

Porsche Saudi Arabia unveils the Sonderwunsch 911 Targa 'green roof 2.0'

05/08/2026 Porsche Saudi Arabia has unveiled the Sonderwunsch 911 Targa 'green roof 2.0', a bespoke creation developed through the Sonderwunsch programme, showcasing the exceptional possibilities of Porsche individualisation while celebrating the rich heritage, architecture and natural landscapes of the Kingdom of Saudi Arabia.

Saudi Arabia |Created in close collaboration between the Sonderwunsch specialists in Zuffenhausen and representatives from SAMACO Motors, the official importer of Porsche in Saudi Arabia, the project reflects a shared vision of craftsmanship, individuality and cultural expression. Inspired by the Kingdom's enduring traditions and iconic landscapes, the project transforms the legendary 911 Targa into a unique interpretation that celebrates timeless design through meticulous attention to detail.

At the heart of the project is the distinctive green roof concept, a contemporary interpretation of the signature Targa roof that defines the character of the vehicles. The bespoke design language draws

inspiration from the colours and textures of Saudi Arabia, creating a harmonious balance between exterior and interior while reflecting the philosophy of the Sonderwunsch programme: transforming individual ideas into extraordinary automobiles.

The exterior showcases exclusive Paint to Sample finishes including Fish Silver Grey Metallic, Malachite Green Metallic, Verde Zeltweg Metallic and Dark Olive Metallic, each paired with the signature green Targa roof. Bespoke details such as LED courtesy lights featuring the Sonderwunsch logo and 20/21-inch Carrera GTS wheels finished in black, with finelines and rim edges painted to match each car's exterior colour further emphasise the vehicle's distinctive identity.

Inside, each vehicle's cabin reflects the same level of craftsmanship through its own bespoke interior theme, complementing its exterior finish: the Fish Silver Grey car in Noto Green leather, the Malachite Green car in Cohiba Brown leather, the Verde Zeltweg car in black leather with Noto Green accents, and the Dark Olive car in Nightgreen leather with tartan fabric inserts. The common thread across all four cars is the signature green Targa roof, a motif that takes pride of place inside in the embroidered 'Green Roof Targa' headrests and an extensive selection of bespoke leather, Race-Tex and painted interior elements.

Photographed against the historic backdrop of Bab Samhan, Diriyah, the Sonderwunsch 911 Targa 'green roof 2.0' creates a dialogue between contemporary automotive craftsmanship and one of Saudi Arabia's most celebrated cultural landmarks. The setting reinforces the project's central theme, where heritage, innovation and exceptional design come together in a uniquely Porsche expression.

The Sonderwunsch programme represents the pinnacle of Porsche personalisation, enabling customers to collaborate directly with Porsche designers and craftspeople to realise truly individual vehicles. The Sonderwunsch 911 Targa 'green roof 2.0' stands as a testament to this philosophy, celebrating craftsmanship, exclusivity and the enduring connection between Porsche and Saudi Arabia.

Sonderwunsch design highlights

Exterior:

- Green Targa roof as the defining design signature.
- Bespoke exterior Paint to Sample finishes are applied in Fish Silver Grey Metallic, Malachite Green Metallic, Verde Zeltweg Metallic and Dark Olive Metallic.
- LED courtesy lights featuring the Sonderwunsch logo.
- 20/21-inch Carrera GTS wheels are finished in black, with the finelines and rim edges painted to match each car's exterior colour.

Interior:

- Personalised sport seats with bespoke upholstery.
- Each with a unique interior: Noto Green, Cohiba Brown, Black with Noto Green accents, and Nightgreen with tartan inserts
- Embroidered 'Green Roof Targa' headrests.
- Bespoke leather, Race-Tex and painted interior elements throughout the cabin.
- Personalised steering wheel, illuminated door sill guards, gear selector and bespoke trim pieces, with tailored floor mats on selected cars Tailored centre console with exclusive stitching and colour accents, and further bespoke details such as a personalised dashboard, door panels, knee pads and key pouch on individual cars.

The project builds on Porsche Saudi Arabia's original 911 Targa 'green roof' concept, first introduced in 2023 as a one-off commission inspired by the Kingdom's landscapes and cultural identity. The original car, featuring a distinctive green Targa roof, became an award-winning campaign for Porsche Saudi Arabia. This latest interpretation expands the concept through four bespoke Sonderwunsch commissions.

Learn more about the original 911 Targa 'green roof' project:
https://www.arabnews.com/node/2432296/corporate-news

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