Individuality down to the last detail: a Porsche Taycan Turbo GT like no other

16/07/2026 A Swiss customer already owns three all-electric sports sedans from Zuffenhausen. As a firm fan of e-performance, when Porsche announced the Taycan Turbo GT as its new flagship sports model, the car enthusiast knew straight away that this would be his next sports car. And in a very special design, too, because together with the Porsche Centre Lugano and the Sonderwunsch experts, an example of the most powerful Taycan ever made has been transformed into a car that also takes individualisation in the BEV sector to a whole new level.

"For many years, the Sonderwunsch programme has been the spearhead of our individualisation offering," says Alexander Fabig, Vice President Product and Individualisation Offering at Porsche. "However, customising a Taycan to such an extensive degree at the customer's request was new territory even for us." In total, the list of Sonderwunsch details totalled about 30 items, more than half of which were completely new developments and have therefore been implemented in this sports car for the first time.

The customer approached the Sonderwunsch experts with clear ideas and a design rendering of his dream car. The inspiration for the concept came from the shifting light across Lake Lugano, as the water glows in warm hues of orange and gold at sunrise and sunset. It is a scene that evokes a unique emotional response and creates a truly special feeling for the customer. Together, the team explored how the vehicle's exterior and interior could capture and reflect these emotions through a range of design ideas. Three face-to-face meetings at Porsche in Zuffenhausen and many consultations between the customer and the Sonderwunsch team accompanied the process, which ultimately resulted in a Taycan Turbo GT that combines sporty dynamism and classic elegance in a unique way.

"Like Switzerland itself, Sonderwunsch also stands for individuality, quality and genuine craftsmanship," says Holger Gerrmann, Chief Executive Officer of Porsche Schweiz AG. "With this Taycan Turbo GT, Sonderwunsch impressively demonstrates how personal creativity can lend a vehicle an unmistakable character."

The exterior: classic elegance in Nordicgoldmetallic

The individualisation begins with the Nordicgoldmetallic paint from the Paint to Sample programme. The warm yellow-orange-red is reminiscent of pure gold and ties in with the Metallic Gold shade that Porsche first used on the 911 and 914 in the early 1970s. Towards the end of the 2000s, the colour made a comeback on the 997-generation 911, the 987-generation Boxster and Cayman and the Cayenne GTS.

Subtle contrasts add highlights: a Porsche crest in Turbonite adorns the front luggage compartment lid, while the upper section of the exterior mirror housings, the B-pillars and the Gurney flap of the adaptive rear spoiler are finished in high-gloss black. The trim inserts in the front end and the side skirts are finished in satin Neodyme – a colour that is also found on the outer rim of the 21-inch Turbo GT forged lightweight wheels. The wheels themselves are painted in Satin Black, complemented by black valve caps and balance weights as well as wheel centre covers featuring the Porsche crest in Turbonite.

The interior: Pepita, fine materials and meticulous details

Inside, the Taycan Turbo GT follows its own distinctive colour and material scheme just as thoroughly. The seats are a particular eye-catcher, with centre panels upholstered in Pepita fabric in Black/Slate Grey, surrounded by fine leather in Pebble Grey and black Race-Tex on the side bolsters and headrests. Decorative stitching in Crayon, as well as piping and embroidered 'turbo GT' lettering in Mojave Beige add elegant accents. The dashboard and door panels also combine Pebble Grey and Black with colour-coordinated stitching in Crayon and Mojave Beige. The special lid of the storage compartment is also evidence of the sheer attention to detail, with a Sonderwunsch logo embossed into the Pebble Grey leather.

Numerous interior elements have been painted in Neodyme, including the gear lever, air vents,

cupholder surrounds and door handles. The cupholder trim features a badge with Sonderwunsch lettering. The individualised GT sports steering wheel with Race-Tex rim feels wonderful to the touch and the 12 o'clock marker is finished in Mojave Beige. The airbag module is upholstered in leather and surrounded by a Neodyme ring. Carbon-fibre trim on the centre spokes of the steering wheel, featuring visible screws, completes the look.

The Sport Chrono clock on the dashboard echoes the exterior colour, with the housing and inner ring finished in Nordicgoldmetallic. The door sill trims feature orange backlit 'turbo GT' lettering. The interior is complemented by seat belts in Atacama Beige, bespoke floormats, a handcrafted vehicle documentation folder and an individualised vehicle key – painted in the body colour – plus a key case.

About the Taycan Turbo GT

With a short-term peak output of up to 815 kW (1,108 PS) the Taycan Turbo GT is the most powerful production version in the model range. A particularly powerful and efficient pulse inverter that uses silicon carbide as the semiconductor material is used on the rear axle.

Thanks to intelligent lightweight construction measures, Porsche has been able to reduce the weight of the Taycan Turbo GT by up to 75 kilograms compared to the Taycan Turbo S. A number of carbon-fibre components contribute to this. The Porsche Active Ride suspension with GT-specific tuning comes as standard. In especially spirited driving situations, it ensures an almost perfect connection to the road thanks to balanced wheel load distribution.

MEDIA ENQUIRIES

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Consumption data

Taycan Turbo S (WLTP)*: Electrical consumption combined: 19.9 – 17.8 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne GTS (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 289 – 277 g/km; CO_2 class: G

Taycan Turbo GT (WLTP)*: Electrical consumption combined: 21.2 – 20.5 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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