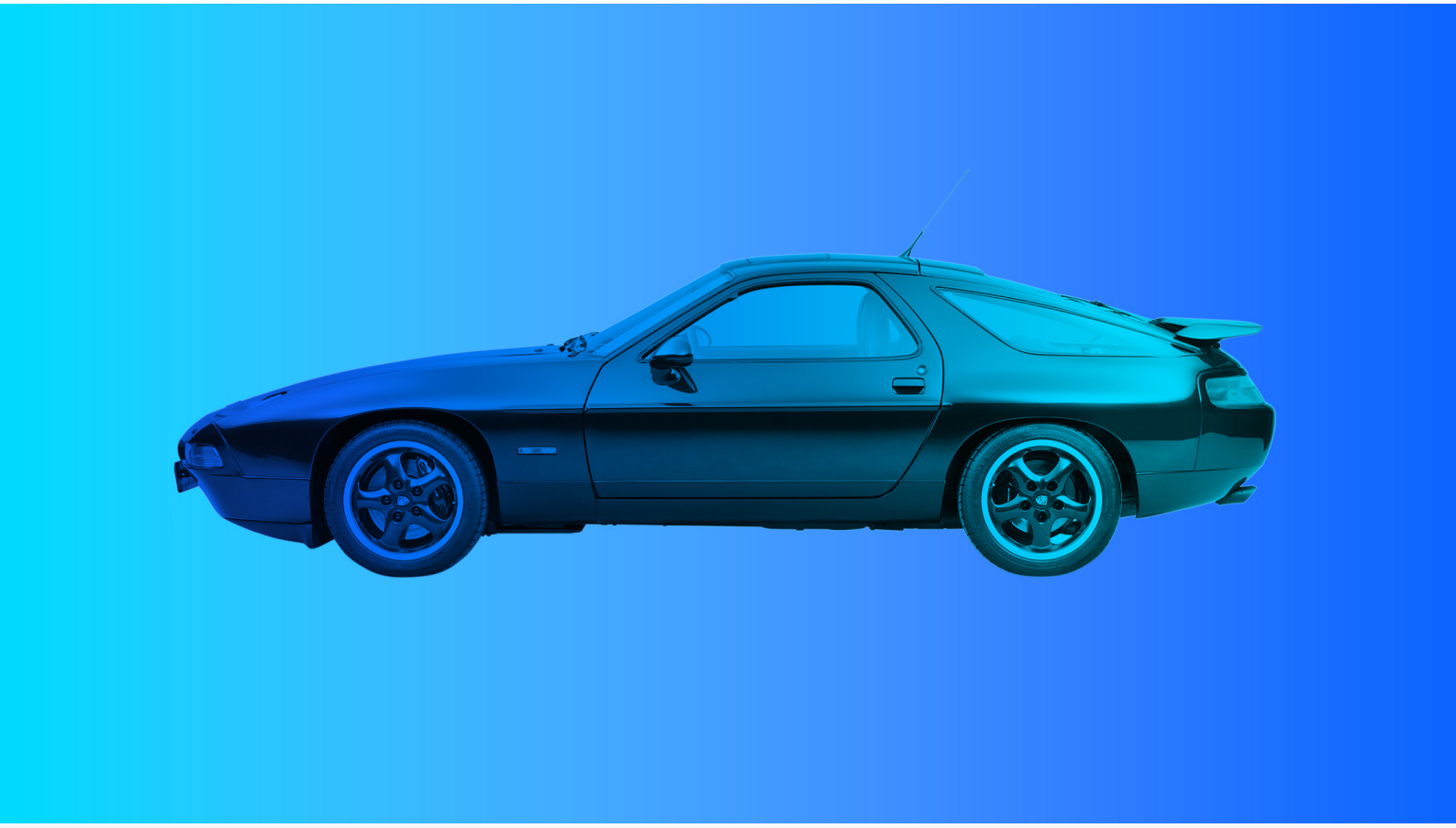

The Porsche 928

27/07/2026

“The new big sports car from Porsche” was the motto of the 928’s premiere at the Geneva auto show in March 1977. By this time Porsche had determined that the 911 had reached the end of its development potential after 13 years of production, and the 928 was intended to replace it as a third series. As a Gran Turismo and luxury sports car with much more comfort and luggage space, the 928 series went in an entirely new direction. Technologically, the 928 also differed fundamentally from the 911, with transaxle, water-cooled eight-cylinder aluminium engine, and aluminium chassis with Weissach passive steering rear axle. These were the most important new features that put the Porsche 928 on the road as the leading sports car of the future. In 1978 it won the “Car of the Year” accolade, the only sports car ever so honoured. Through 1995 a total of 61,056 of the series were built in different versions.

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