



The iconic cult colors are back



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Amsterdam, 12.09.2022.

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Sternrubin is a striking non-metallic paint color that really looks more pink than red. Porsche introduced this shade in 1991, as an absolute counterpart to 'lease grey', which many considered too boring at the time. Instead of standard paint colors, the brand offered exotic colors for those who dared to stick their heads above the mowing field, such as the distinct Maritim blue, Mint green and Sternrubin. They were quite aptly labeled by critics as 'the lipstick colors'.

Cult status

Over time, the bold colors were ordered less often and customers returned to more conservative hues. But now the iconic popping shades enjoy cult status among Porsche fans and the demand for individually painted Porsches has increased sharply. A 911 in Mint Green? A Taycan in Sternrubin – as in the pictures? No problem: Last year, **Porsche Exclusive Manufaktur** expanded the range of special paint colors for all model series, focusing on typical Porsche colors from the history of the sports car manufacturer.

Miscellaneous

With the "Paint To Sample" and "Paint To Sample Plus" options, Porsche has expanded the extensive range of both standard and special colors for all model series by more than 160 shades. The PTS range is very diverse and depends on the model series and where the car is built – Stuttgart-Zuffenhausen or Leipzig. There are over a hundred additional

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Pink tutu

Admittedly: with your car sprayed in Sternrubin you stand out more than an elephant in a pink tutu on stiletto heels in Kalverstraat. Wherever you are: with a car painted in this color you will not go unnoticed. "You only get thumbs up," says the owner of the classic 964 from 1990. He visited Porsche Center Amsterdam to look at a Boxster Spyder and was surprised by the 2022 Taycan Turbo S Sport Turismo, the first Dutch Taycan in this iconic cult colour. Naturally, that unique image had to be captured; You don't often see such a colorful set.

