

The first of its kind: how Porsche made the Cayenne really fast

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An all-terrain vehicle? Until well into the late 1990s, such an eventuality seemed far from appropriate for the Porsche world. “Hardly anyone could imagine that our brand would expand the sports car segment into the SUV realm,” recalls Klaus-Gerhard Wolpert, the first Vice President of the Cayenne model line.

Source: <https://newsroom.porsche.com/en/st-of-its-kind-29092.html>