Porsche at Fuori Concorso: Sonderwunsch at Lake Como

30/04/2026 Since its launch in 2019, Fuori Concorso has become a firm fixture on the international automotive calendar. Curated by Guglielmo Miani, the event blends car culture, design and craftsmanship against a backdrop of historic villas along Lake Como. Porsche has made several appearances at the event in recent years.

At the heart of Porsche's appearances on Lake Como is the brand's long-standing commitment to individualisation. In 2022, Fuori Concorso hosted its first dedicated display of Porsche one-offs and limited-edition cars from Zuffenhausen. The standout was the 911 Sport Classic, limited to 1,250 units and crafted by Porsche Exclusive Manufaktur. The exhibition made clear just how deep individualisation is rooted at Porsche: as a craft; as a creative mindset; and as a bridge between past and present.

One-offs, prototypes and concept cars

A year later, Porsche created an open-air exhibition by the lake as part of its 75th anniversary

celebrations. Rare prototypes and concept cars from the Porsche Museum were brought out into the open. This was heritage, not behind glass but placed directly into the cultural landscape of Lake Como. A crowd-pleasing moment came when Mark Webber took the wheel of a Porsche 911 GT1 for a demonstration run, underscoring the enduring relevance of iconic racing cars at Fuori Concorso.

In 2024, the spotlight again fell on Sonderwunsch. A 911 Turbo S showcased factory individualisation at its most impressive: Chromaflair paint, thoughtful interior details and subtle nods to Porsche history. The event's theme, 'British Racing Green', highlighted a colour that has long been part of Porsche's Paint to Sample universe.

Fuori Concorso 2026

For Guglielmo Miani, the essence of Fuori Concorso is not merely to display cars, but to tell their stories. This approach unfolds in a variety of forms at Lake Como – including selected contributions from Porsche to showcase the full spectrum of its Sonderwunsch and Exclusive Manufaktur offerings.

In keeping with this year's motto, 'KraftMeister', Porsche will present a curated selection of current Factory Commission projects as well as the new 911 GT3 S/C on May 16 and 17. Each creation demonstrates how bespoke craftsmanship shapes the brand and can turn a customer's vision into a one-of-a-kind Porsche.

MEDIA ENQUIRIES

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Consumption data

911 Turbo S (Predecessor model)

911 Turbo S (WLTP)*: Fuel consumption combined: 11.8 – 11.5 l/100 km; CO_2 emissions combined: 266 – 261 g/km; CO_2 class: G

911 GT3 S/C (WLTP)*: Fuel consumption combined: 13.7 l/100 km; CO_2 emissions combined: 310 g/km; CO_2 class: G

*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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