

# Porsche Heritage and Museum

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We all dream. Day and night. We are dedicating our 75 Years of Porsche Sports Cars anniversary year to people whose dreams have driven them to achieve something special, who make big ideas a reality, and who always keep moving forwards. With the development of the 356 'No. 1' Roadster, Ferry Porsche proved that he was a visionary who firmly believed in his dream, the dream of a sports car that didn't yet exist. For 75 years, Porsche has been Driven by Dreams. The mission of the Porsche Heritage and Museum department has always been to make the past ready for the future today, and to enrich the future with important insights from the past right now. To make heritage and tradition a tangible experience, we created the Porsche Heritage Experience, the first of which was held in 2019 in the province of Yunnan, in the southwest of the People's Republic of China. There, participants were offered insights into the millennia-old tradition of preserving the rice terraces, which are a UNESCO World Heritage Site. Two years later, the destination for the cultural experience project was Hawaii, whose mythology is deeply rooted in the people of the islands. Visitors were given the opportunity to see how the Hawaiians pass on their knowledge to following generations through traditional dances, language and symbols. Now, in the anniversary year of the Porsche brand, we naturally want to feature our own country. For the third Porsche Heritage Experience, we are sending seven Porsche 911 sports cars out

on the road as our cultural ambassadors and celebrating 60 Years of the 911 – our second anniversary of the year. The destination we have chosen is a stronghold of culture, identity and tradition: Rhineland-Palatinate. This region is home to seven UNESCO World Heritage Sites, almost two thirds of Germany's wine is produced there, and the Palatinate Forest in the south is Germany's largest contiguous forest area.

With the Rhine, the Moselle, the Saar and the Lahn, the state is traversed by four of the country's major waterways. A river can be so many different things. For a pedestrian who wants to get to its far bank, it's a border. For someone travelling by boat, it's a thoroughfare – it cuts one person off while granting freedom to another. The Rhine flows through the state for 295 kilometres. It is a transport route that connects countries and has long been a facilitator of trade and cultural exchange, a connection that has enabled people to think big and given them room to dream.

We look forward to discovering an important part of German culture together with you.

**Achim Stejskal**

Head of Porsche Heritage and Museum

## MEDIA ENQUIRIES



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