



## Press Release

### **FuoriConcorso Open Museum celebrates 75 Years of Porsche sports cars at Lake Como**

#### **The kermesse returns to Lake Como on 20 and 21 May**

**Milan, April 27th, 2023** - This year's FuoriConcorso Open Museum event at Lake Como will be dedicated to the 75th anniversary of Porsche sports cars. Taking place on 20th and 21st of May, the open-air solo exhibition will bring together some of Porsche's most iconic road and race cars in the spectacular lakeside estate of Villa Olmo.

#### **Porsche – Driven by Dreams since 75 Years**

In 1948, together with his team Ferry Porsche had realized his personal desire for a small, light and fast sports car with the 356 "No. 1" Roadster. It was the first Porsche sports car to bear the Porsche name, giving rise to the brand. Since then, the brand's history has been driven by dreams. Later, Porsche's racing division surpassed its wildest imaginations with game-changing victories at the Targa Florio and in Le Mans, while Porsche Exklusive helped its clients to realize their personal dreams with the Sonderwunsch tailor-made programme. 75 years of Porsche stand for pioneering spirit, passion and dreams. So what would be a better location to celebrate this milestone anniversary than the dreamlike setting of Northern Italy in early summer?

After last year's FuoriConcorso Sonderwunsch exhibition celebrated Porsche Exclusive's most exciting creations, the brand returns to Lake Como to celebrate their big anniversary with an unparalleled solo exhibition for the public at this year's FuoriConcorso Open Museum show. And while spectators can only marvel at Porsche's most mythical creatures inside the holy halls of the Porsche Museum in Zuffenhausen, Porsche is now bringing a selection of its finest classic sports and racing cars to the impressive, neoclassical lakeside estate of Villa Olmo.

#### **Celebrating car culture at FuoriConcorso**

FuoriConcorso is a revolutionary event series and community that brings together likeminded car enthusiasts at some of the world's most iconic and luxurious destinations. The exclusive events and rallies aim to enrich the automotive knowledge of their participants while offering once-in-a-lifetime experiences and a taste of the famous Italian way of life. Since its launch in 2019, FuoriConcorso has been praised by tastemakers and media as one of the world's freshest, most exciting and most talked-about automotive events.

Every year in late May, and coinciding with the renowned Concorso d'Eleganza Villa d'Este, FuoriConcorso is celebrating another highlight of classic and contemporary car culture with a monothematical exhibition at Villa del Grumello and Villa Sucota, two glamorous garden estates overlooking Lake Como and the surrounding mountains. Since 2022, the event format has been extended to a third outstanding location with FuoriConcorso Open Museum. Every year, this special open-air exhibition hosts another world-class car museum, a foundation or a collection in the lakeshore estate of Villa Olmo. Realized in partnership with the community of Como, FuoriConcorso Open Museum is open to the public all weekend on 20th and 21st of May 2023.

#### **A dream come true**

*"I have a very special place in my heart for Porsche sports cars, so I am delighted that Porsche will celebrate its 75th anniversary at this year's FuoriConcorso Open Museum", says **Guglielmo Miani, President of the Milanese luxury brand Larusmiani and founder of the FuoriConcorso event series.** "Villa Olmo with its wonderful waterfront park and unparalleled view of Lake Como provides the perfect setting for displaying some of the most exciting Porsche cars from the last 75 years. After we have managed to bring together some of the rarest handmade and bespoke Porsche sports cars at last year's FuoriConcorso Sonderwunsch, this exhibition at FuoriConcorso Open Museum is a dream come true."*

*"We are delighted to support this exceptional event, with our first open-air exhibition worldwide to mark 75 years of Porsche sports cars", says **Achim Stejskal, Head of Porsche Heritage and Museum at Porsche***



**AG.** *"This year is a very special one for us. The fulfillment of a dream is the beginning of the Porsche success story. Together with his team, Ferry Porsche realized his dream of a sports car in 1948, laying the foundation for precisely what makes the Porsche legend what it is today," says Stejskal. "We are not only bringing an exciting assortment of historic sports cars to FuoriConcorso but also so-called dreamer stories. This incredible atmosphere is the ideal setting for introducing the fans to people who helped writing the success story of our brand with their dreams and ventures."*

Stay tuned for all the information on FuoriConcorso 2023.

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#### **"FuoriConcorso"**

*FuoriConcorso is an exciting format that creates memorable events, enriching and bonding car enthusiasts from all over the world. Visit our Instagram profile @fuoriconcorso (<https://www.instagram.com/fuoriconcorso/?hl=it>) to follow the event live and our website [www.fuoriconcorso.org](http://www.fuoriconcorso.org).*

#### **Porsche Exclusive Manufaktur**

*A sports car as individual as your own fingerprint, as unmistakable as your own lifestyle: in an interplay of craftsmanship and attention to detail, Porsche Exclusive Manufaktur creates extremely personal customer vehicles. Highly qualified employees with decades of expertise devote their full attention to every detail and enhance it through hand craftsmanship. The experts can draw on a wide range of visual and technical customisation options for the exterior and interior. The highest standards are fulfilled with respect to material and finishing.*

*Alongside the individual customer vehicles, Porsche Exclusive Manufaktur also produces limited small series and editions. Here, high-quality materials are combined with modern production technologies to create a harmonious overall concept. Porsche Centres provide advice on the range and possibilities offered by Porsche Exclusive Manufaktur as the first point of contact alongside the online Car Configurator. Around 100 Exclusive Manufaktur partners are available to customers all over the world to help fulfil particularly individual wishes. These are Porsche Centres that are specially equipped and trained to provide advice on the Exclusive Manufaktur product range. In addition, advice is available for all models at the heart of the brand in Stuttgart-Zuffenhausen, in cooperation with the Porsche Centre and on the basis of a commission number. The main plant specialises in individual paint finishes: Werk 1 has the largest collection of Porsche colour samples and sample vehicles painted in Paint to Sample.*