

Stuttgart location:
Horse as heraldic charge

Origin: Porsche crest

untamed, spirited, wild

power, dynamism,
stamina,
galloping, swift

Turkic languages:
spirited young horse

Typical Porsche:
Macan

Taycan

The new initial letter
symbolizes a new era

Typical Porsche:
Cayenne, Cayman

Turkic languages:
soul

Porsche spirit

Slogan of the
introductory campaign:
"Soul, electrified"

Freedom