

The First Forty Years of the 911

This is how Ferry Porsche thought of it: “The 911 is the only car you can drive from an African safari to Le Mans, then to the theater, and finally through the streets of New York.” The milestones of its history bear this out.



1963 ...

At the IAA in Frankfurt the 911 is presented as the **Model 901** (top left). Extremely successful with about 78,000 units sold, this successor to the Model 356 has been designed by Ferdinand Alexander Porsche, the oldest son of CEO Ferry Porsche. Compared to the 356, the 901 provides a roomier interior, improved driving comfort and a six-cylinder engine in place of the four-cylinder version. Unchanged: the air-cooled, rear-mounted boxer engine configuration.

1964

The **911** goes into production under its new name (*also see page 66*). Initial sticker price: DM 21,900. Power output: **130 horsepower**, Top speed: **210 km/h (130 mph)**.

1965

The demand for a lower priced Porsche results in the **Model 912**, essentially a 911 powered by a 90-horsepower four-cylinder engine derived from the 356. Its also has fewer standard features than the 911. The sticker price is DM 16,250. In early September the **Targa** is introduced, a new body style with a fixed roll bar, removable roof panel and (initially) foldable rear window. In the first entry of the 911 into motorsport, Porsche employees Herbert Linge and Peter Falk place fifth in the **Rallye Monte Carlo**.

1966

On September 21, the 100,000th Porsche is delivered, a 912 for police use. The 2.0-liter six-cylinder engine is the first to be given a power increase: The 911 S now develops 160 horsepower and has a top speed of 225 km/h (140 mph). What's more, the suspension has been improved with front and rear stabilizers, and the car features forged alloy wheels with different rim widths. These wheels were developed by the Porsche Styling Studio and manufactured by Fuchs. To this day, the **Fuchs Rim** enjoys a unique reputation as the most distinctive of all Porsche wheels.



1967

Priced at just under DM 20,000, the **911 T** is introduced for the 1968 model year and soon replaces the 912. Its six-cylinder engine generates 110 horsepower and the stabilizer bars have been omitted. This is the first car in which the **Sportomatic** is available, a semi-automatic four-speed transmission with fluid torque converter and a clutch that's electrically actuated when the driver exerts a force on the gearshift lever. The Sportomatic will remain available until 1980. Another addition to the 911 family is the **911 L** with 130 horsepower and the same standard features as the 911 S.

1968

The wheelbase in all 911 models is increased from 2,211 (87.0 in.) to 2,268 millimeters (89.3 in.). The Targa is equipped with a fixed glass rear window.

1969

Displacement is increased to **2,195 cc** for the new model year. The output of the 911 models T (Touring), E (*Einspritzer*—"injector") and S (Super) increases to 125, 155 and 180 horsepower, respectively.

1970

A 911 wins the **Rallye Monte Carlo** for the third time in a row, powered by a 230-horsepower engine. Also built in this year is the lightest 911 ever for road use—at 789 kg (1,740 lb.).

1971

Another increase in displacement, this time to **2,341 cc**. The power of the three 911 models—T, E and S—is increased to 130, 165 and 190 horsepower, respectively. An important new feature: All engines are compatible with regular gasoline, a result of the increasingly stringent exhaust emission regulations in key markets.

1972

For the first time the 911 is allowed to bear the **Carrera logo**. The name derives from the Carrera Panamericana, a road race held in Mexico during the 1950s. Equipped with a 210-horsepower engine, the 911 Carrera RS 2.7 becomes Germany's fastest road car with a top speed of 245 km/h (152 mph). A distinguishing feature: its **"ducktail" rear spoiler**.

... 1973

The other 911 engines are now also increased to **2.7 liters** displacement. The Carrera RS is modified for motorsport and wins the Daytona Twenty-Four Hours and the Twelve-Hour Race at Sebring (both in the USA) as the RSR.





The First Forty Years...

1974 ...

Porsche introduces the world's first production sports car with an exhaust-driven turbocharger, the 911 Turbo, whose engine delivers 260 horsepower). The **RSR** is also turbo-equipped, which boosts its engine to 500 horsepower.

1975

As one result of the Porsche **Car Life Extension Project**, the company is the industry's first to use sheet steel hot-dip galvanized coated on both sides for the body. A six-year warranty is issued against rust-through, and is extended to ten years in 1985. The Turbo is introduced to the US market for 1976, with 234 horsepower.

1977

On June 3, a 911 S 2.7 rolls out of the factory: It's the **250,000th Porsche** since production began in 1948. Porsche excels with superior fuel economy. The Bosch K-Jetronic reduces fuel consumption in the 911 SC (3.0 liters/180 hp) by seventeen percent compared to the previous model. The 911 Turbo 3.3 delivers 300 horsepower (265 hp in the USA).

1978

The most powerful 911 is created: The **Moby Dick**, a 1978 racing sports car, has a turbocharged 3.2-liter, six-cylinder engine with four overhead camshafts that delivers **845 horsepower**.

1979

The US version of the 911 is the first high-performance sports car to be equipped with a catalytic converter with oxygen sensors.



1982

The 911 is available as a **Cabriolet** for the first time.

1983

With the Bosch Motronic, the power of the 3.2-liter 911 reaches **231 horsepower**.

1984

The 911 **SC 4x4** wins the Paris–Dakar Rally.

1985

The **959** is introduced, a kind of "Super 911" with cutting-edge technology including an electronically controlled all-wheel drive and twin sequential turbocharging. Porsche also introduces catalytic converter technology in Germany.

1986

A special version of the 959 wins the most challenging **Paris–Dakar Rally** ever, over a distance of 13,800 kilometers (8,575 miles).

1987

The **911 Speedster** is introduced at the IAA. 2,100 units are built in a special production series.

1988

At the company's **twenty-fifth anniversary**, Porsche presents the 911 Carrera 4, in which eighty-five percent of all parts are newly developed. The in-house designation of the model series is **964**. This is the first time Porsche markets all-wheel drive to a broad market segment. The air-cooled six-cylinder engine has a displacement of 3.6 liters and delivers 250 hp.

... 1989

In this year of Professor Ferdinand "Ferry" Porsche's eightieth birthday, the new Carrera is available as a two-wheel drive model. Also new is the **Tiptronic** automatic transmission, which lets the driver shift gears automatically or manually.

