50 years of the Porsche 911
The 911 50th Anniversary Edition – Tradition: Future
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If you like loyalty, you will love this.

The 911 50th Anniversary Edition.

911. Three numbers. One logo. Yet they represent a legendary sports car concept. Many books have been written on the subject, but do any of them truly describe the emotion that this vehicle has been conjuring up for decades?

The 911 now has a lot of stories to tell – about heroic race wins, a design that has since become iconic, countless childhood dreams and, above all, a timeless idea.

After 50 years it’s evident that the 911 is more than just a car. But what’s its secret? Attempted at the answer might include: the typically sloping roof line; the sleekness of the form; the pithy sound of its boxer engine; Swabian ingenuity; ground-breaking sports car technology; the heart and soul of the Porsche brand is celebrating its 50th birthday. A good reason for us to pay tribute to the 911 – with the 911 50th Anniversary Edition.


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The heart and soul of the Porsche brand is celebrating its 50th birthday. A good reason for us to pay tribute to the 911 – with the 911 50th Anniversary Edition.
50 years ago we sent an idea into the race. The first 7 laps have been very encouraging. 7 generations of the 911.

On the podium is an idea. It was born in 1963 and has hardly aged a day since. Why? Because we don’t stop developing ideas. We develop them. With each new generation.

The first 7 laps have been very encouraging.

50 years of the Porsche 911

Original 911: 1963–1973

The 911 is unveiled at the Frankfurt Motor Show on September 12, 1963 when it is still known as the 901. But one thing is on its mind: the name Porsche 911. The fully galvanized body, from 1975 onwards, is another forward-looking feature. As is the occupant protection: with impact-absorbing steering wheel, three-point seat belts and integrated headrests at the front. The exhaust technology is also state-of-the-art – thanks to a controlled catalytic converter (from 1985). The engine electronics brought in as of 1983 boost efficiency.


After 25 years of 911 evolution, the third incarnation of the 911 represents a major step forward. 508 featuring the signature design idiom, only 15% of the original vehicle has been retained. New features include Tiptronic, power steering and ABS – 1991 sees the addition of the first airbag as standard for driver and passenger. Also impressive is the power provided by the 3.2-liter boxer engine: 231 hp.


The 3.6-liter, 6-cylinder boxer engine delivers 272 hp to the fitted Sport-Chrono Package and reaches a top speed of 168 mph. The most remarkable innovation relates to the number 4 in the all-wheel drive. The figure 4 after Carrera has stood for the permanent all-wheel-drive system for the 911, which proves its mettle as early as the 1984 Paris to Dakar Rally and goes into series production with the 911 Carrera 4 models. The transfer from motorsport to the road – a future-oriented Porsche tradition.


With its lower shape, flush headlights and seamlessly integrated bumpers, the fourth generation of the 911 appears slacker and more streamlined than its predecessors – for improved aerodynamics and lower fuel consumption. A wider rear enhances its innate sportiness.

911 (996): 1997–2005

The 3.6-liter engine has been retained. New features include Anti-lock Braking System (ABS), Power Steering, and the all-wheel drive. The 911 Carrera reaches 231 hp. 911 Carrera 4 (997) comes onto the market in 1999. 911 Carrera comforts and futuristic interior design, this is the roots of the 911, but the technology of the 21st century.

911 (997): 2004–2012

The 997 gets some more waist work, with the signature 911 shape becoming even more pronounced. The headlight design is round again. The wheels are bigger, the rear wider, the wings more defined. The design of the 997 reflects the roots of the 911, the technology of the 21st century.

911 (991): since 2012*

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2011 sees the seventh generation of the 911 start to roll off the production line: a sports car that embraces tradition yet leaves the door to the future wide open. In the Carrera 4 models with 400 hp, others bracing efficiency technologies like thermal management and on-board electrical system recuperation.

Thanks to an intelligent lightweight design, the new 911 is up to 66 lbs lighter than its predecessor. The wheelbase has grown by 3.9 in. In design, the rear now appears more angular and sharper. The front headlights have become more rounded. Nevertheless, the 911 is still the 911. Fully in the future tradition.
A classic. From the future.

Ferdinand Alexander Porsche hits the nail on the head: ‘A formally coherent product doesn’t need any embellishment’. That can be seen in every millimeter of the 911, for instance with the clear roof line, tapering dynamically down at the back – our designers call it the flyline. This typi- cal alignment has also influenced the shape of the side windows. In memory of the original 911, the 911 50th Anniversary Edition has aluminum trim on the win-
dows.

Characteristic of the 911 are: the roof line, side windows, the fenders which are higher than the front hood, and a muscular look at the rear, because a Porsche has shoulders. At the front the fenders improve the overall view – Ferry Porsche called them ‘Peilkanten’ (guiding edges). This means that generations of 911 drivers have been able to enjoy the exterior styling from their seats. The round headlights are apparently elementary, but essential for the design. They are what make the 911 the 911.

The 911 DNA is unmistakable. And yet: our engineers and designers are always looking forward, not back. To open new doors. To build the next new 911. And make it better. To further develop lines and proportions. With respect for tradition, but with curiosity about the future. Because it’s clear: the 911 has been the race against time, because it has never really stayed the same. Only that makes it timeless. And explains its youthfulness.

We know, of course, that the 911 has a great power of attraction. But what is the secret of its fascination? It can’t just be the fact that it has had the same design for 50 years. It must have something essen-
tial at its core.
Details show the connection between yesterday and tomorrow. They are the visible expression of the evolution of the 911. And of our feelings.

A 911 does not have a classic radiator grille at the front – in any of the generations. However, it has air intakes. They characterize the face of the 911. Anything else and the 911 would not look the same. Another design feature of the 911 is its rear. To be more precise: the rear lid grille. Giving a clear indication of where the engine is in a 911: at the back.

Typical 911 elements have been taken up by the 911 50th Anniversary Edition. With finely honed details – and as a homage to its predecessors: the air intake slats and the black-painted rear lid grille are accented with chrome. Its faithfulness to the first generation can also be seen in the chrome strips between the rear lights and the high-gloss trim strips around the side windows. High-quality features form a stylistic connection – with the first 911 sports car from 1963.

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The SportDesign side mirrors and the distinctive front spoiler lip are details from the present – directed towards the future of the 911. The styling of the wide rear is another such characteristic of the 911. And with the 911 50th Anniversary Edition we have emphasized it even further. The body is 1.7 in. wider at the back over the current rear-wheel drive 911 Carrera models. Thanks to the wider profile, the 911 50th Anniversary Edition sits even more solidly on the road and the trim strips between the rear lights emphasize the horizontal styling of the rear.

A small but distinctive design detail of the 911 50th Anniversary Edition is possibly the most emotive: the ‘911 50’ logo on the back. It evokes the famous typography of the earlier 911 models. Seldom, it seems, have tradition and future been closer together.
Once the past catches up with us, we have arrived in the middle of the future. The Fuchs wheel, reinterpreted. A classic aluminum wheel with five spokes – and not a single spoke more. The Fuchs wheel has become a legend in its own right. And arouses a lot of memories. Because if, as a child, you craned your neck to look at a 911, often enough you would see it driving through the streets on Fuchs wheels.

Actually, the history of the Fuchs wheel is closely associated with Porsche. In the mid-60s our engineers were looking for a lightweight wheel that would still be extremely resilient. They knew that the steel or cast-iron wheels that were common at that time – unlike today – would not meet those contradictory requirements.

Otto Fuchs KG in Meinerzhagen offered the solution: cast light-alloy wheels that were made from aluminum to provide less weight – always a central theme with sports cars – and thereby reduce unsprung masses, with corresponding benefits in driving comfort and agility. The Porsche designer, Heinrich Klie, was responsible for the design. Another great success from the Porsche design team.

The Fuchs wheel first appeared on the road in 1966, on the Porsche 911 S, and was available as a standard feature until 1989. It has lost nothing of its timeless beauty. For the developers of the 911 50th Anniversary Edition, it went without saying that this icon should be included in a model embodying both tradition and future. In a classic design, with a technologically state-of-the-art interpretation, five spokes, aluminum, 20-inch. The Sport Classic wheel in the Fuchs rim design is painted in black semi-gloss, the center spokes and rim are polished – giving the children of our time still good reason to crane their necks.
Something you can still read off the rev counter: sports car history.

Interior

If you take a look inside the first 911, you can see how much time has passed. In direct comparison, the 911 50th Anniversary Edition looks like a precision instrument: with the rising center console, the SportDesign steering wheel and Porsche Communication Management (PCM) for audio, navigation and communication.

And yet, there is one thing that hasn’t changed since 1963: the driver orientation. From the outset it has been about concentrating on what is important.

The very first 911 had five round instruments, with the rev counter positioned in the middle. In those days, the ignition key was where it is today, to the left of the steering wheel – as a tribute to the Le Mans start in which the drivers had to sprint to the car and could start the engine more quickly with the ignition on the left.

Above all, there was one detail that lay close to the heart of our car developers in the 911 50th Anniversary Edition: the instruments. Until 1967, the figures and scale on the black instruments were green and the pointers were white. For good legibility and utmost functionality. In the 911 50th Anniversary Edition – in the same colors as then – they have become a subtle and yet noticeable design reference that is also reflected in the Sport Chrono clock as part of the standard Sport Chrono Package. The ‘911 50’ logo in the black rev counter illustrates the identity of the 911 50th Anniversary Edition.

The optional Burmester® High End Surround Sound System ensures the perfect tone, as is only fitting for the timeless sound of a 911 – thanks to 12 individually controlled loudspeakers and a total output of 821 watts.

A design feature that is noticeable as soon as you get in: the two-tone ‘911 50’ logo on the door-sill guards. The trim strips on the doors and dashboard are in brushed aluminum. Above the glove compartment, a plate next to the anniversary model logo shows your personal limited edition number – which also makes you part of the 911 history.
It is in our nature to strive for perfection.

The first principle of every 911 since 1963: sportiness. But always with a high degree of comfort and using high-quality materials. That has never been a contradiction, but rather a wise combination of assumed contrasts.

The main materials inside the 911 50th Anniversary Edition are leather and aluminum. The classic interior is available in Agate Grey/Geyser Grey or Black/Dark Silver. With a special feature: the seat center of the front and rear seats, taking up an iconic material and pattern from the first 911 models: the so-called Pepita – a two-tone woven textile with a small diamond pattern. The impression it gives is classic, and, in the context of the modern interior, it is timeless. The sides of the seats have seams in a contrasting color – Geyser Grey or Dark Silver. The seams are also on the top of the dashboard, the door, SportDesign steering wheel and floor mats.

Power Sport Seats with 14-way adjustment are fitted as standard. Available as an option are the Adaptive Sports Seats Plus, which adjust optimally to your requirements thanks to the 18-way electric adjustment. Optional seat heating is available for both types of seat.

One small, fine detail that you notice as you get in, but not while you are driving: the stitched three-tone '911 50' logo on the headrests.
50 years of the Porsche 911

What’s the quickest way to connect tradition and future?
4.2 seconds.

Note:
Low in the back and sitting just above ground – when it comes to the position of the engine, we are extremely conservative. The drive is – and will always be – at the back. The construction principle is also classic: 6-cylinder, in-line arrangement, with that full Porsche sound. Typical 911 attributes.

So that’s the tradition part. Let’s get to the future. Because the 3.8-liter displacement catapults the seventh generation 911 into a new era. And makes it a key sporting player. The engine of the 911 50th year Carrera S power kit as standard, develops 430 hp at 7,500 rpm. And its maximum torque of 325 lb.-ft. is achieved at 5,750 rpm. A sport exhaust with polished tail pipes is standard in the anniversary model. Giving it a more intensive sports car sound at the press of a button.

Based on the 911 Carrera S engine, the 911 50th Anniversary Edition, with 7-speed manual gearbox, accelerates from 0 to 60 mph in just 4.2 seconds, and boasts a top track speed of 188 mph. Available as an option is the especially efficient 7-speed Porsche Doppelkupplung (PDK). For gear changes in milliseconds – without interrupting the flow of power. It also reduces fuel consumption significantly and offers a more comfortable drive. And with even higher acceleration values compared to the manual gearbox, with PDK, the anniversary model sprouts to 60 mph in only 3.8 seconds and reaches a top track speed of 187 mph, with the standard Sport Chrono Package and Sport Plus.

But further developing the 911 doesn’t always mean making it faster, but always to make it more efficient. This requirement is also expressed in the seventh generation 911 – now more than ever. Efficient technologies, as standard, are therefore an integral part of the car concept in the 911 50th Anniversary Edition as well: e.g. with the Auto Start Stop function, intelligent thermal management or the electrical system recuperation.

Drive. It’s the heart of what we call Tradition: Future.
50 years of the 911 haven’t always gone in a straight line. Which is great!

Let’s start at the back: in the rear. More precisely, with the wide track. The 911 50th Anniversary Edition is 1.7 in. wider at the back than the 911 Carrera S and boasts greater road holding. And greater stability. In every corner. A crucial contribution to the typical Porsche driving feel is made by the standard suspension management systems, such as Porsche Stability Management (PSM) and Porsche Active Suspension Management (PASM), with the body lowered by 10 mm. Also standard: Porsche Torque Vectoring (PTV).

Let’s consider road holding. Our engineers have extended the wheelbase of the latest 911 generation by 3.9 in. So the car sits more solidly on the road and driving stability is increased, especially at high speeds and when cornering fast. The system works, among others, by specifically braking the rear wheels as the situation demands. For even more dynamic steering.

One thing has not changed in 50 years of the 911: the fun of cornering.
Since 1963 we have been interested in the future. Especially the extremely near future.

Knowing what’s coming. Being prepared. For the next bend. For the next maneuver. From motorsport we know that if you have a lot of power you need control. On this basis we haven’t changed much in 50 years of the 911. But we have improved significantly.

The 911 50th Anniversary Edition has more power than the 911 Carrera S model and a corresponding safety buffer with the brakes: With red painted six-piston aluminum monobloc fixed calipers at the front and four-piston aluminum monobloc fixed calipers at the rear. For greater braking performance and stability.

In addition to two-stage driver and passenger airbags, the 911 50th Anniversary Edition is equipped with the Porsche Side Impact Protection System (POSIP). Bi-Xenon™ headlights with headlight cleaning system and dynamic range control are fitted as standard. The front lights incorporate LED direction indicators, daytime running lights and position lights. The Porsche Dynamic Light System (PDLIS) is also fitted as standard. Its dynamic cornering light function swivels the headlights towards the inside of a bend, based on steering angle and road speed.

Also available as an option are the new LED headlights, including Porsche Dynamic Light System Plus (PDLSP). And its innovative design is apparent not just at night. The daytime running lights in the LED headlight consists of four LED spotlights and a ring of LEDs. The main beam and auxiliary high beam are also based on LED technology, as are the side indicators and marker lights. For better illumination – and less energy consumption.

One special feature of PDLSP Plus: the dynamic headlight adjustment. A camera identifies the light from vehicles in front and oncoming vehicles and turns off and on the high beam accordingly, continuously and smoothly.

If you are looking back on 50 years of sports car history, you also want to know what’s going to happen in the really near future.
Personalization
No two 911 dreams are the same.

Color.

1. Metallic exterior color: Geyser Grey Metallic
2. Classic interior: Agate Grey/Geyser Grey
3. Non-Metallic exterior color: Graphite Grey
4. Non-Metallic exterior color: Black
5. Classic interior: Black/Dark Silver
### Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>Code</th>
<th>Price (in €)</th>
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</thead>
<tbody>
<tr>
<td>LED headlights incl. Porsche Dynamic Light System Plus (PDLS Plus)</td>
<td></td>
<td>102</td>
</tr>
<tr>
<td>BiLux® headlights in black incl. Porsche Dynamic Light System (PDLi)</td>
<td></td>
<td>63X</td>
</tr>
<tr>
<td>Porsche Entry &amp; Drive</td>
<td></td>
<td>425</td>
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<tr>
<td>Powerfold mirror</td>
<td></td>
<td>635</td>
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<tr>
<td>ParkAssist (front and rear)</td>
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<td>636</td>
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<tr>
<td>Rear windshield wiper</td>
<td></td>
<td>425</td>
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<tr>
<td>Power folding side mirrors including courtesy lighting</td>
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<td>748</td>
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<tr>
<td>Electric sunroof</td>
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<td>651</td>
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<tr>
<td>Sunroof in glass</td>
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<td>653</td>
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<tr>
<td>Rearview camera system cover painted in exterior color</td>
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<td>549</td>
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<tr>
<td>Fuel filler cap with aluminum look brush</td>
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<td>425</td>
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</table>

Note: with this option, the standard 911 Carrera mirrors are fitted instead of the SportDesign mirrors.

### Interior

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<tr>
<th>Feature</th>
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<tr>
<td>Adaptive Cruise Control incl. Porsche Active Safe (PAS)</td>
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<td>Light Design Package</td>
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### Engine, Transmission and Chassis

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<td>Porsche Ceramic Composite Brake (PCCB)</td>
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<td>450</td>
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<td>Porsche Sport Suspension (20 mm lower)</td>
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<td>Porsche Dynamic Chassis Control (PCCS)</td>
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<td>311/312</td>
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<tr>
<td>Power Steering Plus</td>
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### Interior

- Not available
- New technology at extra cost
- Available at no extra cost

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Product: 911 50th Anniversary Edition

<table>
<thead>
<tr>
<th>Exterior Features</th>
<th>Interior Features</th>
<th>Engine, Transmission, and Chassis Features</th>
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<tr>
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<th>Product Description</th>
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<td>Instrument surround in leather</td>
<td>✔ 845</td>
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<td>Rear-view mirror in leather</td>
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<td>Vehicle key painted</td>
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<td>✔ 583</td>
<td></td>
</tr>
<tr>
<td>Luggage net in passenger foot-well</td>
<td>✔ 581</td>
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<tr>
<td>Vehicle key painted</td>
<td>✔ CPK</td>
<td></td>
</tr>
</tbody>
</table>

### Note:

- 1 May be incompatible with some copy-protected CDs.
- 2 Requires PCM.
- 3 Requires PCM to be connected via Bluetooth. The user can connect via the external aerial (feature depends on how specific mobile phones connect to the cradle). The connection via the fixed aerial minimizes passenger exposure to electromagnetic radiation, as only the car’s external aerial is used.
- 4 Information on compatible mobile phones is available at www.porsche.com or your Porsche Dealer.
There are more than a million words in the English language. But only three numbers can describe this feeling.

911.

The 911 has a quantity that can't really be measured. But it's one we have been working on every day since 1963: feelings. Because if the 911 was just any other car, it would not fascinate its driver. It's like the first time. Every time.

Yes, the 911 is our acknowledgement to the sports car. It stands for everything we believe in. And for what we are striving towards.

If necessary, we will scrutinize every single screw to achieve it. It's the only way of staying open to new ideas and intelligent drive concepts. It's the only way of living up to the Dr. Ing. in our company name. And of being able to give the 911 a future.

The 911.
Technical data.

911 50th Anniversary Edition

Engine

Cylinders 6
Displacement 3.8 liter
Max. power (DIN) at rpm
430 hp 7,500 rpm
Max. torque at rpm
325 lb.-ft. 5,750 rpm
Compression ratio 12.5:1

Transmission

Layout Rear-wheel drive
Manual gearbox 7-speed
PDK (optional) 7-speed

Chassis

Front axle McPherson strut suspension with anti-roll bar
Rear axle Multi-link suspension with anti-roll bar
Steering Electromechanical power steering with variable steering ratio
Turning radius 36.4 feet
Brakes Six-piston aluminum monobloc fixed calipers front, four-piston aluminum monobloc fixed calipers rear, discs internally vented and cross-drilled (340 mm-F, 330 mm-R)

Vehicle stability system

Porsche Stability Management (PSM) including ABS with additional brake functions

Wheels

Front: 9.0 J x 20 Sport Classic Wheels with Fuchs design rims
Rear: 11.5 J x 20 Sport Classic Wheels with Fuchs design rims

Tires

Front: 245/35 ZR 20
Rear: 305/30 ZR 20

Weights

Manual/PDK
Curb Weight 3,109 lbs./ 3,153 lbs.

Performance

Manual/PDK
Top track speed 188 mph/ 187 mph
0–60 mph 4.2 s/ 3.8 secs
Quarter mile 12.5 s/ 12.1 secs

Fuel consumption/emissions 2)

Manual/PDK
City TBD
Highway TBD
Combined TBD

Dimensions/aerodynamics

Length 177.52 in.
Width (with mirrors folded) 72.91 in.
Height 50.98 in.
Front track 60.55 in.
Rear track 61.42 in.
Wheelbase 96.46 in.
Luggage compartment volume (with seats folded) 9.18 cu.-ft.
Trunk Capacity 5.12 cu.-ft.

1) Weight is calculated in accordance with the relevant EC Directives and is valid for vehicles with standard specification only. Optional equipment increases this figure. The figure given includes 68 kg for the driver and 7 kg for luggage.

2) Data determined in the NEDC (New European Driving Cycle) in accordance with the Euro 5 (715/2007/EC and 692/2008/EC) measurement method. The figures do not refer to an individual vehicle nor do they constitute part of the offer. They are intended solely as a means of comparing different types of vehicle. You can obtain further information about individual vehicles from your Porsche Center. Fuel consumption calculated for vehicles with standard specification only. A vehicle’s fuel consumption and CO₂ emissions depend not only on its efficient use of fuel but also on driving style and other non-technical factors. Actual consumption and performance may vary with items of optional equipment.
<table>
<thead>
<tr>
<th>911 Carrera models</th>
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<th>911 Carrera 4</th>
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<tr>
<td>Highway</td>
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<tr>
<td>Combustion</td>
<td>27/31</td>
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**Fuel consumption/emissions**

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1) Data determined in the NEDC (New European Driving Cycle) in accordance with the Euro 5 (715/2007/EC and 692/2008/EC) measurement method. The figures do not refer to actual fuel consumption values you may normally achieve in real life. They are intended solely as a means of comparing different types of vehicle. You can obtain further information about individual vehicles from your Porsche Center. Fuel consumption calculated for vehicles with standard specification only. Actual fuel consumption and CO₂ emissions depend on how and where the car is used (e.g. in town or on the motorway) and are therefore subject to change. Actual fuel consumption and CO₂ emissions may vary with options and equipment.

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