



The T isn't one car with one personality.

It's a platform with a foundation that speaks to a segment of the market and provides a list of features that meet the unique needs of an array of buyers in that segment.



"Stripper T"

"Daily Driver"

"Track Missile"

"Garage Queen"



Never underestimate the importance of product-market fit.

Identifying buyer personas and their “jobs to be done” helps us understand their motivations and evaluative criteria they use to select the unique set of options to meet their needs.



Hi, I’m Steve.

MY MOTIVATIONS



MY STORY

I’m a 50-year-old sales executive for a financial services firm. I am a long-time motorsport enthusiast and have owned several Porsches over the years. Most recently, I had an early 991.1 Carrera S with Sport Design Edition trim. I have always been a fan of the T trim and when the 992-variant released, I decided it was time to make an update. I’m currently putting two kids through college, so price is a major factor. I am getting a good return on my 991 but would like to minimize the upcharge from options. I believe this is also in line with the ethos of the Carrera T and I would like to stay true to that. I work from a home office, so this is more of a weekend car for me. I don’t need many creature comforts. I want the raw experience of the 911 with a manual and that base engine so I can work my way through the revs. I will be the only person driving the car, so I don’t need rear seats or memory function.

“Stripper T”



Hi, I’m Dan.

MY MOTIVATIONS



MY STORY

I’m a 42-year-old software executive looking to buy my first 911 and I am really intrigued by the Carrera T. I like the Base engine over the Carrera S because I can work through the revs on public roads without going 100mph. My commute takes me through stop-and-go traffic, so I’m less interested in the manual transmission, but that’s not the main reason I like the T anyway. For those weekend canyon runs, I really like the added performance features you get standard with the T over the Base as well as Rear Axel Steering for precise cornering. I want to maximize the value of options and lean mostly into the performance features included with the T, but I do value a good sound system and because I live in a hot climate would prefer ventilated seats. I also have a 7-year-old who is excited to take the “race car” out with dad so I need rear seats and prefer leather over Sport-Text fabric for easy maintenance.

“Daily Driver”



Hi, I’m Tuan.

MY MOTIVATIONS



MY STORY

I’m a 39-year-old engineer who just sold my first startup. As a reward to myself, I would like to get my dream car, a Porsche 911. I love the concept behind the T – as it is a nice blend of performance and relative affordability. The performance features included, and the raw experience with the removal of seats and sound deadening in the cabin are welcome features for me. I have been tracking cars for a while and will mainly use this as my new track car. I want the GT3 experience at the T price. I love that I can add the carbon bucket seats, carbon roof, and performance features for the track like rear-axle steering. I’m less concerned with all things leather and high-end sound systems as that is not how I plan to use the car. I want speed, performance, in a lightweight package. The T feels like the perfect blend of price, performance, and features for my track runs with the guys.

“Track Missile”



Hi, I’m Gary.

MY MOTIVATIONS



MY STORY

I’m a 71-year-old retired lawyer looking to relive my youth. When I graduated law school one of my first big purchases was a 1972 Carrera T in Bahia Red. I always loved that car. It had a lot of symbolism for me as a measure of my professional accomplishments and started my decades long obsession with the Porsche brand. Three kids and a law practice limited the time I could spend pursuing more interest in motorsport. But now that the kids are gone, and I have stepped away from my practice, I want to treat myself with a new Carrera T. Of course, it must be red. I’m more interested in the creature comforts at my age and plan to baby this car. I don’t need the performance of a GTS or a GT3. I want the fun factor of the T for weekend rides with the wife and friends and want the experience to be as comfortable as possible while still letting that sound of that 911 engine roar.

“Garage Queen”



PORSCHE 911 Carrera T Options Matrix | "Stripper T"



Hi, I'm Steve.

I'm a 50-year-old sales executive for a financial services firm. I am a long-time motorsport enthusiast and have owned several Porsches over the years. Most recently, I had an early 991.1 Carrera S with Sport Design Edition trim. I have always been a fan of the T trim and when the 992-variant released, I decided it was time to make an update. I'm currently putting two kids through college, so price is a factor. I am getting a good return on my 991 but would like to minimize the upcharge from options. I believe this is also in line with the ethos of the Carrera T and I would like to stay true to that. I work from a home office, so this is more of a weekend car for me. I don't need many creature comforts. I want the raw experience of the 911 with a manual and that base engine so I can work my way through the revs. I will be the only person driving the car, so I don't need rear seats or memory function.



	\$250	\$500	\$750	\$1.0K	\$1.25K	\$1.5K	\$1.75K	\$2.0K	\$2.25K	\$2.5K	\$2.75K	\$3.0K	\$3.25K	\$3.5K	\$3.75K	\$4.0K	\$4.25K	\$4.5K	\$4.75K	\$5.0K	\$5.25K	\$5.5K	\$5.75K	\$6.0K	\$6.25K	\$6.5K	>\$6.5K									
COLOR	Standard Color (\$0)			Metallic Color (\$840)												Special Color (\$3,270)			PTS (\$13,150)																	
WHEELS	20"/21" Carrera S Wheels in Titanium Grey (\$0)								20"/21"RS Spyder Design Wheels in Titanium Grey (\$2,540)																											
	Limited Slip Differential w/ PTV+ (\$0)								20"/21" Carrera Exclusive Design Wheels (\$2,630)																											
	PASM Sport Suspension Lowered 10mm (\$0)																																			
MATERIAL	Standard Interior w/ Checkered Sport-Tex Seat Centers & "911" on Headrest (\$0)										Standard Carrera T Interior Package with Sport-Tex Seat Centers and Stitching in Slate Grey (\$2,410)					Leather Interior with Checkered Sport-Tex Seat Centers w/ "911" on Headrest (\$4,530)					Carrera T Interior Package in Leather with Stitching in Slate Grey (\$6,930)															
	Standard Interior in Black including Leather Seats (\$0)																																			
	Sports Seats Plus 4-way (\$0)										Adaptive Sport Seats Plus (18-way) with Memory Package (\$2,820)										Full Bucket Seats (\$5,900)															
SEATS	Rear Seats (\$0)			Ventilated Seats (\$840)												Rear Seats Delete (\$0)																				
EXTERIOR	Front Spoiler in Exterior Color (\$640)				Sport Design Side Skirts (\$1,290)				Sport Design Front Fascia (\$3,240)				Sport Design Package (\$4,890)				Sport Design Package in High Gloss Black (\$6,680)																			
ROOF	Lightweight and Noise Insulated Glass (\$0)								Electric Slide/Tilt Sunroof in Glass (\$2,000)								Carbon Fiber Roof (\$3,890)																			
	No Sunroof (\$0)								Electric Slide/Tilt Sunroof (\$1,560)																											
PERFORMANCE	7-Speed Manual Transmission (\$0)								Rear Axle Steering (\$2,090)				Front Axle Lift System (\$2,770)																							
	8-speed PDK (\$0)																																			
	Power Steering Plus (\$280)				Extended Range Fuel Tank (\$230)				LED-Matrix Design Headlights incl. Porsche Dynamic Light System Plus (\$3,270)																											
LIGHTS	Power Folding Exterior Mirrors (\$370)				Porsche Dynamic Light System Plus (\$1,270)				LED-Matrix Design Headlights in Black incl. Porsche Dynamic Light System Plus (\$3,270)																											
	Sport Exhaust incl. Tailpipes in Black (\$0)				Exclusive Design Taillights (\$990)																															
INTERIOR	Reduced Sound Insulation (\$0)								Extended Leather Package (\$1,360)				Deviated Stitching Interior Package (\$3,650)																							
	Interior Trim Inlays in Exterior Color (\$0)								Extended Dashboard in Leather (\$1,540)				Extended Dashboard and Door Panel Package in Leather (\$3,440)																							
	Colored Seat Belts (\$540)								Extended Door Panel in Leather (\$1,910)																											
STEERING	GT Sport Steering Wheel in Leather (\$0)								GT Sport Steering Wheel in Race-Tex (\$200)				Heated GT Sport Steering Wheel in Race-Tex (\$470)																							
	Sport Chrono Package (\$0)								Lane Change Assist (\$1,060)				Night Vision Assist (\$2,540)				Remote Park Assist incl. Lane Change Assist and 3D Surround View (\$4,090)																			
ASSISTANCE	Lane Keep Assist incl. Traffic Sign Recognition (\$1,220)								Surround View (\$1,430)				Adaptive Cruise Control (\$2,000)				InnoDrive incl. Adaptive Cruise Control and Active Lane Keep (\$3,020)																			
	Standard Sound System (\$0)								BOSE® Surround Sound System (\$1,600)				Burmester Surround Sound System (\$5,560)																							
AUDIO																																				

LEGEND

- Exclusive Option
- No Cost Option
- Selected Option



PORSCHE 911 Carrera T Options Matrix | "Track Missile"



Hi, I'm Tuan.

I'm a 39-year-old engineer who just sold my first startup. As a reward to myself, I would like to get my dream car, a Porsche 911. I love the concept behind the T – as it is a nice blend of performance and relative affordability. The performance features included, and the raw experience with the removal of seats and sound deadening in the cabin are welcome features for me. I have been tracking cars for a while and will mainly use this as my new track car. I want the GT3 experience at the T price. I love that I can add the carbon bucket seats, carbon roof, and performance features for the track like rear-axle steering. I'm less concerned with all things leather and high-end sound systems as that is not how I plan to use the car. I want speed, performance, in a lightweight package. The T feels like the perfect blend of price, performance, and features for my track runs with the guys.



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COLOR	• Standard Color (\$0)		• Metallic Color (\$840)												• Special Color (\$3,270)								• PTS (\$13,150)							
WHEELS	20"/21" Carrera S Wheels in Titanium Grey (\$0)				Limited Slip Differential w/ PTV+ (\$0)				PASM Sport Suspension Lowered 10mm (\$0)														• 20"/21"RS Spyder Design Wheels in Titanium Grey (\$2,540)		• 20"/21" Carrera Exclusive Design Wheels (\$2,630)					
MATERIAL	Standard Interior w/ Checkered Sport-Tex Seat Centers & "911" on Headrest (\$0)										Standard Carrera T Interior Package with Sport-Tex Seat Centers and Stitching in Slate Grey (\$2,410)										Leather Interior with Checkered Sport-Tex Seat Centers w/ "911" on Headrest (\$4,530)						Carrera T Interior Package in Leather with Stitching in Slate Grey (\$6,930)			
SEATS	Standard Interior in Black including Leather Seats (\$0)		Sports Seats Plus 4-way (\$0)												Adaptive Sport Seats Plus (18-way) with Memory Package (\$2,820)										Full Bucket Seats (\$5,900)					
EXTERIOR	Rear Seats (\$0)		Rear Seats Delete (\$0)		Vented Seats (\$840)												Sport Design Front Fascia (\$3,240)						Sport Design Package (\$4,890)							
ROOF	Lightweight and Noise Insulated Glass (\$0)				No Sunroof (\$0)				Electric Slide/Tilt Sunroof (\$1,560)				Electric Slide/Tilt Sunroof in Glass (\$2,000)				Carbon Fiber Roof (\$3,890)						Aerokit (\$6,910)							
PERFORMANCE	7-Speed Manual Transmission (\$0)		8-speed PDK (\$0)		Power Steering Plus (\$280)				Extended Range Fuel Tank (\$230)				Rear Axle Steering (\$2,090)				Front Axle Lift System (\$2,770)													
LIGHTS	Power Folding Exterior Mirrors (\$370)				Porsche Dynamic Light System Plus (\$1,270)														LED-Matrix Design Headlights incl. Porsche Dynamic Light System Plus (\$3,270)											
INTERIOR	Sport Exhaust incl. Tailpipes in Black (\$0)				Exclusive Design Taillights (\$990)														LED-Matrix Design Headlights in Black incl. Porsche Dynamic Light System Plus (\$3,270)											
STEERING	Reduced Sound Insulation (\$0)				Interior Trim Inlays in Exterior Color (\$0)				Colored Seat Belts (\$540)				Extended Leather Package (\$1,360)				Extended Dashboard in Leather (\$1,540)				Deviated Stitching Interior Package (\$3,650)									
ASSISTANCE	GT Sport Steering Wheel in Leather (\$0)				GT Sport Steering Wheel in Race-Tex (\$200)				Heated GT Sport Steering Wheel in Race-Tex (\$470)				Extended Dashboard and Door Panel Package in Leather (\$3,440)				Extended Door Panel in Leather (\$1,910)													
AUDIO	Sport Chrono Package (\$0)				Lane Change Assist (\$1,060)				Lane Keep Assist incl. Traffic Sign Recognition (\$1,220)				Night Vision Assist (\$2,540)				Remote Park Assist incl. Lane Change Assist and 3D Surround View (\$4,090)													
	Standard Sound System (\$0)				BOSE® Surround Sound System (\$1,600)														Burmester Surround Sound System (\$5,560)											

LEGEND

- Exclusive Option
- No Cost Option
- Selected Option



PORSCHE 911 Carrera T Options Matrix | "Garage Queen"



Hi, I'm Gary.

I'm a 71-year-old retired lawyer looking to relive my youth. When I graduated law school one of my first big purchases was a 1972 Carrera T in Bahia Red. I always loved that car. It had a lot of symbolism for me as a measure of my professional accomplishments and started my decades long obsession with the Porsche brand. Three kids and a law practice limited the time I could spend pursuing more interest in motorsport. But now that the kids are gone, and I have stepped away from my practice, I want to treat myself with a new Carrera T. Of course, it must be red. I'm more interested in the creature comforts at my age and plan to baby this car. I don't need the performance of a GTS or a GT3. I want the fun factor of the T for weekend rides with the wife and friends and want the experience to be as comfortable as possible while still letting that sound of that 911 engine roar.



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WHEELS	• 20"/21" Carrera S Wheels in Titanium Grey (\$0)								• 20"/21"RS Spyder Design Wheels in Titanium Grey (\$2,540)														• 20"/21" Carrera Exclusive Design Wheels (\$2,630)						
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	PASM Sport Suspension Lowered 10mm (\$0)																												
MATERIAL	• Standard Interior w/ Checkered Sport-Tex Seat Centers & "911" on Headrest (\$0)								• Standard Carrera T Interior Package with Sport-Tex Seat Centers and Stitching in Slate Grey (\$2,410)								• Leather Interior with Checkered Sport-Tex Seat Centers w/ "911" on Headrest (\$4,530)								Carrera T Interior Package in Leather with Stitching in Slate Grey (\$6,930)				
	• Standard Interior in Black including Leather Seats (\$0)																				• Adaptive Sport Seats Plus (18-way) with Memory Package (\$2,820)				• Full Bucket Seats (\$5,900)				
	• Sports Seats Plus 4-way (\$0)																												
SEATS	• Rear Seats (\$0)		• Ventilated Seats (\$840)																										
	Rear Seats Delete (\$0)																												
EXTERIOR	• Front Spoiler in Exterior Color (\$640)				• Sport Design Side Skirts (\$1,290)								• Sport Design Front Fascia (\$3,240)				• Sport Design Package (\$4,890)								• Sport Design Package in High Gloss Black (\$6,680)				
ROOF	Lightweight and Noise Insulated Glass (\$0)			• Electric Slide/Tilt Sunroof in Glass (\$2,000)																									
	No Sunroof (\$0)			• Electric Slide/Tilt Sunroof (\$1,560)																				• Carbon Fiber Roof (\$3,890)				• Aerokit (\$6,910)	
PERFORMANCE	7-Speed Manual Transmission (\$0)											Rear Axle Steering (\$2,090)				• Front Axle Lift System (\$2,770)													
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LIGHTS	• Power Folding Exterior Mirrors (\$370)				Porsche Dynamic Light System Plus (\$1,270)								• LED-Matrix Design Headlights incl. Porsche Dynamic Light System Plus (\$3,270)																
	Sport Exhaust incl. Tailpipes in Black (\$0)			• Exclusive Design Taillights (\$990)																				• LED-Matrix Design Headlights in Black incl. Porsche Dynamic Light System Plus (\$3,270)					
	Reduced Sound Insulation (\$0)																												
INTERIOR	• Interior Trim Inlays in Exterior Color (\$0)				• Extended Leather Package (\$1,360)								• Deviated Stitching Interior Package (\$3,650)																
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