Bespoke interiors at Porsche: one upholsterer, endless special requests

07/05/2026 For four decades, Joachim Greiner has devoted himself to Porsche's vehicle interiors – much of that time as an upholsterer in the Sonderwunsch Manufaktur. Here, he turns customers' most extraordinary ideas into reality.

From distinctive materials and exclusive decorative stitching to bespoke upholstery and personalised interior features, Porsche's Sonderwunsch programme enables customers to tailor their sports car precisely to their wishes. The scope for individualisation extends far beyond the configurator, opening up almost limitless possibilities for elevating a Porsche's interior.

From series production to the Sonderwunsch department

He is part of the team that makes it possible: Joachim Greiner has been working as a vehicle interior

specialist at Porsche since 1985. He spent his first five years in series production upholstery, where every step follows a clearly defined process. “Materials, stitching and components are precisely specified, and the aim is to reproduce every part with consistent perfection,” he says. The Sonderwunsch upholstery workshop, which Greiner joined in 1990, operates very differently. There, each project begins with an idea – sometimes with nothing more than a customer’s feeling. Colours, materials, stitch patterns or embossing can vary, and at times this results in true one-off pieces.

“One of my first special projects was upholstering a luggage compartment entirely in leather,” Greiner recalls. “Back then, that was highly unusual, as sports cars are all about lightness – and leather is relatively heavy.” He nevertheless realised the request for the 997 Sport Classic, trimming the luggage compartment in black Italian leather. “Today, leather in the luggage compartment is a real bestseller,” he adds.

A look inside the upholstery workshop

In the workshop, shared with five colleagues, the trend is plain to see: Lined up along a shelving wall are specially commissioned luggage-compartment trims – many of them made from leather. Each one requires at least 25 hours of detailed craftsmanship, from cutting the leather to installation.

The work is carried out at his sturdy wooden bench, fitted with a blue work mat and tools always close at hand. But today, unlike the others, his bench is empty. After more than four decades at Porsche, the time has now come for him to retire.

A final special request before retirement

Before his retirement, Greiner completes one last special request for one of his earliest customers, Reiner Löslein: a custom-made leather bag for the luggage compartment, so that the first thing seen when opening it would not be the red warning triangle mounted there. Designed to conceal the red warning triangle.

Crafted with meticulous care, the leather is cut, stitched, finished and fitted with an appropriate fastening. Greiner gives the bag a final polish and closes the luggage compartment.

Today, individualisation plays a more important role at Porsche than ever before. Customers expect the highest quality and the opportunity to add their own personal touch to their vehicle. Porsche is therefore continuing to expand its Sonderwunsch programme, up to and including factory one-off models. For the Sonderwunsch team, this work is driven by passion. “It’s exciting – and at times challenging,” Greiner says. “I’ve worked on many extraordinary projects. Together with our customers, we make dreams come true.”

About the Sonderwunsch programme

Porsche is reinterpreting the legendary Sonderwunsch (special wishes) programme of the late 1970s, enabling personalised one-offs – co-created by the customer and professionally realised by Porsche. The offering for new vehicles includes the installation of tailor-made special request options directly in the production run. A highlight that customers can access when ordering a car is Paint to Sample Plus: Porsche creates and develops an individual exterior colour based on the customer's personal wishes.

Retrofitting of vehicles is also possible. Customers can completely redesign the interior and exterior of their car or create highly individualised one-offs with the support of Porsche's own development and design team. For older vehicles, this programme always includes restoration, which can also be commissioned separately.

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Subline: Making dreams a reality: Joachim Greiner at his workbench in Porsche's in-house upholstery workshop.

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