

The seven generations of the Porsche 911

Sports car icon since 1963

A legend is born at the International Motor Show Germany (IAA) in Frankfurt. It's 12 September 1963: Porsche proudly presents the eagerly anticipated successor to the 356. The new sports car, originally known as the 901, is following in great footsteps. To reflect the ambitions of the brand, Porsche is now playing in a higher league with the new model: a flat engine with six instead of four cylinders and air-cooled in the best traditions of the company, but delivering 130 PS straight away. When the new model came onto the market in 1964 it was called the 911 – the result of a discussion about naming rights with the automotive manufacturer Peugeot. The 911 is quickly accepted as a “genuine” Porsche because the performance of the new sports car exceeds all expectations. The stage is thus set for an unrivalled global career.