



PORSCHE

Press Release

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Numerous projects realised during the closure / Exciting new attractions for visitors

Reopening of the Porsche Museum on 16 March 2021

Stuttgart. The waiting is at an end: from 16 March 2021, the Porsche Museum will be allowed to open to visitors again. As a precautionary measure against the spread of the virus, and above all for the protection of visitors and staff, the Museum has been closed to the public in recent months. “We wanted to be able to offer our visitors an unforgettable experience right from day one, so we made the most of the time during the closure to bring forward changes that had been planned for this year. For instance, we changed some of the exhibits, undertook modernisation work and installed new interactive stations,” explains Achim Stejskal, Director Heritage and Porsche Museum.

A brief look back: while nurseries and schools were closed, and many were working from home, the Museum reacted quickly with Porsche 4Kids and exciting online experiences for children on the website www.porsche4kids.com. An equally welcome change to the day-to-day routine of 2020 was provided by the digital live tours on the 43rd International Museum Day on 17 May, where two guides held tours of the exhibition. From July to November, the Porsche Museum presented the first all-electric sports car Taycan as part of the “Start to Drive Electric” exhibition series in the “DRIVE. Volkswagen Group Forum” in Berlin. “We always tried to make the best of the past year. We therefore reacted flexibly to current regulations and always acted in the best interests of our fans and staff. Despite all of the challenges, even during the crisis we found new opportunities, and we are delighted now about the reopening, which promises many surprises, and two special exhibitions in 2021,” says Achim Stejskal in summary.

Activities during the closure: the team from the Porsche Heritage and Museum department had to go to extreme heights to carry out a spectacular change of exhibits. The **Porsche 956**, which previously hung from the exhibition ceiling, was transferred to colleagues at Historic Motorsport. Alongside the Museum Workshop, where classic series production cars are repaired and rebuilt, restoration and maintenance of historic race cars is carried out in Weissach. It was here that the Heritage department returned the former Le Mans-winning car to roadworthy condition. The Porsche 956 that was used as a test car for the legendary TAG Turbo Formula One engine and to perform research into the ground effect is now installed in the same place. The special underbody of the race car, which features diffusers that generate a vacuum when driving, thereby literally sucking the car onto the road, would in theory also enable the race car to drive on the ceiling.

Porsche design DNA extends across all model ranges – and that of the 911 goes all the way back to 1963. Visitors now have the opportunity to experience the design DNA interactively. The “**Consistent**” station features six car models on turntables, one derivative for each model line. The exhibit combines classic exhibition furniture with 3D printing methods and optical sensor technology. When a visitor approaches the interactive turntable, all cars stop their pause loop and turn to face the visitor. As soon as the turntable under the 911 moves, the other Porsche rotate in sync. Meanwhile, red illuminated lines appear on all six models, which provide a visual depiction of the Porsche design DNA, and which are explained in detail on the Multimedia Guide. Rarely has it been easier to visualise the relationships between the model ranges by means of design lines. The interactive exhibition furniture will now be an established fixture of the permanent exhibition – in addition to the 80 cars and more than 200 small exhibits.

Every visitor now has the option of using a newly designed Multimedia Guide, which contains extensive information about the individual cars in the exhibition. In addition to a new camera and the Android 8 operating system, the device now also features a larger display with Full HD+ resolution. The **Multimedia Guide 2.0** is intuitive to use, and a children’s version is also still available for young visitors. The guide reacts very

quickly, which makes it fun to delve into the wide range of content and to learn all about the exhibits through dynamic storytelling. In order to ensure that the information was kept up-to-date, the team produced new audio content for 210 vehicles, since the exhibits in the permanent exhibition are changed on a regular basis. Audio commentaries in multiple languages were added to video clips and existing media. Visitors not only have access to information, audio content and video clips about the different vehicles, but also engine sounds and historic images at the touch of a button.

For those looking for a real racing driver experience, there is good news: with the **Porsche Racing Simulators**, Museum visitors can now experience the true feeling of motorsport. Visitors can play games and race in E-Sports competitions at all levels of difficulty according to the target group. An extremely exciting experience is guaranteed by the curved screen, which is specifically oriented towards the driver, and the steering wheel from the Porsche 911 GT3 Cup. The new Porsche Racing Simulator features high-performance pedals to make the response as direct and realistic as possible. The racing seat offers exceptional lateral support during cornering, while the D-BOX Motion System moves the driver in the dimensions sideways, up and down, forwards and backwards.

One of the biggest dreams of many Porsche enthusiasts is to take a seat in an actual Porsche. For visitors to the Museum, this dream can now come true – and they can even take home a souvenir photograph. Visitors who wish to have their photo taken simply take a seat in the car provided from the current model range. The **photo booth** was completely revamped during the closure. For example, there are now new backgrounds that place the visitor and car in different scenery by means of image cut-out technology. The desired backdrop as well as any photo filters are chosen at the collection station. You can then take a free print home with you and have the photo emailed to you so that you can share it on your own social media channels, for example.

To ensure that the exhibition is always showcased in the perfect light, the Museum team spent the past few months modernising the **ceiling lighting**. The newly installed spotlights are an exclusive new development which consume only half as much energy while doubling the light quality. Moreover, heat emission has been reduced by around 50%, and the air conditioning requirement has also decreased. With a colour rendering index of up to 96 – almost as high as that of sunlight, namely 100 – the new system allows the exhibits to shine more than ever before. All 560 motorised architectural luminaires are controlled with a single tablet. For individual events, the lights can be integrated into a staged show lighting scheme by means of a lighting control console. The “grandMA3” lighting control console is also used on some of the great stages of the world.

The new Corona Ordinance of the State of Baden-Württemberg of 8 March 2021 requires that visitors to the Porsche Museum register in advance, depending on the current incidence rate. When the 7-day incidence is between 50 and 100, advance registration is required. Visitors can register to visit the museum by contacting the Visitor Service on: +49 (0) 711 911-20911 or info.museum@porsche.de. When the 7-day incidence is below 50, advance registration is not necessary. Wearing an FFP2 or medical mask is mandatory throughout the museum building. The Porsche Museum is open from Tuesday to Sunday, 9 am to 6 pm. The Museum also provides information on its website www.porsche.com/museum about the current measures and the gradual opening of the visitor programmes, which are fully aligned with official regulations.

Further information, film and photo material in the Porsche Newsroom: newsroom.porsche.com