

## Porsche Panamera PD 970 by Prior Design

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The list of tuners who have taken a crack at modifying the Porsche Panamera is almost as long as the list of people who balked at the idea of the Italian sports car manufacturer producing a large sports sedan in the first place. There's no better marketing strategy for tuning firms than to take a vehicle that is undesirable in the eyes of some and turn it into a must-have for all. Prior Design has tried its hand at just that and, although intricately debonaire, the result is a little less than extravagant. Prior Design's new aftermarket kit for the Panamera isn't exactly all glitz and glamour, nor does it have an incredible boost in power to entice the Porsche naysayers. What it does have is a touch of simplicity and class that refines the sports sedan for those that didn't think there was anything wrong with it to begin with. This is done with subtle additions of an add-on front spoiler lip, a new rear diffuser, front light covers, and carbon bars for the bumper's air intakes. Spray the Porsche down with some black as night paint and the sultry look of the Panamera is revealed.

Source: [topspeed](#)