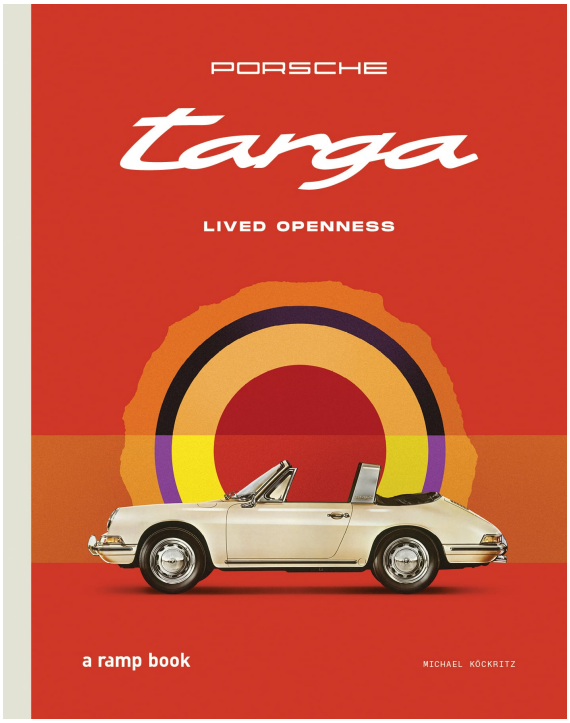
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Porsche Targa

Lived Openness

Michael Köckritz

ISBN	9783948046378
Publisher	RAMP
Binding	Hardback
Territory	USA & Canada
Size	9.25 in x 11.81 in
Pages	226 Pages
Illustrations	100 color, 50 b&w
Price	$70.00

- Highly aesthetic current photo productions
- Full model history of all Targa models
- Exclusive material from Porsche's own archive
- Historic imagery and sketches from the development and launch of the Targa
- Created in collaboration with the Porsche Museum

For the first time, a book is dedicated to what is probably the most creative body variant of the iconic Porsche 911 sports car. What began as a clever reaction to an increased need for safety in the 1960s quickly became a brand in its own right, the original term for a new type of vehicle.

Porsche Targa sheds light on the motivation behind the body concept, reveals the development process, takes through the evolution of seven generations of 911 and shows the transfer of the Targa idea to its brand colleagues 914, Carrera GT and 918 Spyder. We dig deep into the archives, celebrate contemporary coloring, browse through historical photo albums of the Targa Florio endurance race – the inspiration for the name of the sports car once advertised as a "safety cabriolet".

Historical design sketches and photos, highly aesthetic imagery and elaborate productions provide in-depth yet entertaining insights into the impressive history of this special Porsche.

Porsche Targa is a sophisticatedly-designed standard work. Colorful and cheerful – like the Targa itself.

As a journalist, author, artist, and media creator, **Michael Köckritz** consistently succeeds in providing attention-grabbing insights into contemporary and future-oriented topics, as well as lifestyle and luxury worlds, with a cheerful ease. As publisher and editor-in-chief, he has created numerous book and lifestyle magazine formats that have consistently received national and international awards for years. The automotive culture magazine *ramp*, the men's lifestyle magazine *rampstyle*, and the design magazine ramp.design are published internationally and are considered style-setters.







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