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Press Release

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Porsche and La Marzocco unveil the Porsche 911 Carrera RS 2.7 Collection

- Porsche and La Marzocco present their second joint collection, featuring a limited-edition Linea Micra espresso machine and Pico coffee grinder
- Inspired by the Porsche 911 Carrera RS 2.7, with the signature colours and design elements of the classic sports car
- Complemented by an exclusive home and lifestyle collection with espresso and cappuccino cups, barista towels, coaster sets and coffee canisters, as well as apparel and model cars

Stuttgart/Florence. Two worlds, one passion: iconic sports cars and the art of coffee preparation come together in a unique collection. Following their successful collaboration in 2024, Porsche and La Marzocco are joining forces once again to present the premium Linea Micra espresso machine and the Pico coffee grinder, inspired by the legendary Porsche 911 Carrera RS 2.7. As a tribute to this classic from Zuffenhausen, the special limited-edition products reflect the dynamism and spirit of the 911 Carrera RS 2.7: powerful, elegant and unmistakable.

“With our first joint collection in 2024, Porsche and La Marzocco showed how to seamlessly combine the worlds of sports cars, design and coffee culture. What unites both brands is a passion for outstanding design, precise craftsmanship and the ambition to create something extraordinary. With the new collection, we are continuing this shared story and making fresh statements. Inspired by the iconic aesthetics of the Porsche 911 Carrera RS 2.7, we have created a connection that brings the values of both brands to life in a special way and inspires enthusiasts all over the world,” says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG.

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“A great espresso is never about just one thing. It comes from the care given to every detail, and from the way those details come together to create something special. This is where we see a natural connection with Porsche. Inspired by the iconic design of the 911 Carrera RS 2.7, we brought its spirit to the Linea Micra, creating something that reflects a shared passion for craftsmanship, quality, and thoughtful design,” says Christopher Salierno, Chief Marketing Officer at La Marzocco.

A tribute to the 911 Carrera RS 2.7

The collection is inspired by a true automotive icon: the Porsche 911 Carrera RS 2.7. Originally presented in 1972 as a homologation model for motorsport limited to 500 units, the car became a coveted road-legal sports car thanks to its rigorous lightweight construction, striking design and strong performance. It was also the first 911 to bear the “Carrera” name and the corresponding side lettering, a reference to Porsche’s successes in the Carrera Panamericana road race. “RS” stood for its focus on racing and rallying. The most distinctive feature of the fastest German production car of its time is its characteristic rear spoiler, which became known as the “ducktail” because of its shape. To this day, the 911 Carrera RS 2.7 enjoys cult status among collectors and enthusiasts.

The collection transfers the signature aesthetics of the Porsche 911 Carrera RS 2.7 to the product world of Porsche and La Marzocco. This is reflected in the three historic Porsche colours in which the Linea Micra is available: Grand Prix White – Green, Tangerine – Black and Grand Prix White – Blue. In addition to the colour scheme, the distinctive “Carrera RS” lettering combined with the historic Porsche logo runs through all three models as a design element. The machine also carries the DNA of the 911 Carrera RS 2.7 in its details: the cup rail is inspired by the characteristic rear spoiler, the iconic “ducktail”. The black handles feature laser-engraved “RS” and “2.7” markings, while the analogue manometers with red and green indicators are styled in the Porsche look. A magnetic badge with an “RS 2.7” graphic completes the edition visually, and a limited-edition plaque on the side (“One of 911”) underlines its exclusive character.

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Barista performance at home

The Linea Micra also impresses from a technical perspective, combining ease of use with professional features. The compact portafilter machine brings the performance and quality for which La Marzocco is known to home coffee preparation. The convertible 3-in-1 portafilter allows for quick switches between single spout, double spout and bottomless spout setups, while the brew lever combines the classic mechanics of a paddle with the reliability of an electric switch. An insulated steam wand, the easy-to-access two-litre water tank, LED barista lights and control via the La Marzocco Home app, including temperature, settings and schedule adjustments, complete the features.

The Pico coffee grinder adopts the design of the espresso machine and completes the set both functionally and visually. Equipped with an adjustable magnetic portafilter fork and an auto-close bean hopper, it combines aesthetic refinement with professional functionality.

Porsche lifestyle for special moments of enjoyment

The Porsche x La Marzocco collection is complemented by handcrafted espresso and cappuccino cups the reflect the iconic colours and design elements of the 911 Carrera RS 2.7. Matching apparel and accessories, including hoodies, T-shirts, caps and socks which come in the colour ways Grand Prix White – Green and Tangerine – Black, give the collection additional lifestyle character. Model cars of the Porsche 911 Carrera RS 2.7 on a 1:18 scale, including a miniature coffee machine, round off the range and playfully underline the connection between the two brands. The collection combines a passion for exceptional design, motorsport tradition and coffee culture in a unique experience beyond the road.

The espresso machines in Grand Prix White – Green and Tangerine– Black are each limited to 911 units. The Grand Prix White – Blue variant is available exclusively in Germany and is limited to 150 units.

The Porsche x La Marzocco collection celebrated its premiere on 29 October 2026 with an exclusive launch event at the Porsche Museum in Zuffenhausen. Beginning 30th of October, the collection will be available at porsche.com, at select Porsche

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Centers and in select Porsche Design Stores. The Linea Micra espresso machine retails at €5,790 (RRP), and the Pico coffee grinder at €1,550 (RRP).

About La Marzocco

Giuseppe and Bruno Bambi founded La Marzocco in Florence, in the heart of Tuscany, in 1927. In 1939, the company developed and patented the first espresso machine with a horizontal boiler, which is now considered the industry standard. This was the first in a series of innovations in espresso preparation. Since 1927, La Marzocco has combined a passion for tradition and precise craftsmanship in the pursuit of the greatest reliability and design. Every machine that leaves the factory is handcrafted to order for the customer. More information is available here.

Further information, as well as film and photo material, is available in the Porsche Newsroom: newsroom.porsche.com

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