



First generation - Design and model variants

10/07/2025 With the 911, designer Ferdinand Alexander Porsche created an icon.

With the 911, designer Ferdinand Alexander Porsche created an icon. Characteristic style elements include the distinctive headlight 'tunnels', the flat bonnet between them, the hatchback with a large rear window and the short overhangs. From model year 1969 on, the wheelbase was extended by 57 mm. With the 911 Carrera RS 2.7, Porsche became the first series-production sports car to feature integrated front and rear spoilers. These weren't merely a fashionable accessory, but instead were aerodynamic and technical developments designed to improve aerodynamic downforce and handling in corners.

Model variants

Over the course of production of the first-generation car, Porsche sold the series model variants 912, 911, 911 T, 911 L, 911 E, 911 S and 911 Carrera RS 2.7. Added to them were the specialist

motorsport variants.

MEDIA ENQUIRIES



Astrid Böttinger

Spokesperson Heritage and Porsche Museum
+49 (0) 170 / 911 2065
astrid.boettinger@porsche.de

Link Collection

Link to this article

<https://newsroom.porsche.com/en/press-kits/60-Years-Porsche-911/1.-Generation-Design-und-Modellvarianten.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/d9a0a6eb-36e4-4706-8849-9a8c30b2ef2a.zip>