



**PORSCHE**



# Exclusive Cayenne

Ultimate personalisation



Information Provided by:

**DEALER**

FINANCING



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2-PROCESS



Cayenne S with extended exterior package painted in a black high-gloss finish, 21-inch Cayenne SportEdition wheels painted in a black high-gloss finish with wheel arch extensions

# Philosophy

**Our cars are state of the art.  
And made to measure.**

Exclusivity. Individuality. Craftsmanship. Concepts which have always been associated with Porsche.

Porsche Exclusive stands for the individual customisation of your vehicle, direct from the factory. You tell us what you want and we will do our utmost to give it to you – provided, of course, that it is technically feasible and does not compromise quality. The possibilities are as wide-ranging as your imagination.

When customising a car, it is not enough just to use the best available materials. Our overriding principle has always been to make full use of the traditional skills of our craftsmen, carrying out the work by hand where necessary. Our specialists also have long years of experience in the hand crafting of decorative hardwoods or lightweight, highly durable carbon, enabling us to bring out the individual character of these superb materials.

Personalised refinements to the interior and exterior are not the only options we offer. If you would like to make your Cayenne a little sportier, for example with the sports exhaust system, you can rest assured that your Porsche is in good hands.



Information Provided by:

Material composition: leather, carbon and painted exterior finish

## Exclusive examples

**Vehicle: Porsche.**

**Details: Porsche Exclusive.**

A Porsche is more than just a car. It is also an expression of the personal freedom, taste and lifestyle of its driver.

Porsche Exclusive offers you a wide range of individual extras so you can customise your car to your own unique requirements. Visual and technical enhancements for the interior and exterior. And always just as you want them.

The most important extra, though, is time. For it is only by taking the utmost care during the consultancy, planning and processing phases that it is possible to create something really special. Something which is exactly tailor-made to your requirements – down to the finest detail. Something unique. With its own unique character. A Porsche which is as special as its driver.

The following pages will show you two examples of Exclusive personalisations – be inspired! The captions under each picture describe the Exclusive options illustrated.

Find out more about how to design your own special Porsche on page 28.



Cayenne Turbo with air intake grilles painted, exterior mirrors painted, 21-inch Cayenne SportEdition wheels painted with wheel arch extensions



Extended exterior package painted in a black high-gloss finish, 21-inch Cayenne SportEdition wheels painted in a black high-gloss finish with wheel arch extensions

# Cayenne S

Sand White

**Errands first, leisure time second?**

**Why not have the best of both worlds?**

Excellent dynamics, agility, lots of space and room for your own interpretation of 'sport'. With the exterior add-on package painted black and the interior package with a Sand White painted finish, the Cayenne S in Sand White may just

be an example, but it's an example par excellence.

Find out more about the equipment details of the Cayenne S in Sand White in the current Cayenne price list.



Porsche Rear Seat Entertainment



Roofliner grab handles in carbon



Paint: Exclusive Black (optional), signature Porsche of mass-gloss black, inside - Cayenne SportEdition - 21 inches painted on the (optional) with the roof of the



Pochi chilometri prima, lontano dai lussuosi d'abitacolo poltrona, cinescopio di sterzo in oro, tappezzeria di pelle personalizzata, grande da noi



Extended exterior package painted in a black high-gloss finish, 21-inch Cayenne SportEdition wheels painted in a black high-gloss finish with wheel arch extensions



Instrument dials in white





Air intake grilles painted, exterior mirrors painted, 21-inch Cayenne SportEdition wheels with wheel arch extensions, roof spoiler separation edge painted

# Cayenne Turbo

Meteor Grey Metallic

**Its good side?  
Front, rear, right and left.**

Character and temperament: thoroughly refined and dynamic. Now styled to your personal preference thanks to the 21-inch Cayenne SportEdition wheels and the interior package and air vent slats in Giotto Grey leather

for a supremely exclusive two-tone effect.

Find out more about the equipment details of the Cayenne Turbo in Meteor Grey Metallic in the current Cayenne price list.



Exterior mirrors painted



Sun visors in leather



Air intake grilles painted, exterior mirrors painted, 21-inch Cayenne SportEdition wheels with wheel arch extensions



Interior package in leather, air vent slats in leather, steering column casing in leather, personalised floor mats with leather edging



Exterior mirrors painted, 21-inch Cayenne SportEdition wheels with wheel arch extensions, roof spoiler separation edge painted, Porsche logo painted



Air vent slats in leather

## Colours and materials

**Exceptional, extravagant, exquisite, excellent, exact.**

**In a word: Exclusive.**

We can offer an exclusive range of colours and materials for you to choose from when designing your new Porsche. Selected Exclusive options are, for example, available in leather, a natural material that can be dyed a variety of colours, enabling you to create attractive contrasts inside your Cayenne.

In addition to leather, we offer fine woods<sup>1)</sup> and carbon to enhance the interior. You can find out what is possible at your Porsche Centre. Or contact the Porsche Exclusive Customer Centre in Zuffenhausen directly for an individual consultation (see page 28).



Selection of leather colours: Speed Yellow, Steel Grey, Flamenco Red, Havana

### Leather

Leather is a traditional natural material – a true classic. Items made of leather are both timeless and hardwearing.



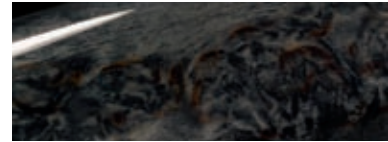
### Walnut<sup>1)</sup>

A classic, high-quality dark wood with a unique and appealing grain.



### Anthracite birch<sup>1)</sup>

This anthracite-coloured birchwood has an attractive wavy grain, an impressive dual-tone effect and a silky sheen.



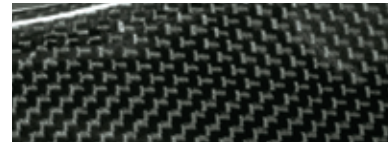
### Natural olive<sup>1)</sup>

A high-quality ash wood with an olive grain and a silky matt sheen, giving a combination of elegance, individuality and luxury.



### Carbon

Carbon is a light but highly durable material which has its origins in motor racing. Its high-tech look gives a sporty feel to the interior.



<sup>1)</sup>Since wood is a natural product, there may be variations in colour and grain.



Air intake grilles painted



Roof spoiler separation edge painted



Sports exhaust system



21-inch Cayenne SportEdition wheel with wheel arch extensions

## Exclusive options

### Exterior.

Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
• Air intake grilles painted <sup>1)</sup>	○	○	○	○	○	AAD	9, 16, 24
• Exterior mirrors painted <sup>1)</sup>	○	○	○	○	○	AAY	9, 16
• Roof spoiler separation edge painted <sup>1)</sup>	○	○	○	○	○	AAH	20, 24
• Extended exterior package painted in a black high-gloss finish	○	○	○	○	○	BDA	5, 10, 14
• Porsche logo and model designation painted <sup>1)</sup>	○	○	○	○	○	AAT	Title, 11
• Porsche logo painted <sup>1)</sup>	○	○	○	○	○	AAU	20

### Engine, transmission, chassis and wheels.

Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
• Sports exhaust system <sup>2) 3)</sup>	○	—	○	—	—	OP8	25
• 21-inch Cayenne SportEdition wheels with wheel arch extensions	○ <sup>4)</sup>	○ <sup>4)</sup>	○	○ <sup>4)</sup>	○	CKO	16, 25
• 21-inch Cayenne SportEdition wheels painted with wheel arch extensions <sup>3) 5)</sup>	○	○	○	○	○	CN5	9
• 21-inch Cayenne SportEdition wheels painted in a black high-gloss finish with wheel arch extensions <sup>3)</sup>	○	○	○	○	○	CQ1	5, 10

– Not available ○ I number/extra-cost option • Standard equipment A Available at no extra cost  
More detailed information on individual equipment and equipment packages can be found in the current vehicle price list.

<sup>1)</sup> Painted in exterior colour unless otherwise specified at the time of order.  
More information on paint finishes in a contrasting exterior colour is available from your Porsche Centre.  
<sup>2)</sup> Only in conjunction with Tiptronic S.  
<sup>3)</sup> Available from 09/2010 at the earliest.  
<sup>4)</sup> Available from 07/2010 at the earliest.  
<sup>5)</sup> Paint in exterior colour.



Interior package painted, air vent slats painted, instrument dials in white



Roofliner grab handles in leather



Personalised floor mats with leather edging

## Interior.

Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
• Interior package painted <sup>1)</sup>	○	○	○	○	○	APC	12, 26
• Air vent slats painted <sup>1)</sup>	○	○	○	○	○	AVF	12, 26
• Instrument dials in <sup>2)</sup>							
Luxor Beige	○	–	○	–	○	7V4	–
White	○	–	○	–	○	7V3	15, 26
Guards Red	○	–	○	–	○	7V1	–
• Porsche Rear Seat Entertainment <sup>3)</sup>	○	○	○	○	○	AEC	10

## Interior.

Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
• Interior package in leather <sup>4)</sup>	○	○	○	○	○	APB	18
• Air vent slats in leather <sup>4)</sup>	○	○	○	○	○	AVG	18, 21
• Steering column casing in leather <sup>4) 5)</sup>	○	○	○	○	○	ALL	12, 18
• Porsche Crest embossed on front headrests	○	○	○	○	○	3J7	Title
• Porsche Crest embossed on front and rear headrests	○	○	○	○	○	5ZF	–
• Seat base in leather <sup>4) 5)</sup>	○	○	○	○	○	ALS	Title
• Sun visors in leather <sup>4)</sup>	○	○	○	○	○	ADG	16
• Roofliner grab handles <sup>6)</sup>	○	○	○	○	○		10, 27
• Personalised floor mats with leather edging <sup>3)</sup>	○	○	○	○	○	AFX	12, 18, 27

<sup>1)</sup> Painted in exterior colour unless otherwise specified at the time of order.

More information on paint finishes in a contrasting exterior colour is available from your Porsche Centre.

<sup>2)</sup> Available from 09/2010 at the earliest.

<sup>3)</sup> Available from 08/2010 at the earliest.

<sup>4)</sup> Leather in interior colour unless otherwise specified at the time of order. More information on leather finishes in a contrasting interior colour is available from your Porsche Centre.

<sup>5)</sup> Available from 06/2010 at the earliest.

<sup>6)</sup> This option is available in burr walnut, natural olive, anthracite birch, leather and carbon. Please refer to the current price list for your specific vehicle for details and part numbers.

– Not available ○ I number/extra-cost option ● Standard equipment A Available at no extra cost  
More detailed information on individual equipment and equipment packages can be found in the current vehicle price list.

# Designing your Porsche

## **Porsche Exclusive – What else is exclusive to each and every car? Exclusive advice.**

Everything starts with the right advice. And the focus is on you and your exclusive wishes and requirements. We offer personal support and individual expert advice to each and every customer.

So, why wait? Make an appointment with your Porsche Centre to discuss your requirements.

Or contact the Porsche Exclusive Customer Centre in Zuffenhausen directly:  
tel.: +49 (0)711 911-25977 or e-mail:  
customercenter-exclusive@porsche.de.

You can see what we really mean by customisation at our Porsche Exclusive Customer Centres in Zuffenhausen and Leipzig.

Here, among other things, you can select the materials, exclusive woods, paint colours and leather of your choice and plan your own

Porsche using the Porsche Car Configurator. We want to show you what we can do. And you can also experience how we make customer requirements into reality, here, directly on site. Down to the finest detail. Just as you expect from Porsche Exclusive.

The Porsche new vehicle warranty applies for all Porsche Exclusive options and special designs. Please note that delivery times may be extended for certain Porsche Exclusive equipment.



## **Porsche Financial Services**

Our innovative suite of financial services is specially tailored to the needs of Porsche owners. Products range from attractive finance and leasing options to vehicle insurance and the Porsche Card.

## **Porsche Used Car Programme**

Porsche Approved is the simple way to find the perfect pre-owned Porsche, anywhere in the world. Every car is rigorously tested and comes with a comprehensive vehicle warranty.

## **Porsche Tequipment**

Personalise your Porsche at any time after purchase with the Tequipment range of approved accessories. Designed exclusively for your car, every product is fully guaranteed.

## Service



## **Porsche Online**

For all the latest news and information from Porsche, go to [www.porsche.com](http://www.porsche.com).



## **Porsche Design**

### **Driver's Selection**

With products ranging from fashion and accessories to tailored luggage, this unique collection combines quality and style with everyday practicality.



## **Porsche Clubs**

Since the first Porsche Club was founded in 1952, their number has grown to 613 with a total of 120,000 members worldwide. To find out more, call +49 (0)711 911-78307 or go to [www.porsche.com](http://www.porsche.com).



## **Porsche Driving Experience**

The Porsche Travel Club offers exclusive holidays and adventures worldwide. Call +49 (0)711 911-78155. Explore your Porsche at the limits of performance with the Porsche Sport Driving School. Find out more on +49 (0)711 911-78683.





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**DEALER**  
E-PROCESS





To prove something to yourself, sometimes you need only follow your own dreams.

In 2009, with the 911 Sport Classic, we proved what we stand for: making dreams into reality. Dreams of design, performance, style and exclusivity.

The 911 Sport Classic may have been limited in quantity, but your dreams are not. This is why we aim to do whatever possible to fulfil your wishes. Make your Porsche Cayenne even more exclusive by having it personalised to your own requirements direct from the factory. Handcrafted with the utmost care, using the finest materials and with a passion for detail. In short, with expertise and genuine devotion.

Then there are the appealing extras as featured on the 911 Sport Classic, such as painted wheels. Or were you thinking of something else? Exterior options with a painted finish, for example, or the sports exhaust system, or the Porsche Crest embossed on the headrests? Almost anything is possible. This is the way in which unique cars continue to be made, and how dreams come true.





