

The Porsche 550 Spyder: reimagined by Hedley Studios

15/09/2026 The Porsche 550 Spyder was developed specifically for racing and made motorsport history in 1954. With a class victory and an impressive third-place finish overall at the Carrera Panamericana, the lightweight mid-engined sports car successfully held its own against competitors with significantly larger engine capacities. To mark 75 Years of Porsche Motorsport, Hedley Studios has reimagined this racing legend, creating the Porsche 550 J, an exclusive collector's item.

A partnership born of a shared vision

The partnership between Hedley Studios and Porsche is based on a shared philosophy: combining traditional craftsmanship with modern technology. Both brands stand for precision, exclusivity and the ambition to create products that are both emotionally inspiring and functionally exceptional.

“The Porsche 550 Spyder is far more than a legendary sports car. It embodies the pioneering spirit, innovative strength and passion that have defined Porsche from the brand's earliest days to the

present," says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. "The Porsche 550 J celebrates this unique heritage and brings the story of one of the most significant sports cars in our company's history back to life in a contemporary and inspiring way."

An icon of motorsport history

The Porsche 550 Spyder ranks among the most significant racing cars in the brand's history. At the 1954 Carrera Panamericana, one of the most demanding road races of its era, factory drivers Hans Herrmann and Jaroslav Juhan competed in two Porsche 550 Spyder models. Over the race's full 3,077-kilometre distance, the two drivers engaged in a thrilling battle. After five days of racing, Herrmann prevailed by a margin of just 36 seconds. The two cars outperformed numerous far more powerful rivals, securing third and fourth places overall while also winning their class. In recognition of this achievement, the 'Carrera' designation has since been used for numerous particularly sporty Porsche models.

The Porsche 550 J is limited to 250 examples

The Porsche 550 J ('J' being for 'Junior') is an officially licensed reimagination of the original, handcrafted by Hedley Studios. During the development process, Porsche provided the Hedley Studios team with extensive access to the Porsche corporate archives and supported them with guidance throughout the project.

Measuring approximately 2.9 metres long and 1.2 metres wide, the vehicle is around 80 per cent of the size of the original car and accommodates up to two people. The 550 J is powered by a fully electric 48-volt drivetrain producing approximately 8 kW in standard specification and up to 16 kW with the RS Package. Top speed is approximately 80 km/h. As an extraordinary tribute to one of Porsche's most iconic sports cars, the Porsche 550 J by Hedley Studios is aimed at collectors and design enthusiasts. This exclusive collector's item is not road legal.

"The Porsche 550 Spyder marked a milestone in the company's history as it was the first Porsche developed specifically for motorsport; a car capable of competing with and beating the best in the world," says Ben Hedley, Founder of Hedley Studios. "It was not only fast, but also lightweight, driver-focused and characterised by a remarkably clear and honest design language. With the Porsche 550 J, we wanted to preserve that spirit while making it relevant for a new generation."

Extensive personalisation options

The Porsche 550 J is available in a wide range of striking paint finishes, from classic Porsche Silver to expressive heritage-inspired designs in blue, white, yellow and red. For customers seeking a truly individual creation, the Bespoke programme offers near-limitless possibilities.

From a curated selection of historic and contemporary colours to motorsport-inspired liveries, virtually every detail can be configured to individual preferences. Each vehicle is meticulously handcrafted at Hedley Studios in Bicester, in the UK. The Porsche 550 J is available to order now through Hedley Studios. For further information, please visit 550j.com.

MEDIA ENQUIRIES



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