



THE ART OF PORSCHE

Currently celebrating its thirty-fifth anniversary, TechArt has grown from a niche automotive trimming business into a global powerhouse of Porsche customisation and turnkey vehicle production...

Words **Dan Furr** Photography **TechArt**

Unless you're new to the Porsche scene, TechArt is a name you'll have come across time and again. Founded in Fellbach, Germany, in 1987 by a small team keen to provide owners of premium marque sports cars with custom leatherwork, the company soon narrowed its attention to exclusively cater for Porsches. It also extended its portfolio of products and services to include all aspects of vehicle styling. The launch of a custom body kit for the 928 signalled the direction TechArt was heading in, but

after the decision was made to build completely new TechArt vehicles based on unmarked Porsche chassis (cars assembled using TechArt's own parts and materials, and carrying TechArt-specific vehicle identification numbers, achievable after the German government officially recognised the firm as a manufacturer), the arrival of the bespoke 993 CT3 established the brand as one of the world's leading Porsche sp

TechArt's basic 993 upgrade package consisted of engine, transmission, wheel, brake and aerodynamic improvements, making the last generation of air-cooled 911s faster, quicker and slicker than

when they rolled off the assembly line in Zuffenhausen. For the CT3, however, a reimagined 993 was developed around a supercharged 3.8-litre flat-six producing 462bhp. This was big power for a road car in the mid-1990s and caught the attention of Porsche enthusiasts, many independent tune shops and, of course, Porsche itself.

Following launch of the 986 Boxster, a new generation of marque enthusiasts became switched on to the idea of Porsche personalisation. TechArt — by now occupying premises in Leonberg — released a hugely successful line of power and styling upgrades for the

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Above Tobias Beyer, TechArt's Managing Director, gave us a peek behind the scenes of the Leonberg company, which is currently celebrating its thirty-fifth birthday

mid-engined drop-top accordingly. Even so, the company's now famous GTstreet programme wasn't launched until the turn of the century. "The 996 Turbo changed everything," says TechArt boss, Tobias Beyer. "We looked at what Porsche had produced and immediately realised there was an opportunity to further develop it with more track-oriented aero, making the Turbo a more aggressive and more focused driver's car, but without sacrificing comfort equipment, such as climate control."

ON THE RIGHT FOOT

Despite TechArt's work on Porsche body styling in years previous, the Turbo-based GTstreet was the realisation of the company's first truly functional

aerodynamic package. It proved to be a big hit, giving owners the perfect blend of optimised performance for trackdays and superior comfort for daily driving. The floodgates opened thereafter — among the different 996 offerings produced by TechArt was the

flaps, small wings and lots of carbon-fibre." The 997 GTstreet RS (based, as the name suggests, on the 997 GT2 RS) really shook things up — in May 2008, a GTstreet RS driven by Porsche Supercup stalwart, Jörg Hardt, ran the fastest time at Hockenheim's annual Tuner Grand

Prix. The event record remained unbroken for many years. A few months after Hardt's Hockenheim triumph, the GTstreet RS completed a record-breaking lap of the Sachsenring.

SO GREAT WAS ENTHUSIASM FOR TECHART'S CAYENNE MODIFICATIONS, THEY WENT ON TO BECOME THE COMPANY'S MOST POPULAR PRODUCTS

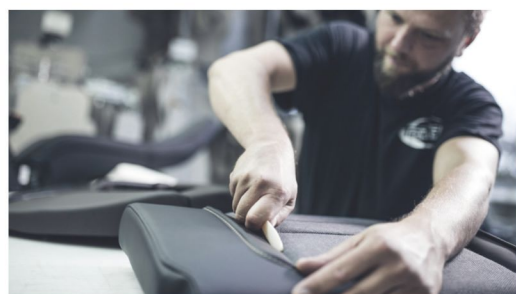
GTstreet S package for the GT2, setting a strong foundation for what was to follow. "We've produced a GTstreet version of every 911 since the 996," Tobias tells us. "The 997 saw us develop the concept further with the GTstreet R, featuring an even more aggressive aero package, complete with Gurney

Leasing German automotive magazine, *Auto Bild*, confirms no other Porsche was faster at the Hohenstein-Ernstthal circuit until 2015.

"Despite our focus on developing 911 tuning and aero packages, we experienced huge demand for our products from Cayenne owners,"



TECH: SPECIALIST



Tobias continues. "In the early days of the Cayenne, in terms of sportscar-like driving characteristics and looks, no other SUV came close. We found ourselves producing and shipping many full TechArt Cayenne aero kits, activity which accounted for a sizeable part of our business."

In fact, so great was enthusiasm for TechArt's Cayenne modifications, they went on to become the company's most popular products, with more than five hundred complete kits being shipped each year. "The Cayenne became the subject of our biggest research and development programme, though we continued our work with the 911, continually refining and further growing our GTstreet range," he adds.

SET THE BENCHMARK

A widebody Boxster package also proved popular, while introduction of the Cayman saw TechArt produce the 987 GTsport, pre-dating the factory GT4 by a decade. "The GTsport was powered by a 3.8-litre flat-six, wore a big rear wing, chunky side skirts and a deep front apron. This car was on the market ten years before Porsche released the similarly configured GT4," says Tobias, proud TechArt was once again ahead of the curve. That said, trying to develop a complete aero and tuning package for every Porsche model — such was TechArt's mission — was

becoming increasingly challenging. "By the mid-2000s, so many niches within the 911 line-up existed beyond Targa, cabriolet and coupe body styles," Tobias remembers. "Where once TechArt was producing a single kit for the 911, we now had up to fifteen different variants to suit different models." With new-to-market sporty SUVs from Porsche's rivals competing for space previously dominated by the Cayenne, however, plus the inevitable migration of some

Cayenne owners to other brands ("they now had choice"), products for the 911 once again became TechArt's most popular output.

Since 2018, the company's attitude toward product development has changed. "We appreciate Porsche owners enjoy design language from many different aspects of life," Tobias tells us. "For this reason, we seek to incorporate influence from beyond the automotive sphere into our work.

Above TechArt's in-house operations mirror those of any major premium car manufacturer, including Porsche

Below TechArt's GTstreet programme began with the 996





Aesthetically, our products are arguably more pronounced as a consequence of this approach, but we never forget the lines of the 911. In every sense, TechArt products are a perfect fit for a Porsche.”

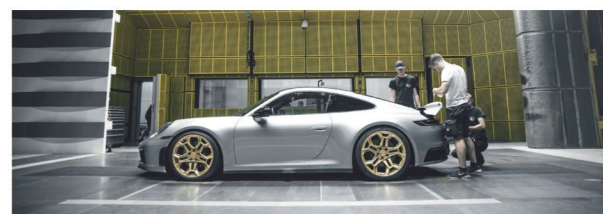
Headcount has grown to sixty-four members of staff, while overseas outposts have been established in the USA, India and Thailand in order to meet demand in local markets. “We’re like a small version of Porsche,” Tobias smiles. “We have every department necessary for vehicle production, whether it’s engineering for chassis development, wheels, exhausts, body styling, aerodynamics, engine tuning, parts production or testing. Naturally, we also have offices for marketing, domestic sales and export functions, plus our leatherwork division, paint shop and carbon-fibre parts manufacturing branch.” Dyno, emissions and impact testing is also carried out at the company’s base, while wind tunnel testing and TUV approval is conducted at off-site locations in and around Stuttgart. A carefully curated network of independent Porsche specialists can supply and install TechArt equipment in countries where Tobias’ team doesn’t

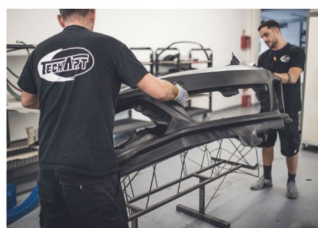
have its own hub of operations. In the UK, for instance, Tech9 and Parr Porsche are TechArt’s official partners.

Unsurprisingly, there’s also space at Leonberg for customer cars to be equipped with TechArt products by the very technicians responsible for their design and manufacturing. Sure, you can order individual components by mail order, but for a full GTstreet R conversion,

you can leave your car with TechArt and allow the team to expertly apply each component. How, you might wonder, does this affect your 911’s factory warranty? TechArt has taken steps to reassure owners by expanding its Protect warranty programme — already proven in Europe — to North and South American sales markets, as well as Asia, Australia and the Middle East.

Above and below
As a registered vehicle manufacturer in Germany, all of TechArt’s products are subjected to super-strict TUV testing and evaluation





Above TechArt's product catalogue caters for every currently available Porsche, though legacy products are still available to order

Below Beginning with the 996 GTstreet project and stretching all the way to the present day, all of TechArt's upgrades are designed to improve aerodynamics, meaning plenty of wind tunnel testing

Essentially, after determining the condition of your Porsche with a 111-point check, TechArt guarantees the entire vehicle, including all standard Porsche parts — engine, transmission, suspension and all other components previously covered by the factory warranty are, in effect, covered by TechArt. "Let's say you take advantage of TechArt Protect cover because your 911 has been subjected to a GTstreet R conversion," Tobias suggests. "Then, completely independent of any changes you've made to the car, its sat-nav fails. We take on responsibility

for the fix. The same is true of all components on your Porsche."

All parts and labour costs are included. Mileage under warranty is unlimited. Additionally, in Germany, TechArt Protect customers benefit from the availability of more than two

thousand roadside assistance and towing vehicles in the event of accidental damage or breakdown. While a TechArt

Protect user's Porsche is out of action, they can claim costs for overnight accommodation, rental car hire, train travel and transfers.

In rolling out this comprehensive warranty programme around the globe, TechArt seeks to remove the

psychological barrier many Porsche owners have when it comes to experimenting with performance upgrades. To this end, TechArt Protect guarantees your car's combustion engine or electric motor,

components of hybrid drive, fuel and cooling systems, drive systems, gearbox, suspension, steering, brakes, heating, air-conditioning, electrics and bodywork. Owners have free choice of workshop for repair and won't be required to make any contribution toward material or manhour costs. Cover can be taken out for between one and seven years.

ELSEWHERE IN THE TECHART LINE-UP RESIDES A RECENTLY INTRODUCED SELECTION OF AERO PRODUCTS FOR THE TAYCAN



ELECTRIC DREAMS

We'll cover the latest GTstreet R developments in a separate article to be published in a forthcoming issue of *911 & Porsche World*, but as regular readers will know, elsewhere in the TechArt line-up resides a recently introduced selection of aero products for the Taycan. "We've enjoyed big take-up of Taycan products from our client base in North America and Asia, but Europe is still playing catch-up," Tobias explains. "Electrification is regarded as new automotive technology by many people. They want to see how their Taycan drives for the long term, how practical it is and how easy it is to live with in a real-world driving environment. Essentially, they need to *trust* their Porsche before they



commit to investing time and money personalising and enhancing it." He's confident the Taycan is a game-changer in the EV stakes and looks forward to further expanding TechArt's already wide-reaching range of products for owners of the all-electric Porsche.

LATEST AND GREATEST

This dedication to serving drivers of every currently available Porsche sees TechArt offer premium customisation for the new 911 GT3, which can benefit from a new TechArt carbon-fibre body kit, bespoke door mirrors, side skirts, a

freshly developed rear wing and a more aerodynamic bonnet, all manufactured from lightweight weave. The full kit also includes wide carbon-fibre front wings (extending the host GT3's body by thirty millimetres) and a wealth of interior upgrades. Last, but by no means least, TechArt's stunning Formula VII centre-lock wheels join the party.

The firm's products for legacy models remain available, but pushing forward with production of components for new Porsche sports cars, as well as continued expansion of the GTstreet programme, is where TechArt's main

focus lies. What's in the pipeline, then? "We can't say too much right now, but later this year, TechArt fans can expect far more motorsport and trackday-directed products to come to market," Tobias teases. "We're also working on further expanding our 992 GT3 line of products, as well as those for the excellent Cayenne Turbo GT. Your readers will notice a big change to the way we approach product design, but this is all I can reveal for the time being. Watch this space!" We certainly will. Here's to the next glorious thirty-five years of TechArt. ●

Above Tobias considers Taycan owners in Europe a little reluctant to modify, but is encouraged by take-up of TechArt products for the all-electric Porsche in the USA and Asia

