

Porsche Cayenne – the first four-door model

The Cayenne is the Porsche sports car for family and off-road use. As the brand's first SUV, it is both a bestseller and a pioneer for new technologies.

With the advent of the Cayenne in 1998, Porsche signalled its entry into an entirely new car segment. As part of the product offensive, the sporty off-roader was designed as an additional car that would sell in large numbers and make a decisive contribution to Porsche's growth. The project demanded the courage to make substantial investments, as capacity requirements rendered the construction of a completely new production facility unavoidable. Once construction of the new plant had begun in Leipzig, things began to move very quickly. Following two years of building work, August 2002 saw both the opening of the new Leipzig site – including a customer centre and on-road, dynamic and off-road circuits – and the announcement that the Cayenne was ready.

Designed in cooperation with Volkswagen, the series celebrated its world premiere at the Paris Motor Show in September 2002. The first models to hit the market were the eight-cylinder Cayenne S and Cayenne Turbo, combining superior engine power with sophisticated chassis technology such as air suspension and a variable damping system, wide-ranging off-road capability and comfort. The six-cylinder Cayenne variant followed in 2003, the Cayenne Turbo S arrived with the model update in 2006 and the characteristically sporty Cayenne GTS was unveiled in 2007.

The Cayenne also offers a platform for the introduction of new drive concepts, with the Cayenne Diesel debuting in 2009 as the brand's first car featuring a compression-ignition engine. When Porsche launched the second generation of the Cayenne in 2010, this was accompanied by the introduction of parallel hybrid technology. The Cayenne S Hybrid used the electric motor not only for increased efficiency and environmental friendliness, but above all to raise performance. This generated fresh impetus in the field of hybrid development. The Cayenne S E-Hybrid was subsequently released in 2014, featuring a battery that can also be charged from a socket.

Porsche launched the third generation in 2017, representing a full-scale redevelopment of the Cayenne. Powerful turbo engines, a new eight-gear Tiptronic S gearbox, new chassis systems, and an innovative display and operating concept featuring comprehensive connectivity provide a significant boost in the coverage of both sporty and comfort-related aspects. Boasting an enhanced appearance, this SUV is also the first to be provided with mixed tyres and rear-axle steering.