

Behind the Badge

Porsche

The other prancing horse



BY CRAIG FITZGERALD

Considering the mileage Ferrari has gotten out of the *Cavallino Rampante*, it's pretty amazing that Porsche has been using almost the identical image in its crest since the very earliest days of the company. The Porsche crest is a shield-shaped gold emblem with the word PORSCHE spelled out in block letters across the top, an alternating shield of antlers and red and black stripes, accented by a prancing black horse in the center, with STUTTGART stamped in the field containing the horse.

Like many manufacturers, Porsche co-opted the coat of arms of its city of manufacture as the basis of its logo. In this case, the coat of arms comes from Porsche's home of Stuttgart—literally, “stud farm” in

German. Stuttgart was established in 950, and has utilized a rampant horse in its crest since at least the 14th century. Both the horse and “STUTTGART” inextricably link Porsche to both its place of birth, and the power and grace of the horses raised there.

Surrounding the Stuttgart shield is a second coat of arms paying tribute to the state of Baden-Württemberg, where Stuttgart is the capital city. The shield itself is an exact replica of the coat of arms of the Free State of Württemberg, which used the alternating antlers and red and black stripes. According to the Porsche website, the original logo caused Porsche some issues, especially with the local authority, which expressed concern over the crest

being used to sell a product. “In the end, however, the city custodians overcame their concerns in light of the crest's strong allegiance to the company's home.”

In 1952, the logo first appeared in the horn in the middle of the 356's steering wheel. Later in 1955, the crest was also in place on the 356's bonnet handle, and beginning in 1959, it was also applied to the center of the wheelcovers.

Unlike many of its competitor's logos, the Porsche emblem has essentially been left unchanged for 58 years. The lettering has been trimmed slightly, and the horse's contours have been smoothed a bit to allow for easier printing, but in essence, the emblem is exactly as it has been since the company was founded. 🌐



PORSCHE