

Transaxle: An era in motion

27/03/2026 "Forever Young. Celebrating Transaxle" – Porsche Heritage and Museum modernize the transaxle era with a pop-up format. Curator Iris Haker explains the idea behind the project and reveals what she likes most about the 924.

You're using alternating pop-up exhibitions to celebrate the transaxle anniversary. What's the idea behind this format?

Iris Haker:A rigid museum installation would be the wrong format for the transaxle. The vehicles themselves are approachable, suitable for everyday life, and full of bold engineering. In an effort to tell this story in an unconventional way – just as the models were originally conceived – we've opted for changing exhibitions that are full of surprises and a whole lot of fun. That's how you keep the transaxle concept alive.

Where will people be able to see "Forever Young. Celebrating Transaxle"?

Haker: The exhibition kicks off at the Porsche Museum in April. And visitors to the Porsche Tennis Grand Prix will also be able to get a taste of the transaxle year. The tournament's first car prize was a 924 in

1978. But there will be additional pop-ups at the museum and at international events. And to keep the suspense going, we'll only announce them shortly before on social media and the Porsche Museum website.

How would you describe your work as a curator in this project?

Haker:I transform the topic into a story – in terms of content and space. I do research, visit the collection, and examine the vehicles very closely. Details, proportions, interior, sounds, smells, and effect ultimately lead to core areas of focus, mood boards, and a concept encompassing text, space, sound, and graphics. And then it's about filtering everything and working with strong partners to create an exhibition in which everything flows together.

You bring together technology, design, motorsport, and zeitgeist. How do you make all of that accessible to a wide audience?

Haker: My studies in art history help. I think in terms of contexts and zeitgeist. For me, the transaxle represents technology, design, and a sense of time – all at once. With their optimism, eagerness to experiment, and pop culture, the 1980s play a key role. The 928 was ahead of its time both technologically and in terms of design, which makes it look and feel like science fiction. A modern interpretation is essential to making it accessible today.

You actually drive a 924 S. Is there anything about your car that makes it stand out?

Haker: You can feel the transaxle character in the driving experience and in small mechanical moments. The interior is dominated by the tall central tunnel. There's something about the low sitting position that feels sporty. And the pop-up headlights, of course. It's always a treat to turn them on. And open the rear glass window. The sense of absolute coolness at the touch of a button. The rear combines technology and a passion for design.

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Text: Christiane Rahmes
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Astrid Böttinger

Spokesperson Heritage and Porsche Museum
+49 (0) 170 / 911 2065
astrid.boettinger@porsche.de

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