





Ultimate personalisation



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Cayenne S with extended exterior package in a black high-gloss finish, Bi-Xenon headlights in black, 21-inch Cayenne SportEdition wheels 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.

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. 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.





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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 five examples of Exclusive personalisations – be inspired!

Find out more about how to design your own special Porsche on page 48. The captions under each picture describe the Exclusive options illustrated.









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

Sand White Penne S

Errands first, leisure time second? Why not have the best of both worlds?

This Porsche offers excellent dynamics, agility and lots of space. Sand White may just be an example, It also leaves room for your own interpretation of 'sport'. With the extended exterior package painted in a black high-gloss finish and the interior package with a Sand White list.

painted finish, the Cayenne S in but it's an example par excellence.

Find out more about the equipment details in the current Cayenne price

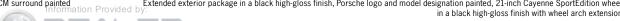


Porsche Rear Seat Entertainment



PCM surround painted









Interior package painted, PCM surround painted, air vent slats painted, compass instrument dial in white, steering column casing in leather, rooflining grab handles in carbon, personalised floor mats with leather edging





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



Instrument dials in white



SportDesign package with side skirts, 21-inch Cayenne SportEdition wheels in a black high-gloss finish, Bi-Xenon headlights in black, extended exterior package in a black high-gloss finish

Cavenne Turbo

A vehicle like no other. Not only because it's a Porsche.

A powerful exterior featuring the SportDesign package, side skirts and extended exterior package in a black high-gloss finish. A sophisticated interior with an interior package in Yachting Mahogany

leather. Why not be different when choosing your own personal look?

Find out more about the equipment details in the current Cayenne price list.



Extended interior trim package with grab handles in leather









Extended interior trim package with dashboard trim in leather, grab handles in leather, PCM surround in leather, interior trim package in Yachting Mahogany, multifunction steering wheel in Yachting Mahogany, information Provided Porsche Crest on headrests, seat belts in Umber, centre console armrest with Porsche Crest, personalised floor mats with leather surround



SportDesign package with side skirts, taillights with tinted glass look, sports tailpipes, 21-inch Cayenne SportEdition wheels in a black high-gloss finish, Porsche logo and model designation painted



Centre console armrest with Porsche Crest



Extended interior trim package in leather, air vent slats in leather, steering column casing in leather

Meteor Grey Metallic Turbo

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 twotone effect.

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



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



Air vent slats in leather

22 | Cayenne Turbo | 23 | Cayenne Turbo | 23



Cayenne Turbo

One of the most important exclusive extras in this vehicle? Passion.

The Cayenne Turbo is already a remarkable vehicle. But how about adding a decorative side logo with accent stripes, for example?

Or the Porsche Crest embossed on the front and rear headrests? Why not, in fact.

Find out more about the equipment details in the current Cayenne price list.



Information Provided by:



Extended interior trim package with dashboard trim in leather, grab handles in leather, air vent slats in leather, Porsche Crest embossed on headrests



Interior package with contrasting decorative stitching, base and seats, extended interior trim package in leather, PCM surround in leather, instrument dials in Guards Red, Tiptronic S gear selector in aluminium, seat belts in Guards Red

Cayenne Turbo

Power. Performance.
Individuality.
Everything can be upgraded.

The Cayenne Turbo Powerkit. Its individuality can also be upgraded. With, for example, Bi-Xenon headlights in black and taillights with tinted glass look. Or with leather and red accents in the interior – Porsche Exclusive through and through.

Find out more about the equipment details in the current Cayenne price list.



SportDesign package, Bi-Xenon headlights in black, decorative side logo, 21-inch Cayenne SportEdition wheels in a black high-gloss finish



Tiptronic S gear selector in aluminium



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 woods¹⁾ 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 48).



Leather

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

Burr walnut1)

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





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.

Anthracite birch1)

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





Stainless steel

Stainless steel is an especially pure material, and it looks absolutely first class.

Natural olive1)

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



Aluminium

Aluminium sets clear accents and emphasises a no-frills sporting approach.

Yachting Mahogany¹⁾

Inspired by the construction of exclusive yachts, mahogany is a fine, dark wood. Light maple inserts provide a stylish contrast.





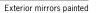
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Bi-Xenon headlights in black, including PDLS Air intake grilles painted







Roof spoiler separation edge painted

Exclusive options

Exterior. Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
SportDesign Package with side skirts ¹⁾	0	0	0	0	0	2D1	16, 27
SportDesign package without side skirts ¹⁾	0	0	0	0	0	2D2	-
Bi-Xenon headlights in black, including	0	0	0	0	_	8EF	16, 17
Porsche Dynamic Light System (PDLS)	-	_	_	_	0	8JG	27, 30
Taillights with tinted glass look	0	0	0	0	0	8SB	16, 20
Porsche logo and model designation painted ²⁾	0	0	0	0	0	AAT	11, 20
Porsche logo painted ²⁾	0	0	0	0	0	AAU	_

Exterior.	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo		
Option	Ŝ	Ŝ	g	ଞ	g	l no.	Page
Extended trim package in a black high-gloss finish	0	0	0	0	0	BDA	10, 16
Air intake grilles painted ²⁾	0	0	0	0	0	AAD	9, 30
• Exterior mirrors painted ²⁾	0	0	0	0	0	AAY	9, 31
• Roof spoiler separation edge painted ²⁾	0	0	0	0	0	AAH	31
Decorative side logo	0	0	0	0	0	AAX	24, 27

30 | Exclusive options Exclusive options I 31

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

¹⁾ Available from 11/2011 at the earliest.

²⁾ Unless specified otherwise on order, painted in exterior body colour.

For more information about paint finishes in a contrasting exterior colour, please consult your Porsche Centre.

Information Provided by:



32 | Exclusive options



Sports exhaust system

Cayenne Turbo Powerkit







21-inch Cayenne SportEdition wheel with wheel arch extension

Engine, transmission and chassis. Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
• Cayenne Turbo Powerkit engine upgrade to 397 kW (540 hp)	-	_	_	_	0	E81	17, 32
• Sports exhaust system ¹⁾	0	-	0	_	_	OP8	32
Sports tailpipes	0	0	0	0	0	OP3	20, 33

Wheels. Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	l no.	Page
• 21-inch Cayenne SportEdition wheels with wheel arch extensions	0	0	0	0	0	СКО	24, 33
• 21-inch Cayenne SportEdition wheels painted with wheel arch extensions	0	0	0	0	0	CN5	9
• 21-inch Cayenne SportEdition wheels in a black high-gloss finish with wheel arch extensions	0	0	0	0	0	CQ1	5, 10
• Wheel spacers on rear axle, 17 mm	0	0	0	0	0	ARA	-

Information Provided by:

Exclusive options I 33

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



Interior package painted, air vent slats painted, PCM surround painted, dashboard instrument dials in white, compass instrument dial in white



Vehicle key painted, key pouch in leather



Compass instrument dial in white

Interior.	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo		_
Option	ؾ	3	3	ű	3	I no.	Page
• Interior package painted ¹⁾	0	0	0	0	0	APC	12, 34
• Air vent slats painted ¹⁾	0	0	0	0	0	AVF	12, 34
• PCM surround painted ¹⁾	0	0	0	0	0	AUF	10, 34
Vehicle key painted ¹⁾	0	0	0	0	0	AWK	35
Key pouch in leather	0	0	0	0	0	APE	35
Porsche Rear Seat Entertainment	0	0	0	0	0	AEC	10

Interior.	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo		
Option	S	Cay	Cay	Caj	S	l no.	Page
• Instrument dials in							
Luxor Beige	0	-	0	-	0	7V4	_
White	0	-	0	-	0	7V3	15, 34
Guards Red	0	-	0	-	0	7V1	26
Compass instrument dial in							
Luxor Beige	0	0	0	0	0	AKC	-
White	0	0	0	0	0	AKB	34, 35
Guards Red	0	0	0	0	0	AKA	-

34 | Exclusive options Exclusive options | 35

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

¹⁾ Unless specified otherwise on order, painted in exterior body colour. For more information about paint finishes in a contrasting exterior colour, please consult your Porsche Centre.
Information Provided by:







Steering column casing in leather



Interior trim package with contrasting leather, armrest and seat base centres

Interior. Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	l no.	Page
Seat belts in							
Silver Grey	0	0	0	0	0	FZ2	_
Luxor Beige	0	0	0	0	0	FZ3	-
Umber	0	0	0	0	0	FZ6	18, 36
Titanium Blue	0	0	0	0	0	FZ7	25
Cognac	0	0	0	0	0	FZ5	_
Guards Red	0	0	0	0	0	FZ1	26

Interior: leather ¹⁾ .	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo		
Option	Cay	Cay	Cay	Cay	Cay	l no.	Page
Extended interior trim package in leather	0	0	0	0	0	APB	22
• Interior trim package with contrasting decorative stitching, base	0	0	0	0	0	AXF	26
• Interior trim package with contrasting decorative stitching, seats	0	0	0	0	0	AXH	26
• Interior trim package with contrasting leather, armrests	0	0	0	0	0	AXJ	37
• Interior trim package with contrasting leather, seat base centres	0	0	0	0	0	AXK	37
Extended interior trim package, dashboard in leather	0	0	0	0	0	AZW	18, 25
• Extended interior trim package with grab handles in leather	0	0	0	0	0	ADF	16, 18

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

¹⁾ Unless specified otherwise on order, leather in interior colour.
For more information about leather trim in a contrasting interior colour, please consult your Porsche Centre.
Information Provided by:





Centre console armrest with model logo





Interior: leather ¹⁾ .	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo		
Option	Cay	Cay	Cay	Çağ	Cay	I no.	Page
Air vent slats in leather	0	0	0	0	0	AVG	23, 25
Steering column casing in leather	0	0	0	0	0	ALL	22, 36
PCM surround in leather	0	0	0	0	0	AUR	26, 38
Porsche Crest embossed on headrests (front)	0	0	0	0	0	3J7	36
Porsche Crest embossed on headrests (front and rear)	0	0	0	0	0	5ZF	-
Door handle surrounds and rear ashtray surround in leather	0	0	0	0	0	ALT	_

Interior: leather ¹⁾ .	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo		
Option	Cay	Cay	Cay	Cay	Cay	l no.	Page
Centre console armrest with model logo	0	0	0	0	0	6F8	38
Centre console armrest with Porsche Crest	0	0	0	0	0	6F6	18, 21
Seat console in leather	0	0	0	0	0	ALS	40
Sun visors in leather	0	0	0	0	0	ADG	39

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

Unless specified otherwise on order, leather in interior colour.
 For more information about leather trim in a contrasting interior colour, please consult your Porsche Centre.
 Information Provided by:



Personalised floor mats with leather edging, seat console in leather



Personalised reversible loadspace mat with leather edging



Interior package in Yachting Mahogany, heated multifunction steering wheel in Yachting Mahogany

Interior: leather ¹⁾ . Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
Rear-view mirror in leather	0	0	0	0	0	AVW	-
Rooflining grab handles in leather	0	0	0	0	0	ALH	39
Personalised floor mats with leather edging	0	0	0	0	0	AFX	40
Personalised reversible loadspace mat with leather	0	0	0	0	0	AFZ	40
edging, including loading edge guard							

Interior: wood. Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	I no.	Page
Interior package in Yachting Mahogany	0	- 0	- 0	- 0	- 0	5ML ²⁾ PH8 ³⁾	18, 41
Extended grab handles package ⁴⁾	0	0	0	0	0		-
Heated multifunction steering wheel in Yachting Mahogany	0	0	0	0	0	2ZU	Title, 18
Rooflining grab handles ⁵⁾	0	0	0	0	0		25

- Not available o I number/Extra-cost option • Standard equipment A Option available at no extra cost

40 | Exclusive options

More detailed information on individual equipment and equipment packages can be found in the current vehicle price list.

Exclusive options | 41

¹⁾ Unless specified otherwise on order, leather in interior colour.

For more information about leather trim in a contrasting interior colour, please consult your Porsche Centre.

²⁾ Only in conjunction with manual transmission.

³⁾ Only in conjunction with Tiptronic S.

⁴⁾ This option is only available in walnut, anthracite birch and natural olive.

Please refer to the current price list for your specific vehicle for details and part numbers.

⁵⁾ This option is only available in walnut, anthracite birch, natural olive and Yachting Mahogany. Please refer to the current price list for your specific vehicle for details and part numbers.

Information Provided by:

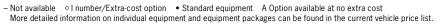


Extended interior trim package with grab handles in carbon, Tiptronic S gear selector in aluminium



Rooflining grab handles in carbon

Interior: carbon, aluminium, stainless steel. Option	Cayenne	Cayenne Diesel	Cayenne S	Cayenne S Hybrid	Cayenne Turbo	l no.	Page
Extended interior trim package with grab handles in carbon	0	0	0	0	0	ADC	42
Rooflining grab handles in carbon	0	0	0	0	0	ACK	12, 42
Door sill guards in carbon	0	0	0	0	0	7M3	43
Door sill guards in carbon, illuminated	0	0	0	0	0	7M8	43
• Door sill guards in carbon with personalised logo, illuminated	0	0	0	0	0	ADY	-
• Door sill guards in stainless steel, illuminated	0	0	0	0	0	7M7	43
Door sill guards in stainless steel with personalised logo, illuminated	0	0	0	0	0	ADX	43
Tiptronic S gear selector in aluminium	0	0	0	0	0	6Q7	27, 42







Door sill guards in carbon



Door sill guards in carbon, illuminated



Door sill guards in stainless steel, illuminated



Door sill guards in stainless steel with personalised logo, illuminated



When was the last time your dream became reality?

A philosophy of thinking laterally and pursuing different routes is undoubtedly what has led Porsche in a very special direction: an exclusive one. Towards small-scale production and special editions which commenced at the beginning of the 1980s with the 935 Street and which continue to this day. At the heart of it all is the Porsche 'personalisation programme' which has been known since 1986 as Porsche Exclusive.



The 25th anniversary of Porsche Exclusive sees us continuing that tradition of small-scale production with a vehicle which yet again shows you just what we're capable of. A vehicle that takes us back to where the dream began – to the first Porsche, in fact, the Porsche 356. Hence, the limited number of 356 and the name of the vehicle: the 911 Speedster.

The 911 Speedster may well be a limited edition, but your dreams know no limits. We do everything possible to fulfil your wishes. To make your Porsche even more exclusive and exactly how you imagined it to be. We're even happy to include extras featured on the 911 Speedster. So whether your preference is for a PDK gear selector/handbrake lever in aluminium, black painted mirror attachment point finishers and exterior mirror lower trims, or door sill guards with personalised logo, almost anything is possible.

This is how we continue to create unique vehicles. And make dreams come true. Perhaps even yours one day soon.









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

So that our vehicles remain reliable and retain their value, we guarantee that all our Porsche Approved cars meet the most stringent Porsche quality standards, anywhere in the world. Every car is backed by the Porsche Approved 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.



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 620 with a total of 180,000 members worldwide.

To find out more, call +49 (0)711 911-78307 or go to www.porsche.com.

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The models featured in this publication are approved for road use in Germany. Some items of equipment are available as extraof models and options may vary from market to market due to local restrictions and regulations.

We advise the use of only original Porsche parts for your vehicle. Porsche Centre, who will be pleased to advise you. Porsche cannot accept liability for damages caused by the use of replacement parts or accessories which are not approved by Porsche.

Even if a potential supplier has been granted a general operating licence for accessories or parts, the use of such parts may affect the safety of the vehicle. Porsche is not able to check non-original

parts because of the large number of products which are offered on the aftermarket. Please note that your vehicle warranty can also be not formally approved by Porsche.

Porsche reserves the right to make supports the use of paper changes to design, equipment and colours and materials. Errors and omissions excepted.

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Porsche, the Porsche Crest, Cayenne, 911, Tiptronic, PCCB, PCM, PSM and Tequipment

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