

Porsche Christophorus 332

Regional Highlights Focus on Porsche in China

Porsche World Roadshow 2008: Returns to Shanghai
Desert delights: Down in the dunes with the Porsche Cayenne



The following pages provide information on the Chinese market. Jepsen & Co. (China) Motors Ltd. is responsible for both pictures and text.

Porsche World Roadshow 2008: Returns to Shanghai

Having a fleet of the world's most exciting sports and off-road cars at your disposal at an international standard race track where you can put them through their paces may sound like a dream to many. But that dream became a reality in Shanghai when the Porsche World Roadshow returned to the Shanghai F1 International Circuit for the third time.



The Cayman on mountainous terrain

For 13 days in March the Roadshow took over the world class circuit, which famously hosts the F1 Grand Prix, as motor enthusiasts, drawn by the Porsche mystique, made the pilgrimage from all over China to take up the chance to get behind the wheel of some of the brand's greatest cars, and experience first hand the true meaning of 'driving bliss'.

Touring the world with a stable of 21 Porsche cars and offering the expertise of five instructors over five different driving sections, the Roadshow gave guests a first hand taste of virtually Porsche's entire model range. The exclusive festival of speed and performance demonstrated the distinctive joy that Porsche brings to driving through a number of electrifying disciplines, with special training sessions to enhance driver skills under the supervision

and guidance of Porsche-trained and certified instructors.

Guests enjoyed putting the Cayenne range through their paces on the purpose built off-road course, marvelled at the balance of the nimble Cayman, and discovered that with the PSM switched on they could go

faster around the slalom circuit than they ever would have believed possible. They felt the exhilaration of lapping the F1 track in the 911 GT3, and found out just how quickly it can stop dead from almost 100km/h. Giving prospective owners the chance to explore the spectrum of the Porsche motoring experience, and the ability to find out



Dusty Trails



The latest Porsche line-up



A glimpse of the Cayman



Drivers attentive at the instructor briefing



The dedicated team of Porsche Instructors

what the cars are truly capable of, the Shanghai Porsche World Roadshow proved a roaring success.

“It’s a chance for people to really see what each Porsche can do, and that’s not just how quick they are, but also safety features such as the PCCB ceramic brakes, the Porsche Stability Management technology (PSM) and the Cayenne’s new Porsche Dynamic Chassis Control (PDCC)” explained Bjoern Leiss, head instructor for the China Roadshow.

“Hopefully drivers won’t ever have to use emergency braking on the public roads, but if they do then its best they’ve had some practice first, and that’s exactly what they can get here. It’s good fun, but there’s a serious point - there is actually some safety training here that could save lives.”

A full time instructor at the Cayenne Production Centre in Leipzig, Germany, the car-mad 32-year-old travels the world teaching drivers how to safely enjoy Porsche cars to the fullest.

“Being an instructor for Porsche and working on the World Roadshow – I couldn’t ask for a better job. I get to see a lot of different cultures, meet a lot of great people and, of course, I get to drive the best cars in the world everyday,” Leiss added.

“Before I came on the World Roadshow I was working in Finland with Porsche Camp 4 where we were driving on frozen lakes. I went from –33 degrees there to +40 degrees in Dubai, so there have been some real extremes.”

Touring the world since it’s inception in 2002, the Roadshow has visited more than

30 countries to date. But Leiss described Shanghai as the best venue and most smoothly run operation he had ever experienced with the Roadshow. And it’s no wonder; Shanghai International Circuit is one of the most impressive in the world and has set the standard for other international tracks. Built in 2004, it is also one of the newest.

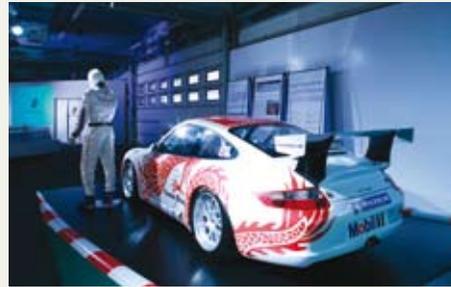
Similar in style to the Sepang Circuit in Malaysia, with its modern structures made from aluminium, glass and steel, the Shanghai Circuit is another masterpiece by circuit designer Hermann Tilke. The site is effectively marsh land, and the buildings and race tracks are ingeniously floated on polystyrene. This makes the suspended media centre and restaurant, which form two bridges over the track, even more impressive. And on race day the massive grandstand on the main straight, together



The 911 on the F1 track



The Cayenne GTS’ captivating new look



The 911 GT3, made for the track



Participants enjoying the event



Exhilarating circuit training



with the sub and temporary grandstands holds over 200,000 spectators.

Participants also had the chance to admire a specially designed Carrera Cup car in the hospitality suite. Stylised with a dragon design – the long standing emblem of the Chinese nation – the car is on a 10-month promotional tour to all Porsche Centres across China. Even more powerful than its predecessor, the 2008-spec Porsche 911 GT3 was built by Porsche Motorsport in Weissach, Germany, to ensure even faster and more exciting racing in this seasons Porsche Carrera Cup Asia.

But for Bjoern Leiss, the pleasure of the job is not just about the venue, or even driving the cars, so much as getting to know like-minded Porsche fans around the globe. "It's a great chance to meet people who are interested in cars, and that's not just the guests, but also the local instructors – here in Shanghai we've had Darryl O'Young as a guest instructor. In 2006 he won the Porsche Carrera Cup Asia championship with Team Jebesen, so it's a real privilege to work with people like that, and when you've got people of that quality it's the guests who really benefit."

And there is no doubt they appreciate it. For many the highlight came at the end of the

day when they slid into the passenger seat and let their instructor get behind the wheel to demonstrate just what the cars are capable of in the hands of a professional.

As to which instructor - Leiss, O'Young or one of the other pros – was fastest round the track, it's a question that will have to go unanswered: "It's just a chance for the instructors to get revenge on their students," explained Leiss, a grin stretch-

ing from ear to ear. "We never record lap times!"

By the time the sun had set on the 13th and final day of the Roadshow an exclusive 364 guests had had their eyes open to the power, thrill and beauty of the Porsche driving experience, proving once again why an invitation to the Porsche World Roadshow is the hottest ticket around.



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Desert delights: Down in the dunes with the Porsche Cayenne

For centuries the prospect of crossing the Dubai desert filled people with dread, where the searing heat and endless dunes have frequently challenged Man's very will to survive. Of course, this was all long before the Porsche Cayenne entered the scene.

A recent adventure with the Porsche Travel Club offered an experience of an entirely different kind. From November 5 to 11, 2007, 26 Porsche enthusiasts from



Shanghai and Beijing were able to see at first hand the uncompromising performance of the Porsche Cayenne, whilst reveling in the unique experience that only a city like Dubai can offer.

The five-day desert adventure began at Dubai International Airport, where the group enjoyed a luxury Cayenne transfer through the bustling city streets on their way to the lavish 5 star, Bab Al Shams Desert Resort. Gazing out on this futuristic metropolis from the comfort of a Porsche Cayenne, it is easy to forget the humble beginnings that preceded Dubai's striking modernity. The people of Dubai once made their living through fishing and pearling, always open to trade with the outside world, yet still not completely in control of their own destiny. However, some fifty years ago, this all changed, as the first shipment of oil

sparked a dramatic transformation that continues on to this day.

Modern Dubai is a veritable feast for the senses, and in their short drive to the Hotel Bab Al Shams, the participants were able to sample something of what makes the city such a special place to visit. Enormous skyscrapers tower along the city streets, while more traditionally beautiful Arabic architecture can be glimpsed on every corner; everything points to Dubai's rapid transformation from traditional Bedouin fishing village to one of the most transformational cities in the world.

The Porsche enthusiasts awoke on the first morning to breath-taking views of the Dubai desert, where heat waves rise to merge the dunes with the clear blue skies above. The Bab Al Shams Resort has been the subject of numerous awards in recent years, in part



An oasis for Porsche enthusiasts

due to its traditional Arabic fort setting and extensive facilities, all located on the fringes of the Dubai desert. Having enjoyed a relaxing breakfast in the hotel's exclusive open-air restaurant, it was time for what the whole group had been waiting for; the chance to attack the dunes of Dubai in their very own Porsche Cayenne.

After a short drive to the exclusive Porsche Desert Camp, and customary safety briefing from the Porsche trained instructors, the participants undertook intensive driver training on three separate sections of the desert camp course. The Chinese drivers made exceptional progress over their first day, as they came to terms with the particular demands of desert driving, whilst learning how best to exploit the off-road potential of the Porsche Cayenne. The skills gained were put to good use through the evening's final exhilarating cross-desert drive back to the Bab Al Shams Resort. Back at the hotel, the group enjoyed a champagne reception



City of dunes



Gaining momentum

and extravagant dinner, exchanging stories from the day and eagerly anticipating the advanced tuition that lay ahead.

Standards in driving and performance were raised once more in the morning of the second day, with the Chinese participants responding positively at every turn. As the Porsche Cayenne bounded over the mountainous dunes of the desert Al Madam, the Chinese drivers put on quite a show for the watching spectators, confidently scaling sharp inclines of sand that many would have thought impossible to negotiate on the standard four wheels. Indeed, such was the excitement surrounding this particular day of desert driving, breaking for lunch seemed almost an unwelcome distraction for everyone involved.

As the day drew to a close, the drivers pulled up outside Dubai's much-loved Sunset Bar to relax over a glass of champagne while enjoying a falconry demonstration, with everything previously arranged by the Porsche team. As heart rates returned to normal, it was then time for a leisurely camel ride across the dunes, providing an off-road adventure of a more traditional kind. What followed was an unforgettable cultural experience, where the Porsche enthusiasts settled down for some traditional fare in an



Ready for action



Driving fun in the sun

Arabian Bedouin tent. The remainder of the evening was spent in extreme comfort, as participants puffed away on water pipes with only the stars and their memories of the day to keep them company.

At the end of the evening, the group was transferred by Cayenne to the sprawling summer houses of the 5 star, Hotel Dar Al Masyaf. Located on the waterfront of Dubai, this luxurious hotel has a unique personality all of its own. Adorned with authentic Arabian décor, the feelings of sun-drenched seclusion make Dar Al Masyaf one of the most desirable retreats in Dubai. As the participants all agreed, the hotel provided a perfect oasis for them to refresh themselves in preparation for the final day.

Arguably saving the best for last, the Porsche instructors put the participants through a series of exercises among the dried-up riverbeds and gorgeous red and yellow dunes of the desert Al Shwaib, where a driver's off-roading abilities are always challenged to their fullest extent. Much to the pleasure of instructors and drivers alike, the whole group rose to the challenges of such an extreme environment, where the knowledge gained over the duration of the course was there for all to see. This became even clearer when the enthusiasts embarked on a quad bike tour later that day, an adventure that brought home the challenging nature of the terrain they had negotiated in the Cayenne so effortlessly before.

One of the participants, Mr. He Zhen, described his experiences of driving in the desert as the highlight of his trip: "It was very different to how I expected it. Driving the Cayenne over large hills of sand and navigating the uneven terrain was very exciting, and it taught me a lot about what



The Burj-Al-Arab: a wonder of Dubai

Porsche is capable of.” Mr. He Zhen was not alone of course. As fountains of sand erupted from behind the wheels that hauled the Cayenne forward, everyone involved got a clearer idea of what it means to see Porsche off-road engineering at its best.

Ending this unforgettable trip in style, the final evening’s activities were held in the ecstatic opulence of the world-famous Burj Al Arab, acclaimed as the only seven star hotel in the world. The building itself is shaped like the giant sail of a dhow, the traditional Arabic sailing vessel, and has now become one of the iconic images of Dubai that is known throughout the world. Located on an artificial island on the shores of Dubai, the hotel stands only a little shorter than the Empire State Building and boasts spectacular views out over the city.



An unforgettable tour in Dubai

The participants arrived early in the evening for a cocktail reception at the expansive Juna lounge, before making their way, via submarine, to the world-famous underwater restaurant, Al-Mahara. With an inspired selection of seafood dishes, and sharks watching their every move, the participants agreed there could be no more memorable a place to reminisce about what had proven to be the driving experience of a lifetime.

The success of the recent trip to Dubai is the latest in a long line of achievements by the Porsche Travel Club, which has been providing a wide range of unforgettable tours for over 11 years now. Such experiences are open to everyone; owners and enthusiasts alike. Whether you want to learn how to negotiate the ice and snow in Finland, or discover how best to take corners in the mountain passes of Italy, the Porsche Travel Club offers advanced driver training in the most beautiful and exotic locations in the world. As the participants on the recent trip to Dubai will tell you, there is no better way to appreciate your Porsche than to test it against the most extreme environments nature has to offer. If the recent Desert Camp in Dubai is anything to go by, you can relax in the knowledge that Porsche will be with you every step of the way.

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