

911 Spirit 70 (WLTP)

Fuel consumption combined: 10.9 – 10.7 l/100 km (preliminary value); CO₂ emissions combined: 246 – 242 g/km (preliminary value); CO₂ class: G; Status 04/2025

Inspired by the 911 Spirit 70: Porsche Presents an Exclusive Lifestyle Collection for the Sports Car in Heritage Design

- Porsche Lifestyle Collection: Inspired by the vehicle, crafted for everyday moments
- The first Porsche football collection
- The spirit of the '70s with state-of-the-art technology: the Chronograph 911 Spirit 70
- Iconic “Pascha pattern” as the central design element for the entire line

Stuttgart. The 1970s – an era of iconic design, shaped by legendary nightclubs like Studio 54, revolutionary music styles, a new sense of freedom, colorful floral dresses, dizzying platform shoes, and plenty of glitter. No other Porsche captures this spirit of life quite like the 911 Spirit 70. With its Heritage Design in Olive Neo, three safety stripes, Bronzite accents, and the iconic “Pascha pattern” in the interior, this limited-edition collector's item brings the vibe of the 1970s into the present. The spirit of the '70s is also reflected in the Porsche Lifestyle and Porsche Sportswear Collection, as well as the Chronograph 911 Spirit 70 – all inspired by the Heritage Design of the 911 Spirit 70.

Inspired by the Vehicle, Crafted for Everyday Moments

The Porsche Lifestyle Collection, launched alongside the Porsche 911 Spirit 70, includes collector's pieces such as apparel, lifestyle accessories, bags, model cars, and sportswear. The range also features a dedicated football collection, created in collaboration with international sportswear manufacturer Puma. At the heart of the collection lies the iconic “Pascha pattern”. Inside the vehicle, the pattern – first

introduced in 1977 – adorns the center panels of the 18-way Sports Seats Plus, the door mirrors, and the inside of the glove compartment. The lifestyle collection includes exclusive pieces such as a men’s polo shirt, a women’s top, unisex T-shirts and hoodies, as well as reversible jackets for men and women – all decorated with the signature “Pascha pattern”. Selected pieces also feature the “Icons of Cool” badge. The collection is designed for versatile styling and unites the legendary style of the 1970s with modern Porsche design. Premium materials – such as black nappa leather – and refined details like retro-style safety stripes and woven lettering emphasize the connection between the vehicle and the lifestyle items.

The Football Collection: A First-time Fusion of Performance and Style

For the first time, Porsche is unveiling its very own football collection, featuring a premium football boot from the iconic “King” line, as well as a coordinated jersey and shorts set. Inspired by the 911 Spirit 70, the collection combines classic Porsche design with modern functionality through its unique color scheme of Olive Neo and Black, and the signature “Pascha pattern”. The line is complemented by the exclusive Offside Package, which includes a high-quality tracksuit, a cap, and the limited-edition XETIC III “Pascha” sneaker. Limited to just 911 pairs, the sneaker features innovative technology for an optimal grip on any surface.

Adding to the collection is the Heritage luggage series, comprising a bag, a weekender, and a backpack – each offering ample space for all your sports gear. With details in black nappa leather and interior lining in the “Pascha pattern”, the design evokes the look and feel of a Porsche convertible’s soft top, turning these bags into stylish travel companions.

The 911 Spirit 70 for the Wrist

A true highlight of the collection is the Chronograph 911 Spirit 70, a strictly limited edition of just 1,500 pieces, available exclusively to owners of the vehicle. This timepiece reflects the iconic design elements of the 911 Spirit 70 and is handcrafted at Porsche's watch manufactory in Solothurn, Switzerland.

The dial, finished in striking black "Pascha pattern", echoes the interior of the Porsche 911 Spirit 70. Vivid color accents in Phosphor Green and Traffic Red, inspired by the heritage rev counter, create standout visual highlights. The chronograph adopts the lightweight philosophy of the 911 Spirit 70, featuring a case made entirely of titanium with a black titanium carbide coating. An engraving on the case back shows the individual limited-edition number, matching that of the corresponding vehicle – underscoring the strong bond between timepiece and sports car. Inside the case ticks the COSC-certified Porsche Design Caliber WERK 01.100, powered by a 360° rotor modeled after the 911 Spirit 70's rim design. The bi-color rotor in Black and Bronzite is topped with a central rotor hub cover featuring the historic Porsche Crest.

The strap is crafted from original vehicle leather in Basalt Black, enhanced with decorative stitching in either Olive Neo or Darksilver, mirroring the vehicle's interior design. An embossed 911 graphic and the safety stripes on the hood of the vehicle adorn the strap. Thanks to a quick-change mechanism, the straps can be changed effortlessly without tools. The "911 Spirit 70 LIMITED SERIES" lettering on the secondary disc and the Porsche Design logo are finished in gold – just like the lettering on the motorized prototype.

The 911 Spirit 70: A Collector's Item From the Heritage Design Strategy

The 911 Spirit 70 is the third model in the Heritage Design strategy by the Porsche Exclusive Manufaktur. With a limited run of 1,500 units, it reinterprets the style of the 1970s and early 1980s in a contemporary form. The "Pasha pattern", the specially developed Olive Neo exterior color, the safety stripes and the digital display concepts

in heritage design are the central design elements of this model and make it a coveted collector's item for Porsche enthusiasts.

*Further information, film and photo material on the Porsche Lifestyle Group's news portal:
press.porsche-design.com*