

PRESS RELEASE

Porsche Design Presents Roadster Aluminum Trolley

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Stuttgart. Porsche Design expands its trolley series with the new Roadster Aluminum collection. These new aluminum models combine exceptional design with outstanding functionality, embodying elegant luxury and the innovative spirit typical of Porsche Design, evident in every detail. With the debut of the first Roadster Hardcase Trolley in 2015, the Bags & Luggage product category at Porsche Design gained even more significance. The distinctive design and seamless integration of all components—from the handles to the product branding—impress down to the last detail. The successful series is a milestone in the history of Porsche Design and is now being expanded with an exciting model.

The Roadster Aluminum – a Tribute to the Design and Material of the Porsche 911 Targa

In September 1965, Porsche introduced the groundbreaking 911 Targa at the International Motor Show in Frankfurt—the first safety cabriolet featuring a sturdy roll bar made of brushed aluminum. This innovative design defined an entirely new vehicle category. The roll bar was also perfectly aligned with upcoming U.S. safety regulations, which required enhanced passenger protection for convertibles. The concept of protection and stability through aluminum is also reflected in the design of the Roadster Aluminum, making the 911 Targa a key source of inspiration for this modern travel case.

Just as the Targa concept redefined the driving experience of Porsche, the new case by Porsche Design aims to set new standards in the world of travel luggage. The Roadster Aluminum features a stabilizing frame. Inspired by the manufacturing process of a car body, the front and back panels of the trolley are stamped and then attached to the frame. This gives the case a clean and modern design without visible rivets or traditional corner joints.

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Another design element paying homage to the elegant Porsche 911 Targa is the front design, whose curvature echoes the aerodynamic front lines of the 911 from a bird's-eye view. These powerful lines seamlessly flow toward the sides, embodying the unmistakable look—sportsmanship and elegance—that defines Porsche Design. The choice of aluminum is as deliberate as the design itself—a robust material that, like the 911 Targa, offers maximum security, a sporty yet elegant appearance, and captivates both Porsche enthusiasts and design aficionados alike. A unique feature of the material: just as the mileage of a car tells the story of unforgettable road trips, the trolley develops its own individual patina over time, making each piece truly one of a kind.

Design and Functionality go Hand in Hand

The vision behind the Roadster Aluminum combines striking design with intelligent functionality, meeting the high standards of premium luggage. The trolley's handle system, equipped with a multi-stop function, allows for individual height adjustment. Its ergonomic handle seamlessly retracts into the back of the case, ensuring a visually harmonious appearance. This is complemented by high-quality leather handles, refined with visible stitching and padding for enhanced carrying comfort. The flat TSA lock integrates seamlessly into the minimalist design and is pre-set to the iconic number 911—a special homage and thoughtful detail for Porsche enthusiasts. Additionally, the smooth-rolling, ball-bearing double wheels offer 360° rotation and take inspiration from the design of the Porsche Carrera Classic wheel.

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The interior of the case is lined with black polyester featuring a hexagon print. The right side includes a spacious main compartment with a zippered divider and integrated slip pocket, while the left side offers an open compartment with cross straps and a packing plate. A practical addition is the foldable bag included inside the case, which can be used for shopping or worn clothing. For personalization, Porsche Design offers an integrated leather tag on the back that can be exchanged and customized, as well as a high-quality leather luggage tag for an address or business card. Completing the design is the “Porsche Animals” sticker set—stickers inspired by those found on Porsche concept and study vehicles—giving each case, in addition to its unique patina, an extra personal touch.

The Porsche Design Roadster Aluminum Trolley is a remarkable example of the seamless fusion of design, functionality, and heritage. The careful selection of materials, well-thought-out construction, and distinctive design details make it an unmistakable travel companion. A loyal partner that meets both aesthetic and functional demands at the highest level.

The Roadster Aluminum Trolley in Silver will be available from 15th of May in three sizes S, M, and L—via shop.porsche.com, in Porsche Design Stores worldwide and at participating Porsche Centers. In addition, the trolley series can be purchased through brics.it and in BRIC'S Stores in Düsseldorf, Munich, and globally.

The Roadster Aluminum Trolley in Black will be available from autumn 2025 in three sizes S, M, and L—via shop.porsche.com, in Porsche Design Stores worldwide and at participating Porsche Centers. In addition, the trolley series can be purchased through brics.it and in BRIC'S Stores in Düsseldorf, Munich, and globally.

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Technical Data:

Roadster Aluminum 4W Trolley S with dimensions of 40 x 55 x 21.5 cm, made of high-quality aluminum. Available at an RRP of \$1,250.

Roadster Aluminum 4W Trolley M with dimensions of 46 x 67 x 27 cm, made of high-quality aluminum. Available at an RRP of \$1,320.

Roadster Aluminum 4W Trolley L with dimensions of 52 x 78 x 30 cm, made of high-quality aluminum. Available at an RRP of \$1,490.

911 Targa (WLTP)

Fuel consumption combined: 10.9 – 10.7 l/100 km; CO₂ emissions combined: 248 – 242 g/km; CO₂ class: G

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tyre formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO₂ emissions, range and performance values of a vehicle.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (porsche-design.com).

For regular updates on Porsche Lifestyle, please follow:

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About BRIC'S

BRIC'S is an Italian luxury travel luggage brand renowned worldwide for its exceptionally designed travel gear and bags, including trolleys, duffles, handbags, briefcases, and other leather and nylon goods. For 70 years, BRIC'S has been making history, celebrating its deep-rooted connection to Italy while passionately dedicating itself to fine craftsmanship, meticulous manufacturing, and attention to detail—qualities that have defined the brand from the very beginning. BRIC'S collections are characterized by continuous evolution, where research and heritage, innovation and tradition, functionality and elegance are seamlessly blended. Through expert craftsmanship, advanced technology, and an interpretation of emerging trends, BRIC'S achieves the perfect fusion of form, function, and design. Today, BRIC'S embodies the timeless elegance of its home province near Lake Como, harmoniously merging with the urban and cosmopolitan style of Milan—the city where its flagship store is located in the iconic Galleria Vittorio Emanuele. For more information, visit brics.it.

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