

20 years of the Cayenne: The 'third Porsche' - an extraordinary success story

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Ferry Porsche predicted it back in 1989: "If we build an off-road model according to our standards of quality, and it has a Porsche crest on the front, people will buy it." He would go on to be proved right. Since 2002, the Cayenne has been one of the mainstays of the car manufacturer's global success.

Source: <https://newsroom.porsche.com/e...-success-story-28443.html>