

# A PERFECT DUET

*The love-child between Embraer and Porsche, Duet marks the first time an aerospace and an automotive manufacturer have come together to create the ultimate transportation experience*

Sophisticated yet playful, the new Duet pairing serves the lifestyle needs of a particularly discerning clientele. Such individuals value the best, look carefully under the hood of every investment and are passionate about flight. Emulating each company's vision and unique dedication to quality, Duet is designed for forward-thinking customers who enjoy a challenge and embody an almost sportive sense of fortitude.

Embraer founder Ozires Silva and Ferdinand Porsche both built companies that gained reputations for extreme reliability and cutting-edge innovation. As a renowned automotive engineer, Porsche had already developed the world's first gas/electric hybrid vehicle and designed several sports cars that dominated international motorsports before he started his company in 1931.

As a young boy, Ozires Silva immersed himself in aeronautics magazines and Jules Verne books and loved to build replicas of WWII aircraft at his local air club. Following a stint with the Brazilian Air Force as a pilot transporting doctors, teachers, food and medicine to the Amazon's Indigenous peoples, Silva longed for his country to build aircraft. When the opportunity arose for him to attend a school for aeronautical engineering, he received a scholarship to attend and later graduated top-of-class from the Instituto Tecnológico de Aeronáutica (ITA). He then became lead engineer of the Bandeirante project, a twin-turboprop for military and civil use. After several unsuccessful bids to private industries to produce the new aircraft, Embraer—a new government-owned aircraft manufacturer—was founded to produce the Bandeirante for the Brazilian Air Force, and Silva was named president.

**Left page**  
The aircraft registration number appears on the car's rear wing, which is only visible when the vehicle hits speeds over 80 mph

**Right page**  
Duet brings the Phenom 300E and the 911 Turbo S into perfect harmony with the same exterior paint palette and general scheme

**Below**  
Featuring a customized interior, the Phenom 300E meets the gold standard in production sports cars



WORDS Jennifer Davis, IMAGES © Porsche AG and Embraer



Both Embraer and Porsche began with a sense of vision and ingenuity that continues to inspire engineers and enthusiasts today. For both companies, it's not just what they do, but the way they do things. Their goal is always to provide value-driven performance vehicles. Embraer delivers the ultimate experience in business aviation, while Porsche brings the supercar experience to everyday road driving.

Beyond just sharing ideas, this fully collaborative project aimed to create a flow of consistency between aircraft and automobile. Propelled by the same language of engineering design and a passion for details, the project's artistry is evident in its seamless movement from the exterior to the interior. Both vehicles are also punctuated by a striking number of subtle features intended to reaffirm the authenticity of this once-in-a-lifetime collaboration.

Duet is a limited-run collaboration featuring transformative design elements based on two iconic brands: the flagship Porsche 911 Turbo S and the Embraer Phenom 300E business jet. The project's premise was not about who was the best, but about making a better product, as the relentless pursuit of perfection drives both companies design principals. In an equal play of give and take, no one company dominated the collaboration, and the result was Embraer and Porsche coming together in a celebration of technical excellence.

Unlike other high-end sports cars, Porsche never conceived its cars to sit around as a showpiece, and the founder often touted the phrasing "beauty through functionality." Made to be driven, they continue to beat everything in the performance vehicle market. Designed with adaptive aerodynamics, the 911 Turbo S also bears in mind the subtle yet vital details for everyday driving like keeping the ground clearance just high enough to clear speed bumps with ease. Its supercar pedigree

“ We have an automotive thinking when it comes to the industrial design of our interiors in our aircraft and we have technical excellence as the quest for perfection when it comes to the engineering of our airplanes. ”

Jay Beaver, Vice President, Embraer Design Operations



Left page (bottom)  
The collaborative logo depicts the car's rear wing cradled by the plane's winglet

The stopwatch of the Sport Chrono package features an artificial horizon inspired by instrumentation in the aircraft cockpit

Above  
In the 911 Turbo S, Porsche introduced a unique color combination for the steering wheel to match the aircraft's yoke

Below  
Duet customers will also receive a special edition Porsche Design 1919 Globe timer UTC titanium-case watch



IMAGES © Porsche AG and Embraer

marries precision steering, almost 600 pounds of torque and all-wheel drive for sports car handling with road sturdiness—an important feature to have in a vehicle whose track speeds top 205 mph.

In 2017, Porsche hit the one-millionth roll out of the 911 model, and 70% of the cars are still on the road. It's said the company's air-cooled engine was born from early aircraft-design efforts in the first half of the century, a not-so-surprising fact given Porsche's history of performance ability, on and off the track.

In the world of general aviation, pilots frequently remark that they wish their jet had the same quality as their car interior. Embraer listened and turned that wish into reality. In addition to the stylishly dapper Bossa Nova interior, the Phenom 300E has incredible ramp appeal. It is also extremely simple to operate, an ideal feature for the pilot on the go looking to get in, get through the takeoff checklist, and become airborne within a few minutes.

Owners who fly the Phenom 300 series often come to a crossroads when it's time to consider a larger plane. The solution typically comes down to holding onto their 300 series because its range, features and amenities can't be outclassed, down to the cost per seat mile. These attributes are a true testament to its status as the best-selling light jet on the market in the last decade.

"It's about the customer and having that experience from driving to flying—when you take the longest range, fastest, single-pilot aircraft and you combine that with what's arguably the fastest production super car out there. The technology and performance that you combine on each product line is just fantastic," shared Stephen Friedrich, Chief Commercial Officer, Embraer Executive Jets.

In a time when freedom of movement has become an endangered luxury, Duet flies in the face of convention and revs engines to its own tune. Form drives function as both

vehicles influence one another, combined with new colors and inventive hand-painted exteriors, from the pops of Speed Blue stitched into both vehicles trim and seats and revealed by the laser-treated trim on the car's alloy rims to the side air intakes on the Turbo 911 S to match the leading-edge nacelles of the aircraft painted Brilliant Chrome.

One of the more unique aspects is the collaborative logo that depicts the car's rear wing cradled by the plane's winglet. An homage to the shared aerodynamics of both vehicles and the interplay of downforce and lift, the logo is found in dozens of surprising places. The logo is also placed prominently on both vehicles' headrests, debossed in the Porsche and embossed in the Phenom 300E. The package also includes a three-piece custom luggage set by Porsche Design, emblazoned with the distinctive Duet logo using complementary colors and materials.

Between the two are many extraordinary details and shared features. The pièce de résistance is the jet's registration number painted onto the car's rear spoiler. Hidden during everyday driving, the number isn't visible until the vehicle hits speeds over 80 mph, causing the rear wing to lift and create the perfect amount of downforce as it accelerates past other cars on the road. As a tongue-in-cheek design feature, the car has a glowing "NO STEP" scuff plate inspired by the warning markings on the aircraft wing, in addition to LED door projectors that cast the Duet logo on the ground.

Both models illustrate benchmark design standards in the ultimate refinement of beauty, utilitarianism, and productivity. In addition to the two machines, owners will receive a special edition Porsche Design 1919 Globe timer UTC titanium-cased Swiss watch that matches the clock in the vehicle, both of which display an artificial horizon line inspired by the instrument panel in the aircraft's cockpit. The car's steering wheel also has a two-tone design inspired by the aircraft's yoke, with accents in Speed Blue at 12 o'clock and, to further emulate that in-flight feeling, the 911 is the first to get a Chalk Alcantara-trimmed roof lining. The collaboration also saw the cockpit seats in the Phenom 300E redesigned to match the car so that seats in both vehicles feature red pull straps, a Speed Blue accent stitch and carbon fiber shrouds to create a shared connection.

The significance of this marriage is expressed succinctly by Embraer Executive Jets President and CEO Michael Amalfitano: "In the spirit of delivering the ultimate customer experience, we are fusing two of the most notable brands in the aerospace and automotive industries, bringing together the pinnacle in production sports cars with the market benchmark in light jets, once again proving that we don't simply follow trends—we create them."

Limited to a series of ten, this collaborative pairing of business jet and sports car is never to be recreated again. <

For more information on availability, please visit: [embraer.com/duet](http://embraer.com/duet)