

Porsche Cars Australia presents the 911 Turbo S Land Down Under

06/08/2026 Porsche Cars Australia presents the 911 Turbo S Land Down Under, a Sonderwunsch commission created to celebrate 75 years of Porsche in Australia.

Porsche Cars Australia, in collaboration with the experts from Porsche Sonderwunsch, the Style Porsche team and globally renowned contemporary artist Werner Bronkhorst, presents the 911 Turbo S Land Down Under. Commissioned to commemorate 75 years of Porsche in Australia, this distinctive Sonderwunsch model is inspired by the country's expansive landscapes, dramatic contrasts, and the distinct character of the southern sky.

From the ochre deserts of the outback to the deep blues of dusk beneath the starlit Milky Way, Australia's terrain is vast, rugged, and layered with delicate details. These qualities shaped the vision for the 911 Turbo S Land Down Under: a contemporary interpretation of the country's iconic panoramas. The result is Porsche, seen through an Australian lens.

At the centre of the concept sits a quintessential Australian outback sunset – a brief transition where

warm amber tones dissolve into pale blue as day fades into night. Earth-toned hues ground the lower body, while light blue references the expansive desert sky above. This moment of transition became the artistic and emotional anchor for artist Werner Bornkhorst and Porsche designers throughout the creative process.

World debut: Chromaflair gradient paintwork inspired by the Australian landscape

For the first time on a Porsche in Australia, two new Chromaflair paint colours were developed exclusively for this vehicle. Applied by hand, the exterior finish transitions from Terra Australis Red across the lower body to Southern Cross Blue from the shoulderline, creating a seamless gradient effect. The result is a striking finish that shimmers between desert orange, dusk-sky blue, eucalyptus green and sunrise gold depending on the angle and light.

Chromaflair pigments use ultra-thin flakes to create a dynamic colour-shifting effect that changes with light and viewing angle. Each flake features an opaque, reflective aluminium core encased in a glass-like transparent layer, whose varying thickness produces different perceived colours. Applied across seven layers by hand, the finish required over 300 hours of craftsmanship, capturing the ever-changing tones of the outback at dusk. Refined details continue throughout the exterior with the 20/21-inch Turbo Exclusive rims finished in Southern Cross Blue.

For the first time at Porsche, a subtle painting technique introduces a “ghosting effect” using Werner Bronkhorst’s own font to reveal the number “75” within the paintwork on the roof – honouring both 75 years of Porsche Motorsport heritage and 75 years of Porsche in Australia.

A playful detail also awaits beneath the rear spoiler: the hidden message ‘See ya later mate’, rendered in Bronkhorst’s font, delivers a distinctly Australian farewell to those left in the dust of the 911 Turbo S. This message is revealed only when Sport Plus driving mode is activated or when the auto-deploying rear wing extends at speeds above 80km/h.

Interior: materials and storytelling shaped by Australia

Inside, the theme continues with a bespoke combination of Dark Night Blue leather and a colour conceived specifically for this project, Coolibah Brown. The 18-way Adaptive Sports Seats Plus feature a newly developed paintbrush-style perforated seat centre that echoes the tactile, textural qualities of Werner Bronkhorst’s distinctive brushstrokes. Each of the 14,417 perforations is intentionally positioned to form a coherent visual pattern. Paired with finely executed embroidery to deepen the sculptural effect, the seat centre transcends function to deliver a technically executed automotive interpretation of the artist’s work.

Contrasting Kalahari and Coolibah Brown leather further accentuate the artistic treatment, while

intricate embroidery and headrests embossed with the 75 years Porsche in Australia motif add depth and character.

The steering wheel blends Dark Night Blue, Coolibah Brown and Neodyme with a Kalahari 12-o'clock marker – a functional sculpture in front of the driver.

Hand-finished Australian Silky Oak wood inlays appear on the dashboard and rear seat inlays, paired with Neodyme accents throughout the cabin. These elements establish a warm, mineral-rich visual identity that feels distinctly Australian in both materiality and craftsmanship.

Adding a deeper narrative, topographical references to the Blue Mountains are printed across the upper dashboard and side trims. These contour graphics capture the region's dramatic escarpments and valleys, transforming the interior surfaces into a subtle geological landscape and bringing one of Australia's most iconic natural formations into the heart of the cabin's design story.

The roof lining features an embroidered Southern Hemisphere constellation map showing the night sky as it appeared over Uluru in 1951 – the year Porsche first arrived in Australia.

Each individualised element has been purpose-designed to create an interior that reflects a deliberate connection to the landscape itself – a reminder that in a Porsche, the journey is as significant as the destination.

In the collaborative creation shaped by Porsche Sonderwunsch, Style Porsche and Werner Bronkhorst, the driver becomes the final, defining element. The moment you take your place behind the wheel, design, craftsmanship and emotion converge, making the driver an integral part of the car's identity.

Porsche Cars Australia CEO and Managing Director, Daniel Schmollinger said the Land Down Under vehicle highlights the exceptional capability of the Sonderwunsch programme: "This unique 911 Turbo S demonstrates the power of combining Porsche craftsmanship with bold artistic vision. From the Chromaflair gradient to the bespoke interior storytelling, every detail reflects an appreciation for Australia's remarkable natural beauty. It is a true showcase of what bespoke Porsche design can achieve."

He added, "The partnership between Porsche Sonderwunsch, Style Porsche, our Australian team and Werner Bronkhorst have brought this vision to life in an extraordinary way. This car is a curated expression of place, craftsmanship and imagination - a testament to what becomes possible when creativity and engineering unite without limits on a Sonderwunsch journey."

A creative collaboration with artist Werner Bronkhorst

Internationally acclaimed Sydney-based artist Werner Bronkhorst brings his distinct aesthetic to the Land Down Under edition. Inspired by Australia's earth, sky, and cultural textures, Bronkhorst created a

series of miniature artworks depicting fauna and human-inspired motifs. These appear in unexpected locations throughout the exterior and interior, creating surprising moments of discovery.

Werner Bronkhorst said “Developing the concept for the 911 Turbo S Land Down Under was an opportunity to translate my artistic language into an entirely new form. Much of my work is rooted in texture, depth and the emotional energy of the Australian landscape, and bringing those ideas to life on a Porsche required a fresh level of precision and experimentation. Adapting brushstroke-inspired techniques to curved metal, leather surfaces and even micro-details challenged me in the best possible way.”

Bronkhorst added “I’ve had a lifelong admiration for Porsche – not only for its design purity but for its commitment to craft. Collaborating with the Sonderwunsch team was a genuinely inspiring process, where artistry and engineering pushed each other forward. Seeing these elements come together on such an iconic canvas feels like a truly inspirational celebration of both Australia and Porsche.”

World Premiere, Australia 2026

The 911 Turbo S Land Down Under has made its global debut on Australian soil at a special Porsche event following a bespoke outback photoshoot capturing the spirit and character of the car. After the premiere, the vehicle will embark on a curated journey to select Australian locations across the country.

Sculpted for Performance, Designed to Evoke Emotion

At its core, the 911 Turbo S Land Down Under remains a 911 Turbo S – delivering uncompromising performance and everyday usability as the production model. Yet, this Sonderwunsch interpretation adds an emotional, artistic dimension not previously seen in Australia. It is a performance icon, elevated through storytelling, craftsmanship and imagination.

Co-Creation through the Sonderwunsch programme#

The Porsche Sonderwunsch programme opens the door to the ultimate expression of individuality, inviting customers to collaborate directly with Porsche designers and engineers to transform their personal vision into a one-of-a-kind sports car. Combining generations of Porsche craftsmanship with cutting-edge innovation, Sonderwunsch elevates personalisation to its most refined form.

Meaning “special request” in German, Sonderwunsch offers a level of individualisation that goes far beyond any catalogue, empowering customers to shape a truly bespoke or completely unique vehicle. Each project is a deeply personal co-creation, realised with the expertise and precision of Porsche’s most skilled specialists.

“The goal with our Sonderwunsch programme is to translate highly personal dreams into automotive reality”, says Alexander Fabig, Vice President Product & Individualisation Offering at Porsche AG. "The 911 Turbo S Land Down Under exemplifies Porsche's commitment to precision and craftsmanship while reflecting the distinctive character, and environment of Australia in an exceptional manner."

Info

 # About the Sonderwunsch programme: Porsche is reinterpreting the legendary Sonderwunsch programme from the late 1970s and making personalised one-off creations possible – co-created with the customer and professionally realised by Porsche.

The offering for new vehicles includes the integration of bespoke Sonderwunsch options directly within the production process. One highlight available to customers when ordering their vehicle is Paint to Sample Plus: based on the customer's individual wishes, Porsche creates and develops a unique exterior colour.

Subsequent vehicle refinement is also possible. Customers can completely redesign their vehicle's interior and exterior or, as part of the Sonderwunsch Factory Re-Commission offering, create technically highly individual pieces with the support of Porsche's dedicated development and design team. For older vehicles, this offering always includes restoration, which can still also be commissioned separately.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan Turbo Cross Turismo (Predecessor model)

Taycan with Performance Battery (Predecessor model)

Taycan 4 Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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