Porsche New Zealand celebrates 50 years with landmark anniversary weekend in Auckland

30/09/2026 Porsche New Zealand recently marked 50 years of Porsche passion in Aotearoa with a two-day celebration in Auckland on 19 and 20 September. The anniversary weekend combined a gala dinner with the reveal of the 911 GT3 anniversary special, the first New Zealand appearance of a Porsche 917 KH from the Porsche Museum, and Porsche parade that brought Porsche sports cars together in the city, culminating in a display of more than 250 vehicles.

Porsche New Zealand has celebrated half a century in the country with an anniversary weekend dedicated to the sports cars and people that have shaped the marque's local history.

An evening with Porsche icons

The festivities began with a Saturday evening gala that brought together key members of the Porsche

New Zealand network, including dealer representatives and longstanding partners, at the Viaduct Events Centre, with sports cars spanning different eras of Porsche history on display throughout the evening.

The evening began with a welcome from Greg Clarke, General Manager of Porsche New Zealand, followed by remarks from Ragnar Schulte, Chief Executive Officer of Porsche Asia Pacific. Matthias Becker, Member of the Executive Board for Sales and Marketing at Porsche AG, addressed guests in a video message, while Richard Giltrap reflected on his family's long-standing association with Porsche in New Zealand.

New Zealand's connection with international motorsport was also well-represented during the evening. Owen Evans, Marco Giltrap and Fabian Coulthard took part in a panel discussion, while Le Mans winners Earl Bamber and Brendon Hartley contributed congratulatory video messages.

"New Zealand has developed a strong and distinctive Porsche community, shaped by a shared enthusiasm for sports cars, motorsport and driving. The anniversary weekend provided an opportunity to celebrate this history while looking ahead to the next chapter for Porsche in the country," said Ragnar Schulte, Chief Executive Officer of Porsche Asia Pacific.

Anniversary car revealed

The gala evening was highlighted by the reveal of the 911 GT3 50 Years Porsche New Zealand anniversary special. Developed in collaboration with the Porsche Sonderwunsch department, the collection comprises five identical sports cars, with one representing each decade of Porsche in New Zealand.

The anniversary model is finished in Paint to Sample Yachting Blue Metallic and features the etched signature of the late Sir Colin Giltrap, whose commitment played an important role in establishing Porsche in New Zealand.

Also present was a Porsche 917 KH, brought to New Zealand from the Porsche Museum for the occasion and presented in the country for the first time. The 'Kurzheck' or short-tail 917 was run by UK-based race team JWA in its iconic light blue and orange 'Gulf Oil' livery, and won the 1971 running of the Spa 1,000 km. Weighing just 800 kilograms and producing 630 PS, the car has been part of the Porsche Museum Collection since 2009.

More than 230 Porsche sports cars take to the road

On Sunday morning, more than 230 Porsche sports cars assembled at Sir Colin Giltrap Raceway for a convoy drive into central Auckland. The convoy brought together Porsche sports cars from across different generations, reflecting the breadth of the local owner community and its shared enthusiasm

for driving.

Anniversary celebration opens to the public

The celebrations continued with a public exhibition at the Viaduct Events Centre. More than 250 Porsche sports cars were displayed around the waterfront precinct, ranging from a 1959 Porsche 356 to current models.

The display also included close to 30 examples of the 911 GT3, a selection of 718 Cayman GT4 models and two 911 GT2 RS sports cars.

Inside the venue, well over 6,000 visitors were able to view the Porsche 917 KH, the six cars representing different decades of the anniversary history exhibition and the 911 GT3 50 Years Porsche New Zealand anniversary model. A Porsche Lifestyle pop-up store and a dedicated hospitality area for owners and invited guests complemented the public programme.

MEDIA ENQUIRIES

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Consumption data

Cayenne Electric (WLTP)*: Electrical consumption combined: 22.0 – 19.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan Turbo S Sport Turismo (WLTP)*: Electrical consumption combined: 20.9 – 18.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

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).

Image Sublines

Path: media/Images/img_1.jpg
Title: Porsche New Zealand 50 Years Anniversary, Porsche 917 KH, 2026, Porsche Asia Pacific
Subline: The iconic Porsche 917 captured in Auckland

Path: media/Images/img_2.jpg
Title: Porsche New Zealand 50 Years Anniversary, 2026, Porsche Asia Pacific
Subline: More than 230 Porsche sports cars drive in convoy to Auckland Viaduct

Path: media/Images/img_3.jpg
Title: Porsche New Zealand 50 Years Anniversary, 2026, Porsche Asia Pacific
Subline: 6,000 people converge in Auckland to celebrate 50 years of Porsche New Zealand

Link Collection

Link to this article
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Media Package
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