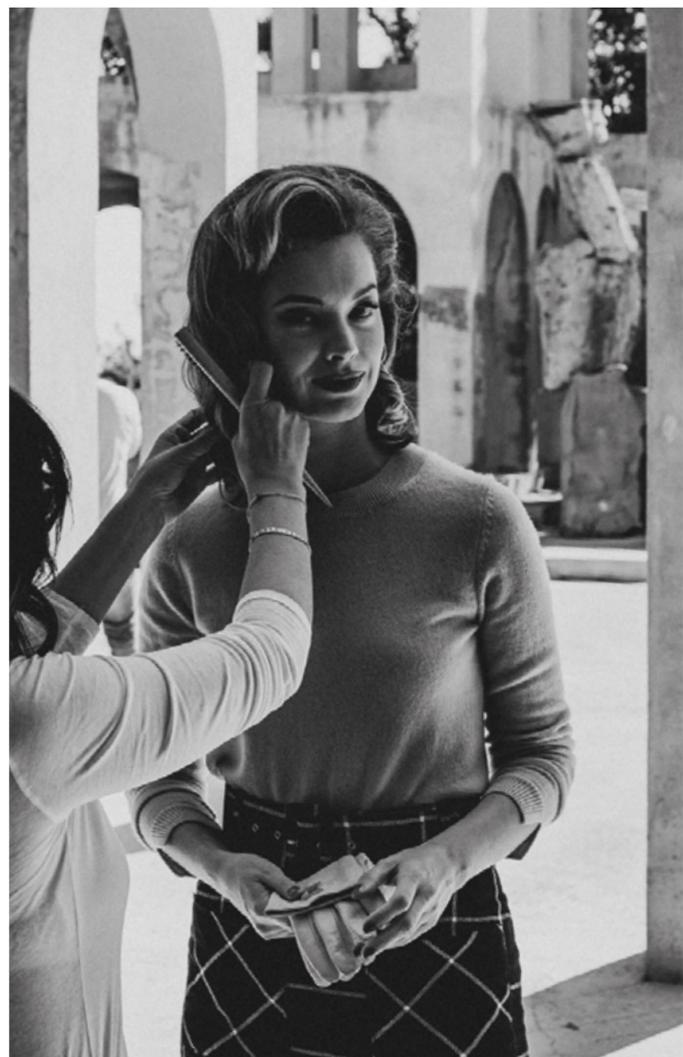
A GREAT SENSE OF TIMES PAST.
EVERY SECOND.

The spirit of the 1950s and early 60s as well as a piece of Porsche history for your wrist? Here it is: the Chronograph 911 Targa 4S Heritage Design Edition. An iconic masterpiece that's reserved exclusively for owners of the 911 Targa 4S Heritage Design Edition and thus the perfect extension of sports car fascination.

Attention to detail showcases the iconic design features, materials and unique Porsche heritage. Inspired by the instrument cluster of the Porsche 356, the dial is designed in the look of the former tachometer. Other reminders are the strap made of original Porsche vehicle leather, Gold-plated PD Icon or rotor, which is based on the legendary Fuchs alloy wheel.

The historic Crest at its centre also pays tribute to the origins of the Porsche brand. As does the limited edition number engraved on the back, which matches that of the vehicle. But despite all this nostalgia: the high-quality, in-house Porsche Design Chronograph calibre with COSC certification – the WERK 01.100 – can be found inside the innovative titanium case. It guarantees maximum precision.

In short: the Chronograph 911 Targa 4S Heritage Design Edition boasts an iconic design. Brings an aspect of our previous lifestyle to the present day. And is evidence of the intricate engineering skill from Porsche Design. Once again.



A little extra time:
five days in Barcelona and Zaragoza.
Four models and three cars in the spotlight.





Trends come. Trends go. Icons remain. And for very good reason. Because they embody a certain spirit of the times. Polarise. Fascinate. Inspire. And leave their mark in people's minds. As well as in their hearts.

The 1950s spawned many things that are still considered cool. And yet they're simply the starting flag: for further reminders of past decades. Full of fascination and a pure attitude to life.



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To be continued ...

