

Characteristic Porsche proportions

22/11/2026 Characteristic Porsche proportions

Thanks to coupé-like lines, a low front end and sporty proportions, the new Macan benefits from the classic Porsche styling that looks dynamic even at a standstill. Yet while the progressive exterior is typical of the brand's design DNA, the designers from Style Porsche have made good use of the creative freedom that electrification offers.

The shallow pitch of the bonnet and the strongly pronounced front wings give the entry-level SUV (which is 4,784 mm long, 1,938 mm wide and 1,623 mm high) a powerful and dynamic appearance. The front lights are split into two parts: the flat upper light units with four-point daytime running lights are embedded in the wings and emphasise the width of the car. The main headlight modules with optional matrix LED technology are positioned slightly lower in the front end. The 'air curtains' below the headlight module improve the aerodynamics, while smaller cooling-air inlets underline the car's modern character. The front bumper lip, with its optimised 3D-look surface texture gives the Macan a progressive look at its front end.

The characteristic Porsche flyline forms a coherent whole with the shallow-raked rear window. In

combination with the frameless doors, the result is a distinctly sporty design. Other striking elements in the car's profile are the door surrounds and the sideblades – two classic characteristics of the Macan model line, which are available in up to five designs depending on the model, including Lava Black with 3D texture, in Carbon or in the exterior colour. The side profile of the Macan emphasises the promise of performance. Short overhangs combine with a wheelbase 86 mm longer than the previous model (2,893 mm). The new Macan is fitted with up-to-22-inch wheels with a staggered tyre fitment. All models come as standard with aerodynamically optimised 20-inch wheels for the best possible efficiency.

Strongly pronounced shoulders give the rear of the Macan a muscular look. Below the adaptive rear spoiler, a continuous light strip spans the rear section and gives the car a high-tech aesthetic. The Porsche logo now sits in the centre of the 3D light strip. It is moulded three-dimensionally like a glass sculpture. The rear diffuser harmoniously rounds off the lower part of the rear of Macan models.

Altogether there are 14 standard colours and 59 special colours (Paint to Sample) – as well as 10 different wheel designs from 20 to 22 inches in diameter – allowing a high degree of creative freedom for personalisation.

Porsche offers the optional off-road design package in two colour options: in Vesuvius Grey or in the exterior body colour. The front bumper, side skirts and diffuser panels are then painted accordingly. Matching 21-inch off-road design wheels in Vesuvius Grey are also offered. For customers who pick the off-road design package in the car's exterior colour, the side blades are also painted in the corresponding colour. The roof rails can be ordered in Black, Silver or Turbonite (Turbo only). For the Macan, Macan 4 and Macan 4S, the off-road front bumper with an inlay in Vesuvius Grey is also available separately.

Interior: driver-orientated, high-quality and individual

The interior is unmistakably Porsche: the width of the cockpit is emphasised by an integrated black panel. The sloping shape of the centre console heightens the impression of a low and performance-focused seating position in the vehicle. At the same time, large windows give a light and airy feel to the interior space. In addition to the modern digital user interfaces, there are also select analogue control elements – for example, on the air vents and the air conditioning controls.

To the left behind the steering wheel is a completely redesigned control lever. This allows the driver assistance systems to be activated directly. The mode button on the control lever can be used to open pop-ups in the instrument cluster and Porsche Communication Management (PCM), allowing additional settings for the assistance mode to be made directly and quickly. Thanks to the new, particularly ergonomic design of the control lever, the driver does not have to move their hand far from the steering wheel.

An LED light strip is integrated into the finely shaped trim strip along the cockpit and doors. It acts as

both ambient lighting and a communication light. Depending on the situation, it provides information or warnings – such as when greeting the driver, during charging, or in conjunction with the driver assistance systems.

The equipment in the new Macan enables a high degree of personalisation. Depending on the model, eight different colour variations can be combined with up to eight possible interior packages and up to four accent packages. Porsche also offers leather-free seats in the Macan and Macan 4.

Exclusive colour for the Macan Turbo

For almost 50 years, the Turbo models have held a position of prestige at Porsche. They represent distinctively high performance and are the pinnacle of every model series. To emphasise their status, Porsche is now differentiating the turbo models more strongly. The top-of-the-range Macan model already bears this sharpened look.

The new Turbonite metallic tone is exclusively reserved for the Turbo models. On the range-topping model, the lettering at the rear, the side window surrounds, the airblades on the model-specific front end, the Porsche crest on the decorative covers of the alloy wheels, the styling trim on the rear bumper, and the sideblades are all finished in Turbonite as standard. Turbonite also features on the exclusive crest on the Macan Turbo. All the range-topping high-performance models will soon feature this crest on their front, as well as on the lightweight alloy wheels and the steering wheel.

Selected interior components also finished in Turbonite. The Macan Turbo comes as standard with a leather package that features Turbonite details: the exclusive colour is found in the form of accent strips and decorative stitching on the doors, as well as on the steering wheel, the centre console, the upper part of the dashboard and door panels, on the armrest and on the floor mats. The seat belts are also Turbonite coloured.

Low drag for longer range

Porsche combines its design DNA with aerodynamics optimised for range. Thanks to Porsche Active Aerodynamics (PAA) with active and passive elements, and a drag coefficient of 0.25, the new Macan is one of the most streamlined SUVs on the market – with positive effects on efficiency and range. The automatically extending rear spoiler, active cooling flaps on the front air intakes, and flexible covers on the fully sealed underbody all have an impact.

The active rear spoiler extends in two stages depending on the speed and the selected driving mode. Whether the optional panoramic roof is open or closed is also taken into account. The cooling-air flaps are fully open during charging to help cool the battery. They are usually closed while driving, which reduces wind resistance and extends the range. If the thermal management system recognises that additional cooling air is required for the battery, power units or interior air conditioning, the variable

flaps open as required. The flat underbody features flexible elements near the rear wheels. They ensure that the surface remains closed during the rebound phase of suspension travel and therefore help to minimise air resistance.

Air curtains below the headlight module and the low-slung front end also help to optimise air flow. Two pronounced edges on the sides towards the rear of the car, together with the diffuser blade, ensure aerodynamic efficiency. In combination with air suspension, the ride height can be lowered, depending on speed, which leads to improved aerodynamics and a longer electric range.

MEDIA ENQUIRIES



Ben Weinberger

Spokesperson Cayenne und Macan
+49 (0) 170 / 911 2097
ben.weinberger@porsche.de

Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

Link to this article
https://newsroom.porsche.com/en/press-kits/the-new-porsche-macan/Design-und-Aerodynamik.html

Media Package
https://pmdb.porsche.de/newsroomzips/e6892d98-d2bd-4f60-a8ae-8f2a1448bde0.zip