Porsche – South African trademarks

Updated 8 November 2026

Porsche is a German maker of sports cars and SUVs, part of the Volkswagen Group.

How Porsche has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#295
largest trademark owner in South Africa (of 121,626)

199
trademarks filed

4
different logos published since 2020

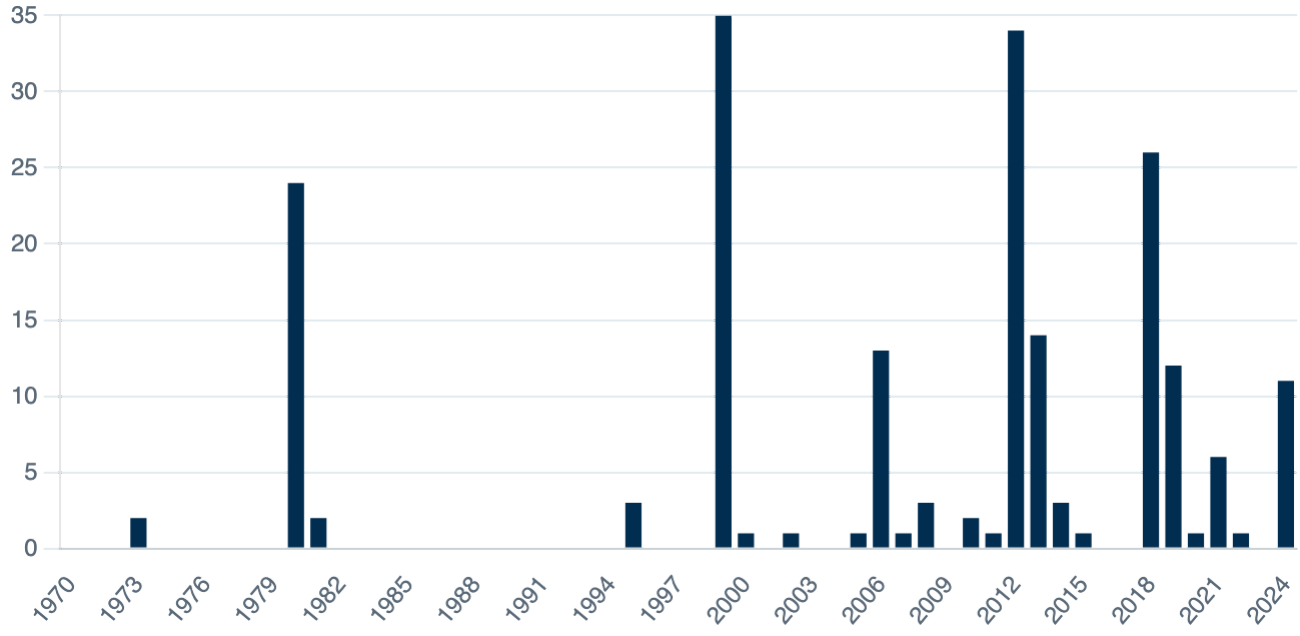
28
of 45 classes used

1954
first trademark filed

57
filed in the last 10 years

A portfolio built over time

Porsche filed its first South African trademark in 1954 and has filed 199 since; its busiest year was 1999, with 35 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

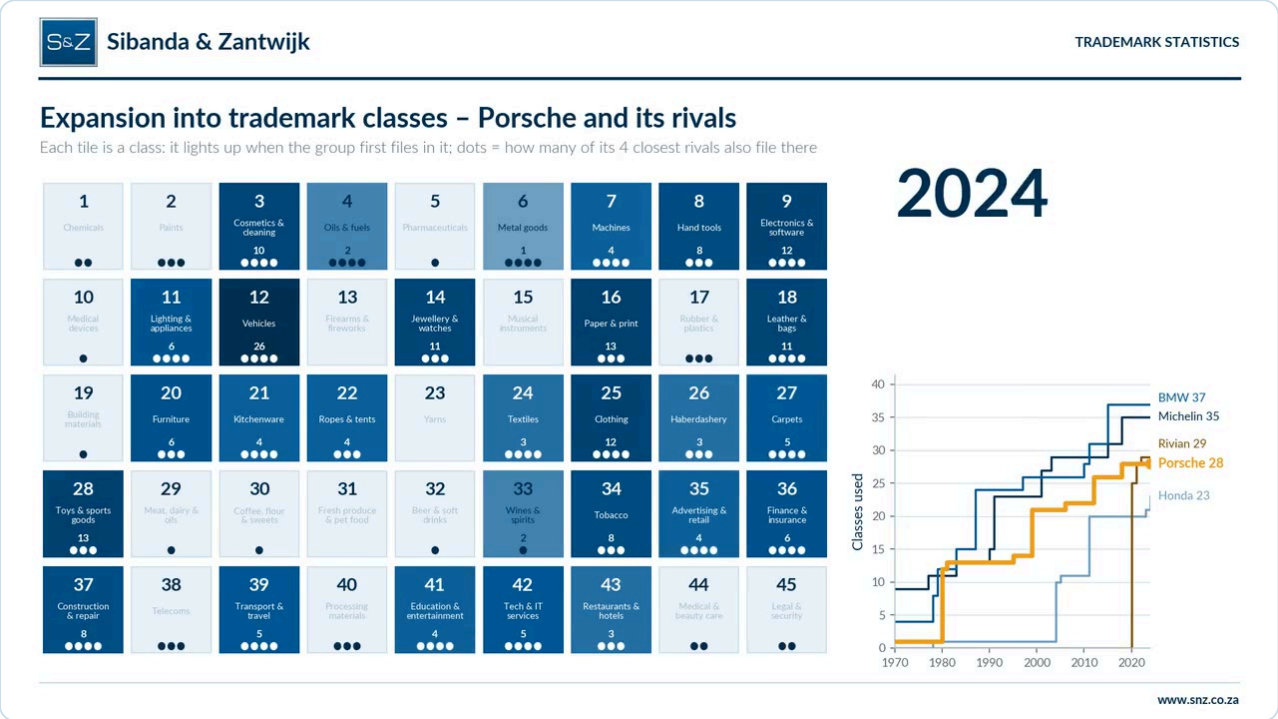
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Dr Ing Hcf Porsche	81	1954–2018
Porsche	77	1981–2024
Dr Inghcfporsche	41	1980–2008
Dring Hc F Porsche	1	2012–2012
Dringhcfporsche	1	2006–2006

Where Porsche expanded its business

Trademark classes show what a business sells. Porsche's portfolio is concentrated in vehicles (class 12), toys & sports goods (class 28), paper & print (class 16). Its most recent moves were into metal goods (2018), oils & fuels (2018), carpets (2012).

Porsche trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/porsche-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	26	13.1%	1954
28 Toys & sports goods	13	6.5%	1980
16 Paper & print	13	6.5%	1980
25 Clothing	12	6.0%	1980
9 Electronics & software	12	6.0%	1980
14 Jewellery & watches	11	5.5%	1980
18 Leather & bags	11	5.5%	1980
3 Cosmetics & cleaning	10	5.0%	1981

The brands Porsche protects most

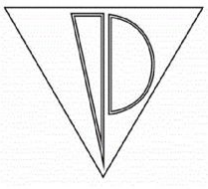
The word marks and logo names Porsche has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	Taycan	26	26	2018–2018
2	PD	26	14	1980–2006
3	MACAN	19	19	2012–2012
4	CAYENNE	18	18	1999–2005
5	PORSCHE CAYENNE	18	18	1999–1999
6	PORSCHE	18	16	1973–2014
7	PORSCHE DESIGN	13	13	1980–1981
8	WERK 1	10	10	2024–2024
9	99X ELECTRIC	7	7	2019–2019
10	CARRERA	3	3	1973–2021
11	ROADSTER	3	3	2008–2008
12	Cross Turismo	2	2	2021–2021
13	Sport Turismo	2	2	2021–2021
14	718	1	1	2014–2014
15	911	1	1	2014–2014

Logos filed most often (since 2020)

10 filings · 10 classes

7 filings · 7 classes



5 filings · 5 classes



1 filing · 1 class

Porsche's logos

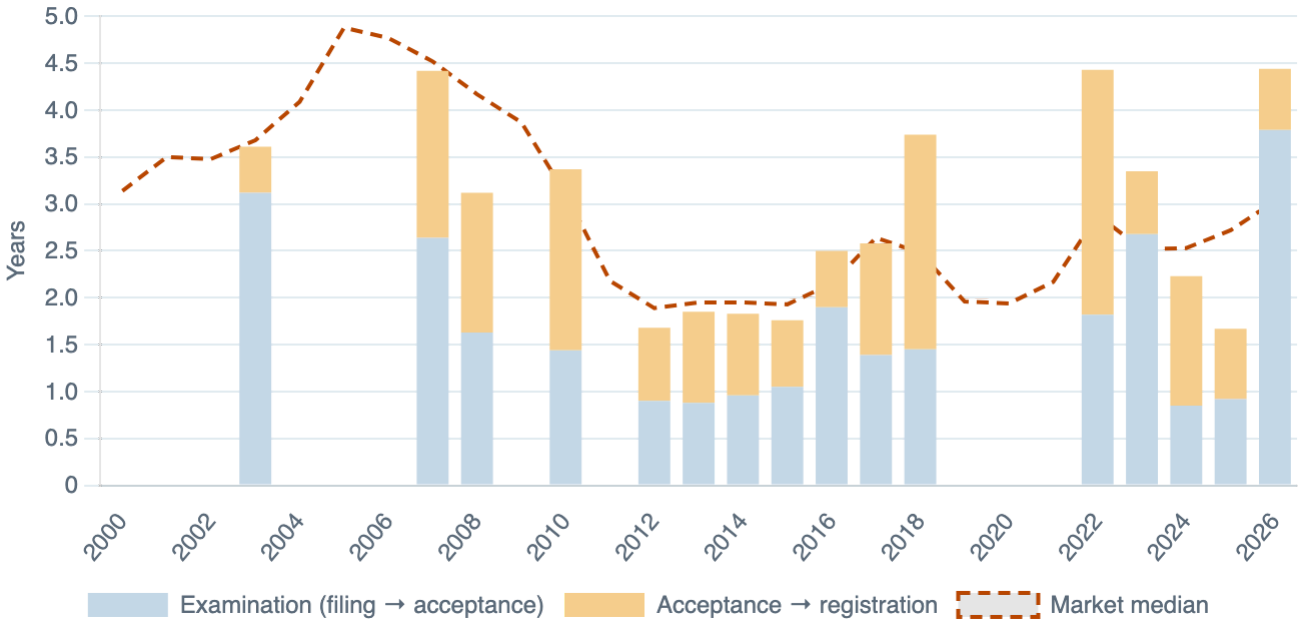
The 4 different logos Porsche has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

Werk 1	99X electric		Roughroads
10 classes	7 classes	5 classes	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Porsche's marks took a median of **4.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

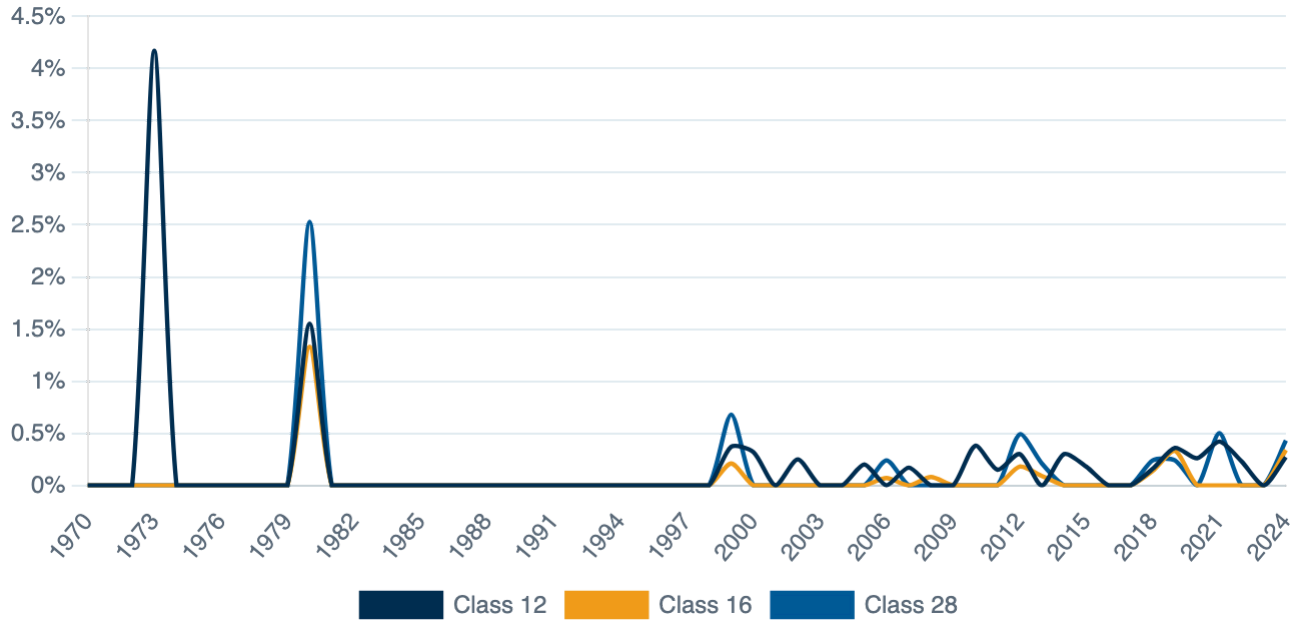


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Porsche's classes

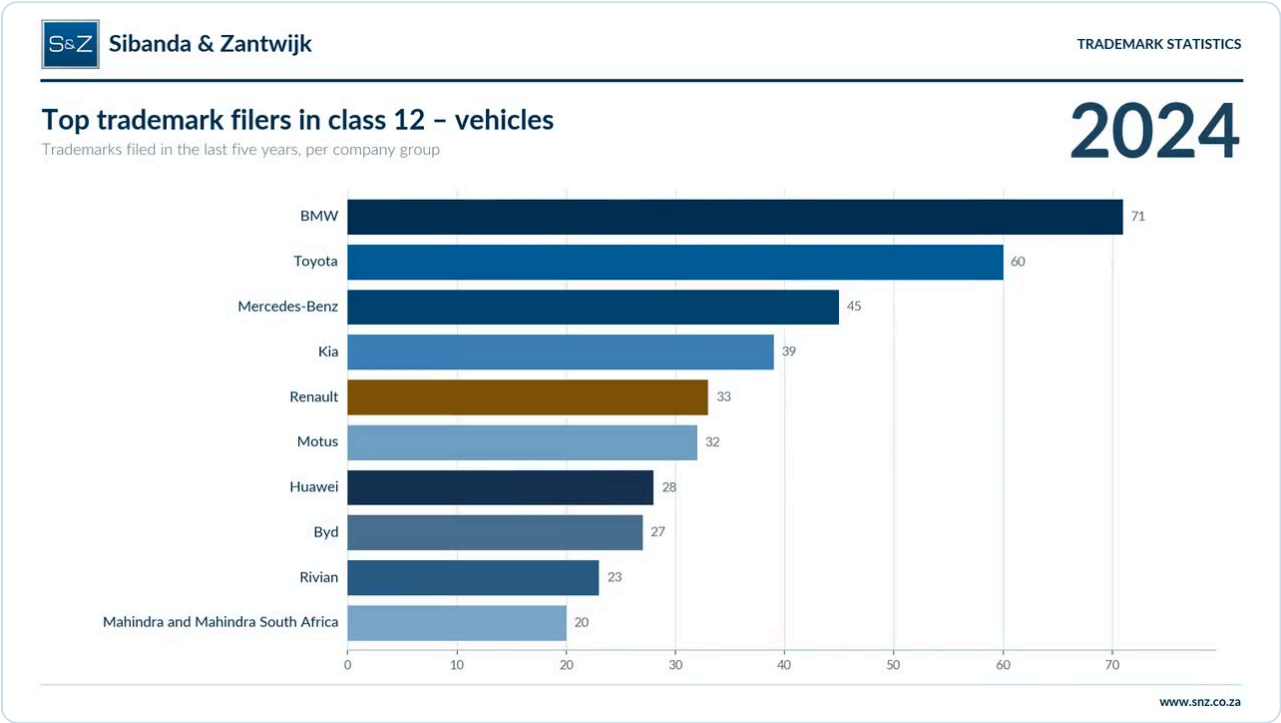
> Ranked by **number of trademarks filed in Porsche's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Porsche's market position, not who is most like it.

In the last five years, Porsche was **#61** of 891 filers in class 12 (vehicles), with 5 of 2,078 trademarks; **#96** of 842 filers in class 28 (toys & sports goods), with 3 of 1,560 trademarks; **#826** of 1,191 filers in class 16 (paper & print), with 1 of 2,264 trademarks.



Porsche's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Porsche



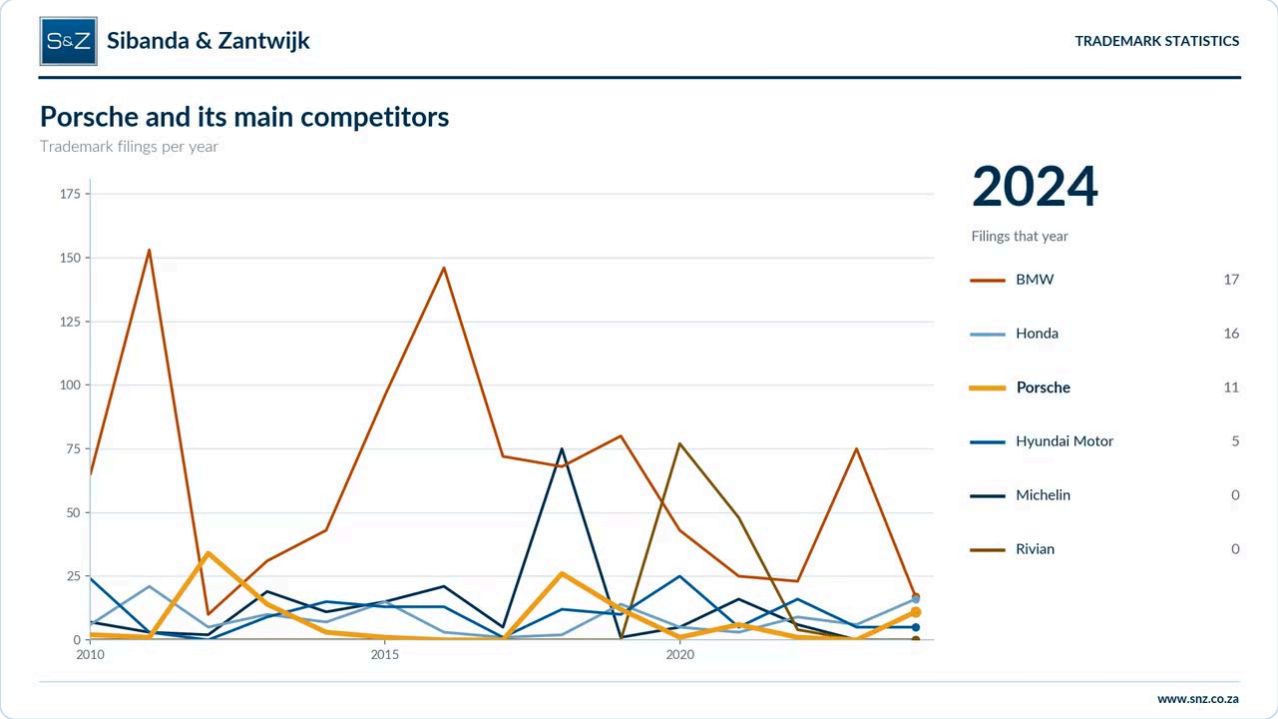
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/porsche-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Porsche

> Ranked by **how similar their whole trademark portfolio is to Porsche's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Porsche's closest competitors in South Africa are Michelin, BMW, Honda and Rivian.

Porsche trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/porsche-south-african-trademarks/competitors-video.html

Trademark filings per year: Porsche (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Michelin	Direct competitor	91%
2	BMW	Direct competitor	90%
3	Honda	Direct competitor	83%
4	Rivian	Direct competitor	73%
5	Hyundai Motor	Direct competitor	72%
6	Nissan	Direct competitor	71%
7	Toyota	Direct competitor	70%
8	Bridgestone	Direct competitor	70%
9	Mercedes-Benz	Direct competitor	68%
10	Maserati	Direct competitor	60%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Porsche – relevant export countries

South Africa exported **US$11.4 billion** of the goods Porsche's main classes cover in the last year – vehicles; parts; automobiles; engines (class 12); toys; toy cars; balls; games (class 28); books; calendars; stickers; paper (class 16); clothing; gloves; footwear; scarves (class 25); computer software; computers; sunglasses; computer hardware (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Porsche's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$4.4 billion	+3%	National	US$2,388
2	United States of America	74	US$1.6 billion	+2%	National	US$3,425
3	United Kingdom	72	US$1.5 billion	+2%	National	US$1,371
4	Canada	62	US$81 m	+1%	National	US$2,192
5	Switzerland	60	US$135 m	+1%	National	US$1,660
6	Australia	59	US$181 m	+2%	National	US$2,380
7	Singapore	58	US$49 m	+21%	National	US$2,144
8	Hong Kong SAR	57	US$8.0 m	+10%	National	US$1,715
9	Russian Federation	57	US$201 k	+20%	National	US$1,915
10	Ukraine	55	US$33 m	+33%	National	US$1,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Egypt	53	US$87 m	+1%	National	US$2,278
2	Nigeria	52	US$18 m	-10%	National	US$1,015 S&Z
3	Malawi	52	US$64 m	+39%	ARIPO	US$450 S&Z
4	Tanzania	51	US$53 m	+5%	ARIPO	US$450 S&Z
5	Namibia	51	US$429 m	+8%	ARIPO	US$450 S&Z
6	OAPI (17 states)	50	US$44 m	+2%	National	US$1,563 S&Z
7	Zimbabwe	50	US$244 m	+2%	ARIPO	US$450 S&Z
8	Uganda	49	US$16 m	+7%	ARIPO	US$450 S&Z
9	Algeria	48	US$399 k	+19%	National	US$1,445
10	Mozambique	47	US$154 m	-13%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
Taycan	26	US$5,278	US$5,441
PD	14	US$2,842	US$3,225
MACAN	19	US$3,857	US$4,149
CAYENNE	18	US$3,654	US$3,964
PORSCHE CAYENNE	18	US$3,654	US$3,964

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Porsche's five most-filed brands: word marks of **other companies** (not Porsche's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to Taycan (classes 9, 12, 16, 25, 28; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to MACAN (classes 9, 12, 16, 25, 28; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CAYENNE (classes 9, 12, 16, 25, 28; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to PORSCHE CAYENNE (classes 9, 12, 16, 25, 28; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to PORSCHE (classes 9, 12, 16, 25, 28; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

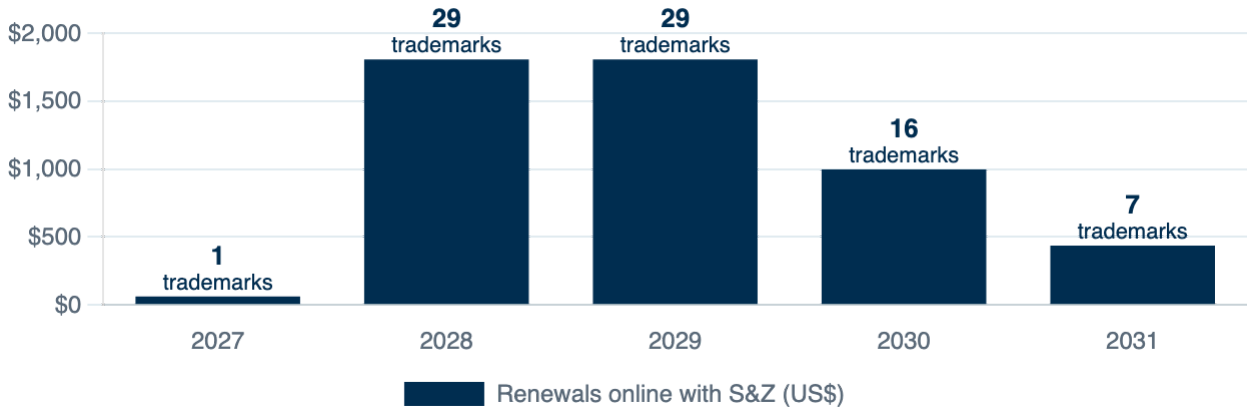
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Porsche's next five years of renewals

82 of Porsche's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,107** over the five years.



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