

Celebrating Sonderwunsch and Exclusive Manufaktur at Icons of Porsche 2026

21/11/2026 The ultimate programs for tailoring your Porsche come out in force at Icons of Porsche 2026, with a squad of Sonderwunsch and Exclusive Manufactur models on display.

Dubai |Whether you first notice the paint, wheels, accents or interior upholstery, there are hundreds of colour combinations on display at Icons of Porsche 2026 - covering almost the entire range of the colour spectrum and greyscale.

If, however, the typical finishes aren't what you need for your Porsche to truly represent your identity, you can look to the Paint to Sample (PTS), Exclusive Manufaktur or Sonderwunsch programs to fulfil your final vision.

The first step in personalising your Porsche is the paint finish, and the Paint to Sample range offers over 230 colour choices - including beloved historic finishes - in a comprehensive library, all approved by

Porsche.

One example on display at Icons of Porsche include the PTS Signal Yellow 911 Turbo S, a vibrant shade which turns heads on the already attention-grabbing grand tourer. This is paired with a two-tone Dark Night Blue and Crayon interior with Racing Yellow seatbelts, Sports Chrono Stopwatch and digital tachometer, tying into the paint.

Exclusive Manufaktur further widens the options for personalising your Porsche, both inside and out. This craftsmanship isn't limited to colours, but with material, upholstery and small details which further distinguish your car from the rest.

The 991 Carrera S and 991 GT3 with Touring Package pair are prime examples, mixing Paint to Sample finishes with Exclusive Manufaktur interior trimming for two distinct takes on the same sports car recipe.

Take the Carrera S, which is finished in PTS Viola Metallic, with seats upholstered in Basalt Black Club leather and Exclusive Manufaktur fabric inserts. The Exclusive Manufaktur aluminium fuel filler cap is a nod you'll appreciate every time you're at the petrol pumps.

Meanwhile, the GT3 with Touring Package sits resplendent in PTS Oak Green Metallic (first introduced in 1976), while the interior is upholstered in extended two-tone leather, mixing black with Cohiba Brown for a truly elegant package.

The Cayenne Coupe in PTS Seville Red and Cayenne Coupe GTS in PTS Merlin Purple both feature Exclusive Manufaktur exterior details, such as gloss black accents and embossed Porsche crests in the cabin.

Sonderwunsch takes the art of personalisation one step further, translating to 'Special Request' in English to bring your wildest ideas to life, whether on a new model or an existing vehicle you own. In simple terms, if you have a truly unique idea for your Porsche, the Sonderwunsch program allows you to see it come to life.

Five Sonderwunsch models are on display at Icons of Porsche, all of which feature a long list of special-order details, chosen to the owners' specifications.

The 911 GT3 RS in PTS Creme White sits boldly on the corner, with its subtle shade of off-white contrasting against the aggressive, track-ready bodywork and aerodynamic additions. Numerous carbon-fibre exterior trims have been painted in Creme White or tinted in blue, to match the Indigo Blue wheels and decals.

Step inside and you'll notice lashings of Crema and Graphite Blue leather upholstery and stitching, tying the cockpit into the exterior, as well as matte carbon fibre for added contrast.

Sitting in a much more vibrant shade of Gentian Blue is the 911 S/T, complete with Pyro Red accents in the magnesium wheels, side graphics, rear lettering and race number on the doors. Sonderwunsch does not necessitate a PTS paint finish, as Gentian Blue was a 'standard' optional colour on the 911 S/T.

A combination of Bordeaux Red leather with matching piping and Pepita fabric inserts on the full-bucket race seats matches the exterior details, with further leather detailing across various sections of the dashboard and cockpit, while the high-gloss carbon fibre roll cage nods to the car's high-performance capability.

No matter the degree of personalisation you wish to achieve, between the Paint to Sample paint finishes, Porsche Exclusive and Sonderwunsch programs, there are countless ways to make your Porsche truly your own.

The examples on display at Icons of Porsche 2026 are just a taste of the unique details which make these programs so special.

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