

Porsche New Zealand marks 50 years with Sonderwunsch 911 GT3 Touring.

13/08/2026 Porsche New Zealand marks 50 years in the country in 2026 with the first commemorative Porsche developed exclusively for the local market, created in collaboration with the Sonderwunsch department – the pinnacle of Porsche's individualisation offering.

Porsche New Zealand is marking 50 years in Aotearoa in 2026, celebrating five decades of Porsche sports cars, customers and enthusiasts in New Zealand. The highlight of this celebration is the first commemorative Porsche created specifically for the New Zealand market by the Sonderwunsch department. The special anniversary model is based on the 911 GT3 with Touring Package from the latest 992.2 generation.

Each car is finished in Paint to Sample Yachting Blue Metallic and carries bespoke exterior and interior details, and the signature of the late Sir Colin Giltrap, whose passion for Porsche laid the foundation for the marque's presence in New Zealand.

A car built for New Zealand

For its golden jubilee, Porsche New Zealand wanted to create a car that could only have come from New Zealand; one that reflected the country's roads, its culture and the people who shaped the marque's success over five decades.

The result is the 911 GT3 50 Years Porsche New Zealand anniversary special. Each of the five identical examples is representing a decade since the first Porsche sports cars arrived in the country. They are based on the latest generation 911 GT3 with Touring Package and developed in collaboration with the Sonderwunsch department in Zuffenhausen, Stuttgart.

In a country renowned for its winding coastal roads, mountain passes and picturesque driving scenes, Porsche New Zealand deliberately chose the wingless GT3 to place the focus squarely on the driving experience. A six-speed manual transmission and an atmospheric flat-six engine was the perfect starting point to create a car designed to celebrate every kilometre of every journey – with no regard for the actual destination.

An island nation with sailing in its blood then asked for a colour to match. The anniversary special is finished in Paint to Sample Yachting Blue Metallic, a reference both to New Zealand's rich sailing heritage, and to the first Porsche imported into the country which was Blue. The exterior mirrors, front air intakes and bespoke wheel details are finished to complement the exterior body colour.

Even more personal details can be found inside. Each of the five cars carries the etched signature of Sir Colin Giltrap on the passenger-side dashboard inlay, honouring the man whose enthusiasm, vision and lifelong commitment to motorsport established Porsche in New Zealand and helped shape generations of drivers and enthusiasts.

Further bespoke Sonderwunsch elements include woven blue Pepita cloth seat inserts and “50 Years Porsche New Zealand” anniversary embossing on the headrests and throughout the cabin, creating a car that is as individual as the market it celebrates.

Availability and pricing

The 911 GT3 50 Years Porsche New Zealand anniversary special is limited to just five examples worldwide, all allocated to the New Zealand market. The anniversary model is priced from NZ$584,000*.

Prospective customers are invited to register their interest through their preferred Porsche Centre. Deliveries are expected to commence following the anniversary celebrations in Auckland this September.

The anniversary will be celebrated publicly in Auckland, where Porsche owners are set to gather at the Sir Colin Giltrap Raceway before driving in convoy to the Viaduct Events Centre, where their cars will be displayed as part of the celebration.

The program will include the public unveiling of the commemorative anniversary 911 and a Porsche 917 'Kurzheck', specially flown to New Zealand from the Porsche Museum in Zuffenhausen, Stuttgart, for the occasion.

**Prices are recommended retail prices before statutory on-road and dealer delivery charges. All prices shown are based on a standard specification vehicle with no optional equipment (unless otherwise selected). Final prices may vary from dealer to dealer and according to individual circumstances. Prices are subject to change without notice.*

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Image Sublines

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