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



The largest ever Porsche exhibition in China drew record crowds and worldwide attention.

Breaking New Ground at Auto Shanghai

By Steve Thomson

Photo by Derryck Menere

Records are made to be broken, and there would have been no more fitting a maxim for Porsche at Auto Shanghai 2009. In all the history of Chinese auto shows, never had an exhibition been so widely anticipated, and most pleasingly for Porsche, none has delivered such outstanding results.

Auto Shanghai 2009 was always going to be a special occasion, hosting as it would the World Premiere of the brand new Panamera. Events of this scale demand the attention of the motoring world and from April 20-28, thousands of international journalists and VIPs flocked to the halls of Shanghai's New International Exhibition

Centre (SNIEC). What they found on arrival was an auto show of the most impressive kind, one that has grown phenomenally since its inaugural appearance back in 1985.

The crowds that gathered nearly twenty-five years ago, in an exhibition space that spanned

just 10,000 square metres, could never have imagined the scenes at Auto Shanghai this year. In total, a record-breaking 170,000 square metres of space were dedicated to displays from as many as 1,500 exhibitors, while more than 600,000 visitors attended the week-long event.



'Art of Innovation' was the theme for Auto Shanghai 2009, an ideal description for the record 15 Porsche models that were put on display. The Porsche stand itself was also the largest ever to appear at an auto show in China. Spanning 1,400 square metres and incorporating two storeys for the first time in this exhibition environment, the stand had the added appeal of an expansive hospitality area, housed conveniently on the second floor. From this higher vantage point, VIP guests could join up to 180 of their peers, dining in the company of the latest Porsche Cayman, while overlooking the excitement of Auto Shanghai.

Meanwhile, on the ground floor, the remaining Porsche cars continued to draw the crowds on a daily basis. Arranged in an elegant line up, the 14 Porsche models were all accompanied by interactive information portals, allowing guests to explore the technical qualities of the

Porsche that interested them the most. With the impressive fleet arranged around three Panamera models, there was a constant flow of people through the centre of the exhibition, all seeking a first glimpse at this latest creation from Porsche.

To ensure an even more rewarding experience of the Porsche four-door Gran Turismo, an intelligently devised "Panamera Highway" guided visitors through further interactive displays. These focused on five key areas of interest, namely the Panamera Concept, Chassis & Drive, Tech & Innovation, Infotainment & Sound, and Design, helping guests to fully appreciate the genetics that make this new Porsche such a special car to drive.

The Asia Premiere of the Cayenne S Porsche Design Edition III, and the National Debut of the Cayenne S Transsyberia, provided further

highlights in a display that offered something different at every turn. With so much to attract the eye, it came as small surprise that all models were sold within just a few days, reflecting the relaxed and informative atmosphere that characterised this landmark event.

Given such unequivocal success, Auto Shanghai surpassed even the boldest expectations. Events in Shanghai over the course of that week in April have since been written into the annals of history, standing as a permanent tribute to the ground-breaking achievements of Porsche in China.

In the following pages, read more about a week that once again placed China firmly on the Porsche map.



A Sky High Launch for the new Panamera

By John Lynch

Photos by Derryck Menere

Celebrating an achievement as significant as the Worldwide Premiere of the new Panamera, Porsche China was given an ideal opportunity to thank the customers who made such an event possible in the first place. At the VIP launch of the Panamera in the Shanghai World Financial Centre on 21 April 2009, Porsche enthusiasts from all over China came to share an evening of entertainment as sleek and compelling as the Panamera itself.

Early in the evening, over 170 guests assembled for pre-launch cocktails at the Shangri-La Hotel in Pudong. Conversation bubbled amongst the gathered throng, while a jazz trio provided gentle accompaniment. Journalists, visitors from across the world and representatives of Porsche China eagerly discussed the evening event, before making their way outside to a fleet of luxurious Porsche Cayenne vehicles waiting to carry them the short distance to the mighty Shanghai World Financial Centre.

Arriving on the forecourt of this monument to a modern Shanghai, the distinguished guests delighted at the choir of local children who had been gathered to welcome them. The lower observation deck of the Shanghai World Financial Centre had been chosen as the spectacular setting for the unveiling of the Panamera. Exiting the elevator, the assembled VIPs found themselves 423 metres above the ground, on the 94th floor of the world's second highest building. ▶



In keeping with such an important event, the evening had been planned immaculately. Television personality Viviana Sun warmly invited the gathered guests to take their seats around the banquet tables and introduced the evening of fine entertainment and gourmet dining that lay before them. In the fizzle of anticipation, the guests took their seats, and attention turned to the distinguished speakers.



Chief Executive Officer of Porsche China, Mr. Helmut Broeker took to the stage to pay tribute to the progress Porsche has enjoyed in China and to thank the gathered players for their support in this ongoing story of success. As the moment of the unveiling neared, Mr. Broeker welcomed Mr. Berning to the stage and attention turned to the Panamera.



The room fell silent for a short video introduction, as guests were transfixed by the image of grace and power on screen. The movie came to an end, the display glided back and the new Porsche Panamera had arrived. To thunderous applause it rolled out onto the revolving platform, allowing the guests to take in its beauty for the very first time.

Emerging from the driver's seat of the Panamera S model on stage, Mr. Mauer stoked further the interest of the gathered fans with a glowing introduction to the featured innovations of this ground-breaking new model. As guests studied the Panamera revolving before them, whispers of excitement could be heard - the new dimension had arrived in China and Porsche had done it again.





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First Impressions: The new Porsche Panamera

Porsche prides itself on leaving an instant and unmistakable impression. The world premiere of the Panamera thus offered the perfect chance to hear from the people who matter most. Below are just a few opinions from the many thousands of visitors who attended Auto Shanghai 2009.





Ms. Lin, Beijing

"The first thing I noticed about the Panamera was that it has real presence. When you see it for the first time, you get the impression of there being immense power, while the design makes you feel confident and assured. I really like the interior and the front seat is extremely comfortable. From the point of view of Porsche, I think it will be very successful in the Chinese market."

Mr. Kudo, Tokyo

"I came to Shanghai to see the Panamera, and will not be visiting any other stands today. I placed my order back in January, and plan to make a final decision on the colour and interior in May. The wide range of options was a real attraction. With the four doors and four seats, it will be perfect for me to use every day, while I can look forward to longer drives in the holidays as well."

Mrs. Liu, Guangzhou

"My husband and I, as well as my boss, have been looking at buying a Cayenne for some time now. But when we found out about the launch of the Panamera, we decided to wait and see what this new model could offer us. Looking at the cars today has given us a lot to think about. I believe people should enjoy life and treat these cars as a gift to ourselves."

Mr. Terence Ku, Hong Kong

"I am obviously a really big fan of Porsche, given my position as Director of Porsche Club Hong Kong. Sitting here having lunch, looking down over the Panamera display, I feel more and more comfortable with this new design – the image from the front, in particular, embodies the sleek curves you expect from a Porsche."

Mr. Jiang, Changzhou

"When I look at the Panamera, I am struck by the sleek silhouette that is so typical of a Porsche. As soon as I heard about this four-door model, I became very interested in its development, and have monitored this closely in recent months. I certainly haven't been disappointed with what I have seen today. I cannot wait until it becomes available in China."

Mr. Fong Kwokjen, Singapore

"The Panamera has a driving position similar to the 911, offering a great feeling when you sit behind the wheel. Owning a Porsche is all about the experience of driving. I am also pleased that even with the four doors, Porsche is staying true to its original design. I was proud to see such a launch take place in China, the country of my roots, and this was a key reason for me coming today."

Mr. Zhang, Beijing

"I think what is special about the Panamera is that it offers a Porsche experience to both driver and passenger alike. There is an obvious feeling of space and comfort, without compromising the performance of a sports car. Given the earlier success of the Cayenne, I think this new model will prove extremely popular in China."

Dr. Ian Lyons, Kuala Lumpur

"My first experience with Porsche was in a Cayenne Turbo - amazing. When I heard the Panamera was being launched, I put down a deposit right away. For me, owning a Porsche is about the drive itself. What we have here is a driver's car that is perfect for the family as well. Now I've seen the Panamera, I know it's money well spent."

Building a Porsche Experience

By Steve Thomson

News that Auto Shanghai would host the world premiere of the Panamera sparked celebrations in Porsche Centres across China. Yet such an announcement also brought an exciting challenge - one that would involve months of meticulous planning, the coordination of a worldwide team and attention to the very finest detail. Here, we take a look at the journey behind the memorable appearance by Porsche at Auto Shanghai 2009.

May 2008, and within days of a hugely successful Auto China in Beijing for Porsche, the first invitations to Auto Shanghai arrived in offices across the motoring world. Important decisions soon had to be made, even more so for Porsche, since it was known by senior management that the Panamera would premiere in China - the task now was to translate this landmark event into the surroundings of Auto Shanghai.

Porsche AG and Porsche China worked very closely over the following months, with minds focused on how large the Porsche stand would be, how many cars would be shown, and which of the halls in Shanghai's New International Exhibition Centre would suit Porsche best. Defining the concept from the beginning and aligning this with the practicalities of a global launch, Porsche opted for a two-storey stand with three open sides, extending to a total of 1,400 square metres of space. Historically, this made for the largest ever Porsche stand to appear in China. Lengthy discussions then ensued with the organisers to secure a central position within Hall W5, and with basic principles agreed, more serious internal preparations could begin.

Unity of vision and purpose went a long way to ensuring the success of Auto Shanghai; with so many processes running concurrently, a genuine team effort was needed from the first day to the last. Consideration was thus given to every possible detail, from the construction of the stand and transportation of the cars, to the individual responsibilities of everyone involved.



Andrew Li, Marketing Exhibition Manager for Porsche China, was involved in the project from the beginning, where his first task was to arrange for the construction of the stand. Metal workers, carpenters and graphic designers all had to be coordinated at this time, to ensure floor panels, wall partitions and visual displays were ready on schedule and prepared to the best possible standard.

"Everything had to be checked and then checked again," explains Li, "You cannot afford to miss anything, or the entire experience would be compromised." Such foresight was borne out by the fantastic scenes at Auto Shanghai throughout the week-long event. Visitors to the Porsche stand numbered some 1,500 people a day, while the

added presence of 15 Porsche cars meant approximately 30 tons had to be supported at any given time. For the first time ever, Porsche China would also display a Porsche car - a new generation Cayman - on the second floor of the exhibition. Anticipating the demand, Li had personally overseen extensive testing and research, ensuring that the basic structure was prepared and ready for assembly well in advance of the show itself.

People working in events will all tell you, however, that the initial stage of construction is just one element in a far wider process. Further preparation was required to produce the furniture for the stand, while a special turntable for the Panamera, flown over from Germany, had to be incorporated into the



centre of the display. There was also the question of the hospitality area on the second floor, which extended to 400 square metres of space, and required a bar, kitchen and dining hall for the entertainment of up to 180 VIPs at any one time, all vital elements of what Porsche hoped to offer guests at Auto Shanghai.

In addition to the actual construction of the stand, of course, comes the most important part of any exhibition from Porsche – notably, the cars themselves. Transporting 15 Porsche models from Germany to Shanghai was no simple process, and it was vital that all cars intended for display, whether by air or sea, arrived in China in time to avoid any potential complications.

An added dimension came with the need to protect the exclusivity of the Panamera to

Auto Shanghai. The journey of the Panamera from Germany, via Amsterdam, to Pudong International Airport was monitored at all times and the cars were hidden from view in specially-designed protective covers. On arrival in China and following clearance at Customs, just two members of the Porsche China team were given keys to these covers, before all models were swiftly transferred to secret locations in the outskirts of Shanghai.

After several weeks of being hidden from the eyes of the world, the time came for the Porsche cars to take their places on the stand. Technicians were called to advise further on the elevated positioning of the lights, which would afford guests the best possible view of the many striking characteristics in each individual design. With the finishing touches finally in place, all the Porsche cars needed to do was

wait patiently for the crowds to arrive. Visitors to Auto Shanghai numbered some 600,000 over the course of the week and Porsche was committed to welcoming everyone with an interest up on the stand. In the words of Andrew Li once again, “Even if they were not interested in buying a car, we still wanted to treat them as Porsche customers. Our aim is to offer an auto show experience that is not available in everyday life. Exhibitions such as Auto Shanghai are often the only chance for many people to see and touch these special cars.”

To deliver such an experience inevitably requires the right kinds of people, those who have a genuine passion for what they do. Recruiting some 150 members of staff for the stand at Auto Shanghai was thus a process that also began months in advance, and required no less attention to detail than the stages of construction or the





transportation of cars. Senior management at Porsche China were directly involved at every stage of the recruitment process, interviewing candidates and ensuring each individual understood clearly their responsibilities throughout the event.

Sales advisors were assembled from Porsche Centres across China, chosen for their expertise and understanding of customer care. Experienced Porsche hostesses were also given rigorous interviews, while the security team were briefed in the months leading up the event, on how best to monitor the number of visitors to the Porsche stand and to make sure everyone had the chance to experience the Porsche cars in a relaxed yet informative environment.

Such attention to detail was further warranted given the fact that Porsche would welcome hundreds of VIPs from around the world, most notably Dr. Wolfgang Porsche, Chairman of



The “Panamera Highway” was specifically designed to highlight advanced technical features of the new Panamera.

the Supervisory Board of Porsche SE. In order to ensure their experience was rewarding, the events team prepared as much as possible for the entire duration of their stay. As Andrew Li explains once again, ‘The Porsche team needed to try and anticipate everything – to understand what guests were really looking for, and then prepare for that.’

Auto Shanghai did indeed live up to even the highest expectations, more than justifying the months of preparation that went into staging the show. The feeling of everyone involved was perhaps best summed up in the words of Patrick Pesch, Director Marketing for Porsche China: “The opportunity to host the World Premiere of the Porsche Panamera at Auto Shanghai was a great honour for our market. There was a huge amount of work behind the scenes, and we are proud to have shared this once in a lifetime experience with our Porsche enthusiasts in China.”



Space was allocated to a exclusive VIP viewing area for the new Panamera and Burmester sound system.



Spacious private entertainment area with bar, dining and lounge.



Porsche in China: A History of Success

By John Lynch

The unveiling of the Panamera at Auto Shanghai 2009 was a crowning achievement on eight years of rapid expansion for Porsche in China. After such an historical event, there can be no better time to look back on the accomplishments that have made Porsche China the success it is today.

Sales figures for the calendar year of 2003 continued to soar as Shanghai began its love affair with Porsche. Drivers enamoured with the sporting features of the 911 and Boxster soon found a new appeal in the refreshing driving experience offered by the Cayenne.

Launched in Asia that same year, the Cayenne enjoyed huge and immediate popularity throughout China, swiftly dominating the SUV market with its rare blend of high performance and supreme comfort. In 2004, the Carrera GT was released worldwide, and the success of these two models contributed greatly to the ensuing years of popularity.

Porsche China sold 1,753 models in 2005 – nearly three times the number of units shipped the previous year. With rising popularity came growing awareness of the spirit of Porsche. Legions of new Porsche enthusiasts across the country absorbed themselves in the sporting history of the family brand and learned about its legacy of innovative design.



2001 The first Porsche Centre in China opens in Beijing.

In February 2001, Porsche introduced its iconic sports cars to China, as Hong Kong-based importer Jepsen established Porsche Centre Beijing. The inauguration of China's first Porsche Centre was a significant event for the entire automobile industry on the mainland, heralding as it did the arrival of two Porsche design classics in the 911 and Boxster. After a strong start in the first year of opening, the first Porsche Centre in Mainland China recorded sales of 31 vehicles in 2002.

Building on strong foundations, Porsche took its name to the international metropolis of Shanghai. In August 2003, visitors flocked to the opening of the city's brand new Porsche Centre to see the latest in motor industry design and innovation.



2003 The Porsche World Roadshow begins.



2006 Porsche Sport Driving School enrolls its first Porsche enthusiasts.

With the popular launch of the Porsche Sport Driving School in 2006, Chinese automobile lovers also demonstrated their desire to explore the capabilities of high-performance Porsche sports cars on the most prestigious race tracks in China.

Commercial success was followed by critical adulation, as China's motor industry press acclaimed the ascendancy of Porsche in China. Amongst numerous tributes and awards for Porsche model lines, 2006 saw Porsche crowned Best Manufacturer at the Auto China Exhibition.

In turn, the unveiling of a new generation of the award-winning Cayenne model line on the island of Hainan in 2007 saw Porsche signal the growing strength of its commitment to the Chinese people. The Chinese release of the 911 GT3 later that year meant Porsche could offer its greatest ever array of driving experiences to Chinese customers. October of that year also saw Mr. Helmut Broeker announced as the Managing Director of Porsche operations in China.

Under Mr. Broeker's leadership, 2008 proved to be a monumental year. Porsche China became an official subsidiary of Porsche AG, offering greater flexibility to the demands of the Asian market. Shanghai was also selected as the venue for the prestigious "60 Years of Porsche" anniversary celebration; looking back on six decades of achievement on the race track and the road. During an incredible event at the 1933 exhibition space, Porsche devotees from all over China gathered to admire iconic models from the Porsche Museum in Stuttgart, brought to China for the very first time. ▶



2007 The second generation Porsche Cayenne provides China with its first Asia Premiere.



2008 Porsche China celebrates 60 years of Porsche heritage.



2008 Porsche China establish disaster relief fund with UNICEF.



2008 The first Chinese Porsche team debuts in the Transsyberia Rally.



2008 Team Jebesen of China become first team to claim two series victories in Carrera Cup.

This was also the year of the tragic Sichuan Earthquake. Seeing an opportunity to repay the support offered by the people of China, Porsche created a disaster relief fund in conjunction with UNICEF. Thanks to the generosity of Porsche Centres throughout the country, this partnership has yielded over EURO 500,000 in donations and continues to offer sustained monetary support to aid projects in the region.

In 2009, Porsche can look back on a year of unprecedented growth and development. Sales figures in 2008 were once again twice that of the previous year, reaching 8,371 units. Sales have strengthened in every segment, with the 911, Cayenne, Cayman and Boxster all showing marked improvement. Furthermore, Porsche has cemented its bond with the people of China and continued to expand upon the range of services and products offered on the mainland. The constantly growing Porsche China family now includes over 100 staff; five times the number employed in 2005.

Recent years have seen Porsche China offer more events than ever before to its valued customers. Just three years after inception, the Porsche Sport Driving School provides tuition to over 200 drivers of all abilities. The new Fascination Porsche event this year provided a selection of motor sports and entertainment for families in Beijing. Meanwhile, the hugely popular Porsche World Road Show has continued its success – last summer pleasing over 1,500 Porsche lovers at famous race circuits around China.

Within months of unveiling the Panamera at Auto Shanghai 2009, Porsche will be exhibiting the Panamera in Porsche Centres in over 30 cities nationwide. The Panamera symbolises a new dimension for Porsche in China. Not just in terms of performance, but also in the ever developing union between this great nation and the world's premier sports car manufacturer. In selecting China as the venue for this momentous launch, Porsche AG pays tribute to eight years of popular and critical acclaim, and looks forward to the future of a relationship that grows stronger with every passing year.

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