

# TECHART

PRESS INFORMATION

---

Leonberg, March 1<sup>st</sup>, 2023

## **TECHART World Premiere at Bangkok International Motor Show.**

**TECHART, the leading refinement brand for Porsche cars, unveils a new custom-built super sports car on March 17<sup>th</sup>. In addition to the debut of the new high-performance TECHART model at the Bangkok International Motor Show 2023, the exhibition lineup includes the first TECHART GTstreet R in Thailand and TECHART individualization for the Porsche 911 Carrera GTS, 911 Carrera 4S and Cayenne.**

A new and exciting TECHART powerhouse enters the ring on March 17<sup>th</sup> and is unveiled at the 44<sup>th</sup> Bangkok International Motor Show as highlight of the show from March 22<sup>nd</sup> to April 2<sup>nd</sup>. Maximum performance and lightweight design are at the heart of the spectacular athletic TECHART range. The new super sports car marks the launch of a state-of-the-art TECHART performance division focusing on a selected individualization range for track day enthusiasts.

The world premiere of the new custom-built performance model is accompanied by an extensive TECHART lineup. The booth located at IMPACT Challenger Hall Muang Thong Thani showcases a variety of individualized Porsche models, spearheaded by the celebration of the first TECHART GTstreet R in Thailand. Moreover, TECHART presents the sporty program for the Porsche 911 and Cayenne models with new performance and styling upgrades, such as the TECHART aerokits, lightweight Formula VI Race, Formula VII Race and Daytona II forged wheels in distinctive finishes, carbon fiber trims and fully refined interiors handcrafted by master upholsterers of the TECHART saddlery in Germany. Tailor-made sports steering wheels are a true specialty of the TECHART Manufactory. At the Bangkok International Motor Show a selection of signature steering wheels are on display.

Representing TECHART Thailand, B Autohaus Ltd. is the exclusive importer and authorized distributor of TECHART personalization programs and products in Thailand, setting forth the leadership position in the region. Enjoy the TECHART individualization range for the latest Porsche models up close at the exhibition and get in touch with the TECHART team on-site.

# TECHART

## PRESS INFORMATION

---

### **TECHART Automobildesign. The Brand. The Company.**

TECHART Automobildesign GmbH, with its headquarters in Leonberg near Stuttgart, sets global standards in terms of premium refinement for Porsche cars. Founded in 1987, TECHART has been living this passion for over 30 years. With consistent implementation of own ideas and developments, high quality standards and continuous brand development, the company became an internationally renowned trademark with sales partners all over the world.

TECHART's product range offers refinement options for any Porsche model and every section of the vehicle: aerodynamic improvement and exterior styling, technical optimizations such as engine powerkits, exhaust systems, wheels, suspensions or assistance systems, as well as bespoke interior personalization, manufactured by TECHART's inhouse saddlery and upholstery shop.

Approved as an internationally registered vehicle manufacturer and certified as Authorized Economic Operator (AEO-F) by the European Union, TECHART is the premium brand for the refinement of Porsche cars worldwide.

### **Contact**

TECHART Automobildesign GmbH  
Press & Media Service  
Roentgenstrasse 47  
71229 Leonberg  
Germany

Kevin Rohrscheidt  
Phone: +49 (0)7152 9339 29  
E-Mail: [k.rohrscheidt@techart.de](mailto:k.rohrscheidt@techart.de)

[press@techart.de](mailto:press@techart.de)  
[www.techart.com/press](http://www.techart.com/press)