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**Exclusive Panamera**  
Ultimate personalization

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# Philosophy

**Exclusivity, individuality, craftsmanship.**  
**Concepts which have always been associated with Porsche.**

The Porsche Exclusive program stands for the individual personalization of your vehicle, direct from the factory. The possibilities are as diverse as your ideas. You tell us what you want and we will do our utmost to give it to you—provided, of course, that it is technically feasible and does not compromise quality.

When customizing a car, it is not enough just to use the best available materials. Our overriding principle has always been to make full use of the traditional skills of our craftsmen, carrying out the work by hand. Our specialists also have years of experience in the handcrafting of decorative hardwoods, enabling us to bring out the individual character of this superb material.

And what about Carbon Fiber? Lightweight and extremely durable. Expressing all the excitement of the racetrack. Or Aluminum? Brushed or high-gloss, this lightweight alloy accentuates the finer details of your Panamera.

Would you like to personalize the interior or exterior of your car?  
Your wish is our command.



# Exclusive examples

**Vehicle: Porsche.**  
**Details: Porsche Exclusive.**

A Porsche is more than just a car. It is also an expression of the personal freedom, taste and lifestyle of its driver.

Porsche Exclusive offers you a wide range of individual extras so you can personalize your car to your own unique requirements. Straight from the factory. Visual and technical enhancements, for the interior and exterior. And always just as you want them.

The most important extra, though, is time. For it is only by taking the utmost care during the consultancy, planning and processing phases that it is possible to create something really special. Something which is exactly tailor-made to your requirements—down to the finest detail. Something unique. With its own unique character. A Porsche which is as special as its driver.

The following pages will show you three examples of Exclusive personalizations which are sure to inspire you.







# Panamera Turbo

Platinum Silver Metallic

**Independent, strong, sporty and yours.**

The exterior details are enhanced by the Platinum Silver Metallic finish. The interior includes the Porsche Doppelkupplung (PDK) gear selector in Aluminum, the interior package painted and several features in Espresso leather—including the air vent slats.

Everything exactly according to your requirements. Down to the finest detail. The highest quality and workmanship at your command.

Contact your authorized Porsche dealer for further information.







# Panamera 4S

Yachting Blue Metallic

**Explore twisting curves and a passion for driving.**

The adventure continues with the Panamera 4S in Yachting Blue Metallic. The exterior is enhanced by the air-intake grilles in exterior color. The interior package in Yachting Mahogany provides a touch of maritime flair. Other highlights include a cooling

compartment in the rear and the Porsche Rear Seat Entertainment system.

Find out more about the equipment details from your authorized Porsche dealership.











## Panamera S

Carbon Grey Metallic

**Some personalities captivate you immediately. Here is one of them.**

Extremely charismatic—the Panamera S in Carbon Grey Metallic. Thanks to the interior package painted in a Carbon Grey Metallic finish. All the finishing touches according to your personal request. Right down

to the Sport Chrono stop-clock dial face in Luxor Beige.

Find out more about the equipment details from your authorized Porsche dealer.





# Materials

**Exceptional, elegant,  
excellent, exact.**

**In a word: Exclusive.**

We offer an exclusive range of materials for you to choose from. Natural leather, fine-grained woods,<sup>1)</sup> Carbon Fiber and Aluminum can be selected to enhance the interior of your Porsche.

You can find out what is possible at your authorized Porsche dealer.

**Tineo<sup>1)</sup>**  
This light, reddish-brown hardwood from the South American Andes creates a very elegant look, thanks to its striking horizontal grain.

**Walnut<sup>1)</sup>**  
A classic, high-quality dark wood with a unique and appealing grain.

**Anthracite Birch<sup>1)</sup>**  
This anthracite-colored birch wood has an attractive wavy grain, an impressive dual-tone effect and a silky sheen.

**Natural Olive<sup>1)</sup>**  
A high-quality ash wood with an olive grain and a silky matte sheen, giving a combination of elegance, individuality and luxury.

**Yachting Mahogany<sup>1)</sup>**  
Inspired by the use in yacht design, the Yachting Mahogany option features a fine dark wood combined with stylish light maple inserts.

**Leather**  
Leather is a traditional natural material—a true classic. Items made of leather are both timeless and hard-wearing.

**Carbon Fiber**  
Carbon Fiber is a light but highly durable material with motorsport origins. Its high-tech look gives a sporty feel to the interior.

**Aluminum**  
Aluminum—brushed or high-gloss—is a lightweight alloy that accentuates the finer details of your Panamera.

<sup>1)</sup> Wood is a natural product; difference in color and texture is possible.





Air-intake grilles painted



Rear apron and diffuser painted



Interior package painted, air vent slats painted, instrument dials in Luxor Beige, Sport Chrono stop-clock dial face in Luxor Beige

## Exclusive options

### Exterior.

Option	Panamera S	Panamera 4S	Panamera Turbo	Code	Page
• Air-intake grilles painted <sup>1)</sup>	◐	◐	◐	CNF	6, 23
• Air vents painted <sup>1)</sup>	◐	◐	◐	CNZ	7
• Rear apron painted <sup>1)</sup>	◐	◐	◐	CNG	8, 23
• Diffuser painted <sup>1)</sup>	◐	◐	◐	CNR	8, 23
• Exterior mirrors painted <sup>1)</sup>	◐	◐	◐	CNL	5
• Headlight washer covers painted <sup>1)</sup>	◐	◐	◐	CGA	13

### Interior.

Option	Panamera S	Panamera 4S	Panamera Turbo	Code	Page
• Interior package painted <sup>1) 2)</sup>	◐	◐	◐	CZY	12
• Air vent slats painted <sup>1) 2)</sup>	◐	◐	◐	CDN	24
• Seat belts in:					
Guards Red	◐	◐	◐	XSX	–
Silver Grey	◐	◐	◐	XSH	25
• Instrument dials in <sup>3)</sup> :					
Luxor Beige	◐	◐	◐	XFL	24
Carrara White	◐	◐	◐	XFJ	–
Guards Red	◐	◐	◐	XFG	–

– not available   ◐ extra-cost option   • standard equipment   W no-cost option

<sup>1)</sup> Painted in exterior color.  
<sup>2)</sup> Available from 12/2009 at the earliest.  
<sup>3)</sup> Available from 10/2009 at the earliest.





Porsche Crest embossed on front headrests;  
seat belts in Silver Grey



Steering-wheel column casing in leather



Roofliner grab handles in leather



Sun visors in leather

Interior.

Option	Panamera S	Panamera 4S	Panamera Turbo	Code	Page
• Sport Chrono stop-clock dial face in:					
Luxor Beige	◦	◦	◦	CZT	20, 24
Carrara White	•	•	•	CGJ	–
Guards Red	◦	◦	◦	CGG	–
• Refrigerator in the rear <sup>1)</sup>	•	•	•	CZK	17
• Porsche Rear Seat Entertainment system <sup>2)</sup>	◦	◦	◦	CEM	18

Interior: leather.

Option	Panamera S	Panamera 4S	Panamera Turbo	Code	Page
• Air vent slats in leather <sup>2)</sup> <sup>3)</sup>	◦	◦	◦	CZV	10, 11
• Dashboard trim package in leather <sup>2)</sup> <sup>3)</sup>	◦	◦	◦	CZW	–
• Dashboard cover in leather <sup>2)</sup> <sup>3)</sup>	•	•	•	CDV	–
• Steering-wheel column casing in leather	◦	◦	◦	CDY	25
• Rearview mirror in leather <sup>3)</sup>	•	•	•	CVW	Front cover
• Sun visors in leather <sup>2)</sup> <sup>3)</sup>	◦	◦	◦	CMB	26

– not available   ◦ extra-cost option   • standard equipment   W no-cost option

<sup>1)</sup> Available from 02/2010 at the earliest.  
<sup>2)</sup> Available from 12/2009 at the earliest.  
<sup>3)</sup> Leather in interior color. For more information, please contact your authorized Porsche dealer.





Personalized floor mats with leather edging



Personalized luggage space mats with leather edging



Roofliner grab handles in Yachting Mahogany



Door-entry guards in Carbon Fiber, illuminated

Interior: leather.

Option	Panamera S	Panamera 4S	Panamera Turbo	Code	Page
• Porsche Crest embossed on front headrests	•	•	•	XYV	25
• Porsche Crest embossed on front and rear headrests	◦	◦	◦	XYW	–
• Front center console in leather	•	•	•	CZL	Front cover
• Front and rear center consoles in leather	◦	◦	◦	CZP	–
• Personalized floor mats with leather edging	•	•	•	CFX	27
• Personalized luggage space mats with leather edging	◦	◦	◦	CZU	27
• Key pouch in leather <sup>1)</sup>	•	•	•	CPU	–

Interior: wood, Carbon Fiber, Aluminum.

Option	Panamera S	Panamera 4S	Panamera Turbo	Code	Page
• Interior package in Yachting Mahogany	•	•	•	XZY	13, 15
• Three-spoke multifunction steering wheel in Yachting Mahogany	◦	◦	◦	XZZ	13
• Door-entry guards in Carbon Fiber	•	•	•	X69	–
• Door-entry guards in Carbon Fiber, illuminated	◦	◦	◦	XXD	28
• Porsche Doppelkupplung (PDK) gear selector in Aluminum	•	•	•	XYA	12
• Door-entry guards in Brushed Aluminum, illuminated	◦	◦	◦	XXC	–
• Roof grab handles in Burr Walnut	•	•	•	CZE	–
• Roof grab handles in Tineo	◦	◦	◦	CZF	–
• Roof grab handles in Anthracite Birch	•	•	•	CZB	–
• Roof grab handles in Natural Olive	◦	◦	◦	CZG	–
• Roof grab handles in Carbon Fiber	•	•	•	CZC	–

– not available   ◦ extra-cost option   • standard equipment   W no-cost option

<sup>1)</sup> Leather in interior color. For more information, please contact your authorized Porsche dealer.  
<sup>2)</sup> This option is available in Walnut, Tineo, Anthracite Birch, Natural Olive, Yachting Mahogany and Carbon Fiber.



# Designing your Porsche

## How do we build the perfect Porsche?

### We'll leave that up to you.

Those who build a Porsche share something in common with those who purchase one: an opportunity to create the automobile of their dreams. A Porsche is a unique breed, designed by inquisitive minds at Weissach in response to one incessant question: "How can we make it perfect?"

Ultimately, it's a question each owner must answer. Which is why Porsche Exclusive offers such a wide variety of options for celebrating the pure joy of driving with a heightened sense of style and luxury. It's an experience for which there is, quite literally, no substitute.

For more information on our entire range of Exclusive options, pricing and delivery timetables, please contact your

authorized Porsche dealer and ask to speak with a sales consultant. The possibilities are limited only by your imagination—and are covered by your standard vehicle warranty.

A philosophy of relentless improvement has driven every Porsche for more than a half century. With Porsche Exclusive, the process of improvement has never been easier. Or more rewarding.



## Porsche Financial Services

Competitive, convenient and carefully crafted financing options can be customized to meet your needs. Ask your certified Porsche Sales Consultant for details.



## Porsche Approved Pre-Owned

Porsche Approved is the simple way to find the perfect pre-owned Porsche, anywhere in the world. Every car is rigorously tested and comes with a 2-year or 50,000-mile limited vehicle warranty.



## Porsche Tequipment

Personalize your Porsche at any time after purchase with the Tequipment range of approved accessories. Designed exclusively for your Porsche, every product is fully guaranteed.

# Service



## Porsche Online

For all the latest news and information from Porsche, go to [www.porscheusa.com](http://www.porscheusa.com).

## Porsche Design

### Driver's Selection

Our distinctive collection of clothing and accessories combines timeless elegance with unmistakable quality. Visit your local Porsche dealer or shop online at [porsche.com/shop](http://porsche.com/shop).

## Porsche Clubs

With more than 120,000 members worldwide in 60 countries, know you are not alone in your passion for Porsche. Learn more about the brand and meet other Porsche enthusiasts just like yourself. Visit [porsche.com](http://porsche.com) for more information.

## Porsche Driving Experience

Develop your skill and explore your Porsche with the Porsche Sport Driving School. Learn first-hand from famed Porsche Racing drivers while they teach you at a world-class racing facility. Visit [porschedriving.com](http://porschedriving.com) for more information.



Ask your Porsche dealer for the latest brochures from Porsche Exclusive, Porsche Tequipment and Porsche Design Driver's Selection.

