



PORSCHE

News Release

June 1, 2015

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Porsche Classic recreates dashboard for historic 911

New dashboard built to original specifications

Atlanta. It is back: Porsche Classic is reproducing the dashboard for vintage 911 models from years 1969 to 1975. A sophisticated manufacturing process combines high quality meeting today's standards and a design that is true to the original. The new dashboard consists of a modern substructure and the original surface design. The fluted texture, tactile feel, gloss and shade of black are designed to be as close as possible to the original. The new part is now available to be ordered from any authorized Porsche dealer in the United States. MSRP is \$1,353 plus any applicable taxes, shipping, and handling.

Like the technical equipment, the classic vehicles' interiors are subject to normal wear. Solar radiation as well as fluctuations in temperature and humidity attack the surface and materials over time. Today's materials hold up better; therefore, to help preserve the long-term value of classic Porsche cars, Porsche Classic re-engineered the dashboard. Extensive tests conducted to modern standards assure precision fit and quality.

As an original equipment part, the dashboard, which contains the loudspeaker cover, can only be installed by the original assembly procedure – which involves removing the windshield. This is why Porsche Classic recommends the replacement be performed by authorized Porsche dealer partners who have trained experts.

Porsche Classic is the sports car manufacturer's division responsible for a wide range of services and products for Porsche vehicles whose production date is generally ten years old or older. The specialty group is the source for original delivery and maintenance documentation as well as the reproduction of original parts, up to complete restorations of Porsche vehicles.



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To facilitate optimal care and restoration of these classic vehicles, the company is building up its international network over the next several years to approximately 100 authorized Porsche dealers who will become Porsche Classic partners. Porsche customers and interested parties can expect a wide range of Porsche Classic products and services from these partners. This lets Porsche integrate the maintenance and value preservation of both young and old cars into an innovative service concept, which closely intertwines tradition and innovation by Porsche.

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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