

Porsche Christophorus 337

Regional Highlights Focus on Porsche in China

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

From Guangzhou to Shanghai: Shows of excellence from Porsche

Porsche enjoyed many special journeys in 2008, as our unique sports car range travelled to all corners of the Chinese mainland. Attending a record number of 16 auto shows throughout the year, Porsche presented itself in typically impressive style, with Auto Guangzhou emerging as an undoubted highlight. Here we look at what made that wintry week in November such a fantastic experience, whilst turning to the excitement that surrounds Auto Shanghai this coming spring.

By Steve Thomson



Standing amidst thousands of motoring enthusiasts, alongside the very best cars manufacturers have to offer, it might seem difficult to leave a lasting impression. Yet this is precisely the sort of challenge Porsche loves to take up. The key to success is always to present something different, to reveal potential that others have failed to explore, and this is precisely what happened for Porsche at Auto Guangzhou towards the end of last year.

Media attention on Auto Guangzhou has grown steadily since its debut in 2003, and while Auto China is seen as the benchmark for such exhibitions, the latest showing in Guangdong Province proved the most successful yet.

It was another year for Porsche China to attend this event with full passion, and from November 18-25 last year, more than 470,000 visitors flooded the expansive halls

of the Pazhou Complex, home to China's Import and Export Fair. What they found on arrival were 125,000 square metres of space packed with displays from all the major car manufacturers in the world, yet it was the luxury car pavilion shared by Porsche that proved the busiest place of all.

The Porsche stand once again took centre stage, filling the heart of the exhibition hall as one of the largest and most



impressive in view. In total, 11 Porsche sports cars appeared at the show, among them two very special limited edition models, the Cayman S Sport and Boxster S Porsche Design Edition 2. Presented in China for the very first time, these special members of the Porsche family thrilled the crowds from the first day to the last, yet if truth be told, their limelight was shared with another Porsche, seemingly intent on stealing the show.

Auto Guangzhou proved the ideal setting for Porsche to premiere the new 911 Targa and

Targa 4S, among the most unique sports cars on the road today. Mr Helmut Broeker, Managing Director of Porsche China, opened the launch by thanking the crowds for their ongoing support, before outlining the features that make the 911 Targa such a worthy addition to the Porsche model range.

As Mr Broeker went on to explain, this new Porsche is fitted with all the latest technical equipment from Germany, including the revolutionary Porsche Doppelkupplung (PDK) transmission, but its most distinguishing feature remains a

1.54 square metre glass roof – something that promises driving experiences of an entirely different kind.

The entertainment that accompanied the unveiling sought to demonstrate this fact, as dancers in white took to the stage, contorting their bodies in a routine that paid tribute to the beauty of nature. Meanwhile, video displays revealed what a difference the larger glass roof actually makes, as drivers were shown to enjoy clear blue skies and more breathtaking views, even in the most wintry of climes.

Boxster S Porsche Design Edition 2



The fluid moves of the dancers introduced the new 911 Targa



Mr Helmut Broeker addressing the attributes of the latest Porsche models



Cayman S Sport



Looking back on the events of Auto Guangzhou, the exhibition stood out one of the hallmarks of Porsche China's success in 2008, yet like every journey with Porsche, you can't help but look forward to the one that is to come, and what a journey it will be.

This year, from April 20-28, Auto Shanghai will mark another genuine milestone for Porsche, not only in China, but in the world as a whole. Of all the great auto shows that we attend, be it Paris, Geneva, Tokyo or Frankfurt, Shanghai has been chosen to host the long-anticipated world premiere of

the Panamera, the first ever four-door Gran Turismo from Porsche.

Decisions such as these are never taken lightly, especially when it involves the launch of a whole new model range; as Mr Patrick Pesch, Marketing Manager of Porsche China, recently commented, this sort of event really only comes round 'once in a lifetime.'

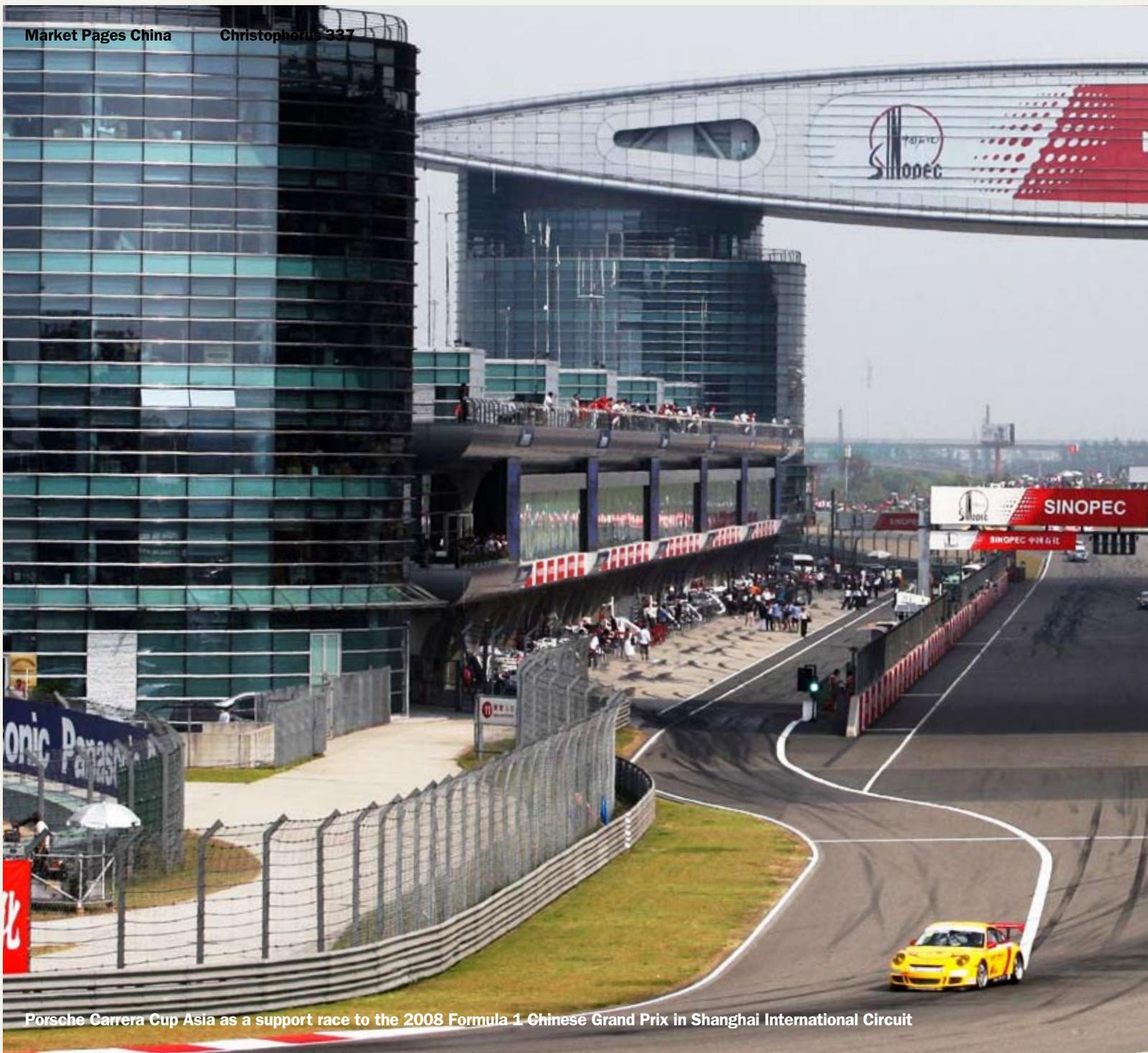
Estimated crowds of more than 600,000 will flock to Shanghai's New International Expo Centre for this historic occasion. Thousands of journalists will also be jetting in to be among the first to catch a glimpse

of the new Panamera, alongside hundreds of VIP guests from Porsche AG and the motoring world at large.

What they will find is the largest Porsche stand to appear in China, featuring 15 iconic sports cars from across the model range. And given that the brand new Boxster, Cayman S and Cayenne S Transsyberia will be appearing alongside the Panamera, this really will be the greatest showing from Porsche that China has ever seen, where an exciting new chapter looks set to begin, and a truly unforgettable story lies waiting to be told. <



Porsche's latest Panamera makes its world premiere in April at Auto Shanghai



Porsche Carrera Cup Asia as a support race to the 2008 Formula 1 Chinese Grand Prix in Shanghai International Circuit

The Way to Race

By PR Plus Limited

Sometimes the Porsche Carrera Cup Asia racing drivers arrive at the race track sporting designer jeans, sneakers and a baseball cap. But just as often, they arrive at the circuit in a bespoke suit with a briefcase in one hand and a racing helmet in the other. However striking the image, the reality combines for a system that not only functions, but one that has grown in both appeal and popularity.

They call it "Arrive and Drive" and behind the catchy name is a structural concept with



many professionals working feverishly behind the scenes so that the businessman-cum-racing driver really can arrive from one of countless cities across Asia-Pacific and step straight in to an immaculately race-ready Porsche 911 GT3 Cup car.

Since 2003, the Porsche Carrera Cup Asia – one of the global Carrera Cup series – has given race drivers the opportunity to compete at the very best circuits in Asia and at some of the most prestigious race meetings on the international motorsport calendar.

In its initial year, the Porsche Carrera Cup Asia focused on developing a high-calibre series that would dramatically raise the bar on Asian motorsport. Having firmly established its reputation as the premier sportscar championship there, the series began to expand and explore the region, opting to go beyond its traditional borders and fly its race cars to the Middle East for the final two races of the 2008 season.

A unique element of the Porsche Carrera Cup Asia is the two-category racing concept,

where gentlemen drivers have the opportunity to compete alongside professional racing drivers. Each category is points-scoring and carries its own title, and has proven effective in quickly developing newcomers so they may graduate to the professional class. Amongst the field there is camaraderie and an atmosphere of respect. And of course there the race itself.

In many ways the field represents a perfect m lange of drivers, with experienced veterans competing alongside ambitious >



The centrally managed mechanics and race organization from EKS and MAL work hard behind the scenes

drivers in the initial stages of their sportscar careers, and others who race simply because, in their leisure time, they must fulfill their genuine passion for the sport.

Behind the scenes is a team comprised of Porsche personnel and partners who put together a programme where all race operations are centrally managed.

"I think we have quite a unique concept in terms of motorsport," Porsche Asia-Pacific Regional Marketing Manager Dr. Henrik Dreier says. "Usually a driver has to find his own team, and each team must handle every aspect of racing. There are engineers, mechanics, spares and logistics to be organized, and then countless additional arrangements such as hospitality at the track and taking care of guests. This series is very different in that every detail is handled for the driver by our team of experienced professionals."

To arrive and drive means to allow all the drivers to focus on the racing, be it in China, Singapore or any other country. Mechanical and spare part services are centrally managed and each driver is provided with specially assigned race mechanics and supervisors to service his car. The identical Porsche 911 GT3 Cup cars are shipped or flown together, and transportation is centrally coordinated.

When the drivers are at the track, a high standard of hospitality is available for them and their guests, which does indeed mean that two men who battled each other on the circuit could be, twenty minutes later, standing behind one another in the buffet line

But the racing is clean and fair. The professional drivers appreciate the quality of the competition, but also the way in which the competitors treat one another. Though tempers flare and the on-track battles are not to be missed, Dr. Dreier believes that the trust cultivated among the series and the drivers makes for an atmosphere that would be difficult to replicate.

"Undoubtedly it is a high level of competitive racing, but afterwards, the drivers get along," Dr. Dreier says. "There is big friendship and big trust."

Porsche Asia Pacific Manager Motorsport Christoph Choi says that becoming a part of the Porsche Carrera Cup Asia, either as a partner, sponsor or driver, can enhance any motorsport aficionado's passion for the sport.

"Anyone who thought that motorsport was exclusive to full-time racing drivers could not be more mistaken," Choi says. "All it takes is ambition, a love for racing and a phone call. Competitors from around the world can take part and we invite anyone interested to contact us. To participate for two years cost on average only EURO 200,000 per season. This even includes ownership of the car."

This past year, Australian property developer Paul Tresidder raced in his first season of the Porsche Carrera Cup Asia, finishing third n

the Class B championship. Based in Sydney, the 59-year old previously raced two seasons in the Australian GT Championship.

"I think it's easier this way," he says. "The cars are all set up, there aren't any problems. I fly up from Australia and the team flies up on its own. I've paid to have an engineer with me this season to help analyze the data and he comes here and everything just works."

Even a glance at a world map will reveal the great distances traveled by the Porsche Carrera Cup Asia and its truly international appeal. In the 2008 season alone, the series began in Malaysia, before moving to Shanghai, then to China's Southern Pearl Delta region, Indonesia, Singapore and back to Shanghai before a quick dash to Bahrain for the season-closer. This season follows a similar schedule, including a return to the Marina Bay street circuit where Porsche is thrilled to welcome back SC Global Developments as event title sponsor for a second year.

But 2008 was a year to remember with the series supporting no fewer than three rounds of the FIA Formula One World Championship, including being among the first cars to ever race on the Marina Bay Circuit in Singapore, the site of the first-ever Formula One night race. Less than six weeks later, with a race in support of the Chinese Grand Prix

The spectacular skyline of Singapore adds to the allure of the first ever race at the Marina Bay street circuit





The whole fleet of 911 GT3 Cup cars were flown to Bahrain for the season finale

sandwiched in between, the cars were flown from the Porsche Asia Pacific base in Singapore to Bahrain for the season finale, marking the first time racecars in any of the Carrera Cup series were transported by air. The complex logistics involved in shipping the cars from China to Singapore, and then flying them onwards to Bahrain, would have been almost impossible if not for Singapore Airlines Cargo and the series' expert logistics partner Racing Logistics International.

"For the first time in the history of the Porsche Carrera Cup Asia, race cars were transported by air from Singapore to Bahrain," Mr Tan Tiow Kor, Senior Vice President, Sales and Marketing for Singapore Airlines Cargo said. "The Porsche brand is

world-renowned for its technical and service excellence, and we are very pleased to know, that in selecting Singapore Airlines Cargo to transport their race cars, we have met Porsche's exacting service requirements. We are proud of this association."

There are few other motorsport series in which drivers have the opportunity to travel as extensively as with the Porsche Carrera Cup Asia, and by flying the cars to Bahrain, the series has further heightened its breadth and depth.

"The distances this series travels are considerable," Dr. Dreier says. "Many of the other Carrera Cup series race on different circuits within a single country, but the

distances we travel in Asia can be compared to shipping a car from Berlin to New York City. Asian motorsport is rapidly developing, but in the meantime there are only a limited number of circuits which are FIA Grade 3 or higher and have the motorsport infrastructure required by our series."

As a result, the series travels far and wide, catering to the regional aspect of the series and adding towards its allure.

"For me, being able to race at different circuits is fantastic," Tresidder said. "The F1 circuits are incredible. This year, Sepang (in Malaysia) was my favourite and I was pleasantly surprised by Singapore, which was a great experience. To be able to say that you are one of 19 Porsche drivers at the first Singapore Grand Prix is not a bad feat."

Indeed, the memories of the spectacular skyline, the narrow Anderson Bridge and the historic Raffles Boulevard will not be forgotten. While many are content to witness motorsport history, there are some who yearn to be a part of it and the Porsche Carrera Cup Asia continues to make that possibility a reality.

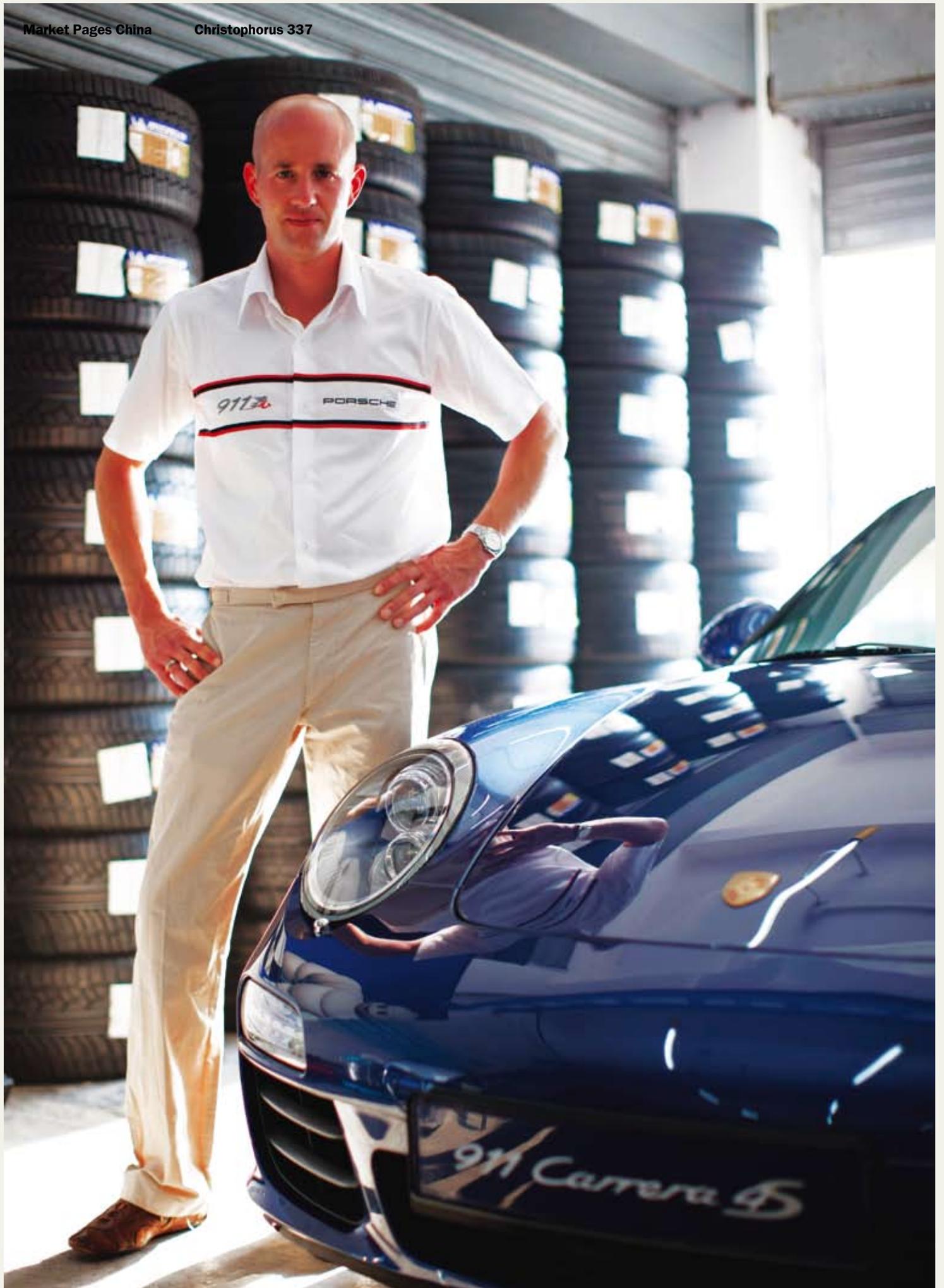
"For the gentlemen drivers, this is a lifelong dream and probably one that would not be possible if they had to organize their own race teams and logistics for every race," Choi says. "In our series, the gentlemen drivers improve their racing skills and instincts every time they go out on track, but at the same time they are able to arrive at the circuit in time for practice and find their cars ready to be raced."

Porsche Carrera Cup Asia 2009

Round(s)	Date	Circuit, Country	Event
-	Feb 27 - Mar 1	Sepang Int. Circuit, Malaysia	PCCA Test Days
Event 1	Apr 17 - 19	Shanghai Int. Circuit, China	Formula 1 Support Race
Event 2	May 8 - 10	Beijing Goldenport Circuit, China	Porsche Weekend
Event 3	Jun 19 - 21	Zhuhai Int. Circuit, China	Pan Delta Super Racing
Event 4	Jul 17 - 19	Sentul Int. Circuit, Indonesia	Asian Festival of Speed
Event 5	Sep 25 - 27	Marina Bay Circuit, Singapore	Formula 1 Support Race
Event 6	Oct 23 - 25	Shanghai Int. Circuit, China	China Formula Open / Asian Festival of Speed
Event 7	November	To be announced	To be announced

Source: Motorsport Asia Ltd.

Please note that the calendar above is not final and might be subject to changes.



Driving forward in 2009: A new direction for PSDS in China

By Steve Thomson

Porsche Sport Driving School (PSDS) has been developing our driving experience programme ever since its arrival back in 2006. Organised directly through Porsche AG in Germany, PSDS continues to thrive in 2009, where the impetus to expand and improve has never been greater. Here we meet Arnd Stollmann, the man charged with taking PSDS to the next level, as he shares his early experiences in China, and outlines some exciting plans for the year ahead.

On behalf of everyone at Porsche China, welcome once again. You've been working here as Chief Instructor for four months now, but what attracted you to this position in the first place?

Spending a year in China was actually an easy decision to make. Both my wife and I have always liked Asia; we have had a lot of holidays here and have always been struck by the friendliness of the people. I had also worked in China a few times before, with Porsche Sport Driving School and the Porsche World Roadshow, as well as late last year for the launch of the new 911, so I already knew something of what to expect. Of course, this new role presented a very interesting set of challenges as well.

Would you say the new role has so far lived up to your expectations?

Actually it's more than lived up to them. I've been delighted to see the open-minded way everyone is working together, and how free we are to develop new ideas for PSDS in China. There is a great team of Chinese instructors already in place, who are living and breathing the 'Porsche way' in everything they do. They work and drive to a very high standard, and their enthusiasm makes my job that much easier. I have really enjoyed spending more time with them, and hope to provide them with all the help, support and input they need to do a fantastic job for our customers.

So what are your main aims for Porsche Sport Driving School in the coming months?

Right from the beginning, the priority for this year was to take PSDS in China to the next level, to go further than the Precision Level training already on offer. PSDS has always been about improving our customer's driving skills, rather than just driving at high speeds. Of course, it's also about having fun in your Porsche, but we're focusing more on the high art of vehicle control. In other words, we want

to teach the precise interplay of steering, accelerating and braking that allows you get the most from your Porsche. So that is why we have brought the Performance Level training to China.

Can you give us an example of how the Performance Level training actually works?

Well, one of the main on-road training modules is lapping, where you put your knowledge and skills to the test over the ▶

Stollmann's prowess on the track





Stollmann shows how to drive a Porsche in its best way

entire circuit. As a very special feature, instructors follow you around the track to evaluate your performance, offering you helpful tips via the radio. At other times, they sit next to you, so they can feel how the car is behaving, and whether it is responding in the correct way. This makes for a really active learning experience, where the customers are always talking with the instructors, helping them not only to see themselves doing better laps, but also understand why they have improved their performance in the first place. This also allows for a greater amount of free driving on the circuit, and helps customers to deepen their understanding of everything they have learned before.

Of course, taking a Porsche around any race track is a unique experience, but how does this training help when you are driving on normal roads?

People sometimes ask themselves why they really need to have a sports car, and why they should take advantage of this sort of training. For me, it's simple - the experience you have on a race track at the same time makes you a safer driver in everyday life. This is because the standard is that much higher, and knowing how the car behaves when closer to the limit makes it easier to

handle when driving at normal speeds. You also gain confidence, both in yourself and the Porsche you drive, and this makes you more equipped to respond, regardless of the challenges you may face.

That makes a lot of sense, but on a more personal level, what do you find most rewarding about your job as an instructor?

What I really like is to work closely with the customers, because the closer you are, the more you can help them. We can see every mistake a driver makes, because as instructors, we have made the same mistakes in the past. The most satisfying thing is when a customer turns to you and says, 'I have really learned a lot, I have really improved and now I want to have more training, because now I know why I bought a Porsche, and not other cars.' I suppose PSDS works on a more emotional level, as they drive their Porsche on the race track, and become much better all-round drivers at the same time.

As a professional driver working with Porsche on a daily basis, what do you find most unique about these cars?

The suspension, the cornering, the acceleration, the brakes; all of this is outstanding. Yet, for me, what is really

special is that while other manufacturers can also produce very fast, good cars, the thing about Porsche is that we can do it with our cars every single day. This is what I explain to the customers - you can drive a Porsche both on road and on the race track, but also, if you really want, you can drive your Porsche on the race track every day as well. I just do not think you will find this level of consistency anywhere else.

Knowing you have worked with us since 1992, we have finally to ask, how did you first discover your passion for Porsche?

Looking back, it has to be my family in Germany. My father was always into cars, and I remember my uncle always talking about his Porsche. When I was growing up, it was something special for me to see a Porsche car on the road. I remember one time when I was 14 or 15, a good friend of my father gave me a ride in a 911 Turbo as a birthday present. And then, when I was 18 and got my driver's licence, my father hired a 911 for the day, and gave me this car to drive. I still remember it very clearly, and it wasn't long before I got my first apprenticeship with Porsche in Stuttgart. I've now been working with Porsche for more than fifteen years; I feel really connected and can't imagine working for another brand. It really is the one I like the most, and the one I grew up with.

Well, we know Porsche China is delighted to have you, and we're all looking forward to seeing the exciting changes you make to our driver training programme in 2009.

You can find all the information you need about PSDS events in Shanghai, Beijing and Zhuhai on www.porsche.cn.



至善者不息

全新 Panamera 全球首发锁定中国

重新定义四门四座跑车的的设计理念，传承保时捷的非凡血统，突破世人期盼，为臻达完美而精勤不息，

呈现更为极致的驾驭境界。全新保时捷Panamera将于4月20至28日全球首度亮相于中国上海国际车展W5馆。

欲了解Panamera更多信息，敬请登陆www.porsche.cn。



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Porsche Design opens its doors to Shanghai

Porsche Design – a luxury brand with particular focus on technically inspired products – has opened an exciting new store in the heart of Shanghai. After a grand opening on November 27, 2008, the Shanghai flagship store has proven hugely popular.

By John Lynch

There could be no better location for Porsche Design than its new spot on Huaihai Middle Road. Located in the former French Concession, the colonial architecture of this thoroughfare stands in bright contrast amongst the futuristic skyscrapers of this buzzing metropolis – a fitting mix of classic design and modern technology.

The grand 300 square metre store is the latest Porsche Design opening on the Chinese mainland. Since the Beijing store welcomed its first customers in May 2007, retail outlets have opened to considerable fanfare in the cities of Hangzhou, Xi'an, Chongqing and Qingdao. The Shanghai store also seems destined to enjoy considerable success, seeing as it

is the eighth branch to open in China – the number eight being the most fortuitous in Chinese culture.

The Porsche Design concept was the brainchild of Ferdinand Alexander Porsche, designer of the iconic Porsche 911. His vision was to apply Porsche design principles outside the world of automobiles. Although the Porsche Design brand would go on to expand the definition of what Porsche is, Ferdinand Alexander insisted that, just as in car design, “function forms the basis of other considerations.”

Since inception in 1972, the Porsche Design Studio has applied this rule in engineering inventive and creative designs



with huge success: products designed in the studio have won more than 120 international design prizes and awards. From industrial technology to household goods and to men's accessories – all products designed there stay true to the principles laid down by Ferdinand Alexander Porsche. Today, the Porsche Design Studio

The Porsche Design flagship store stands out with its sleek lines on Shanghai's Huaihai Road



The epitome of style: (L to R) Porsche Design's Worldtimer, Mobile Phones and Driving Sport Wear



is considered one of the most traditional and established studios in Europe.

In the Shanghai store, customers will see that the latest generation of innovations from Porsche Design are part of that great tradition. The P'5000 Driving Sport Wear, made from breathable elastic materials, have been designed to be stylish enough for casual wear, but durable enough to withstand the rigours of professional motor racing: perfect for the Porsche road user.

Likewise, the P'6750 Worldtimer is a primary example of innovative and functional design. As the latest Porsche Design timepiece, it contains several

developments uniquely tailored to admirers of Porsche's particular brand of fine German engineering. At present, the P'6750 has a world timer mechanism which is so far unique: when changing time zones, the reference time on the central indicator is transferred at the touch of a button and without losing time.

With the P'9522 Mobile Phone, Porsche Design has also shown that it can revolutionise the way we all look at any consumer product. This folding handset's smooth action demonstrates the highest level of craftsmanship, and its inbuilt global positioning system is yet again ideal for the Porsche customer. Milled from a

solid block of aluminium and incorporating tough mineral glass, the P'9522 is stylish, resilient and of reassuring quality.

These are characteristics that will be familiar to visitors as they browse the shelves of Porsche Design including watches, sunglasses, luggage, a sport and fashion collection as well as electronic products. All are welcome to come down and see for themselves how the Porsche name has become synonymous with both the best of motor sport and the smartest of men's accessories. Who knows, maybe they will all take home a pocket-sized piece of the Porsche story? ◀

Crossing another Frontier in the New Year

By John Lynch



Mr Albert Xie, General Manager of Porsche Centre Fuzhou (Left) and Mr Helmut Broeker

If 2008 was an illustrious year for Porsche China, the opening of Porsche Centres Fuzhou and Changsha in the first two weeks of the New Year proved that confidence is high for further success in 2009.

Valued VIP customers, local media and government representatives from Fuzhou and Changsha had a first chance to admire the full Porsche range, including the latest generation of 911. Mr Helmut Broeker, Managing Director of Porsche China, was sincerely welcomed at both events to enjoy beautifully choreographed performances of local dance and folk music.

On January 9, around 300 guests gathered for speeches from Mr Albert Xie, General Manager of Porsche Centre Fuzhou, and Mr Broeker at the inauguration of the new showroom in Fuzhou's ultra-modern Gaishan Investment Zone. The moment was commemorated by the unfurling of a scroll depicting the new Centre; a truly fitting memento of an unforgettable evening of festivities.

Moving on to Changsha for January 16, Mr Broeker was once again addressing an expectant crowd, this time alongside Mr

Eric Qi, General Manager of Porsche Centre Changsha.

During the evening's entertainment, Miao and Tujia minority dance and music gave ideal demonstration of the Porsche awareness of the region's cultural diversity. To commemorate the day local artistes also performed a piece that blended China's iconic 'Lion Dance' into a traditional German dance; a testament to the warmth with which Porsche has been embraced across the country.

In their speeches, both General Managers promised to bring premium Porsche cars and world-class standards of service to their cities. Mr Broeker took the opportunity to celebrate the blossoming reputation of Porsche sports cars in China as 'a lifetime investment, both delivering the ultimate driving experience and financially, supported by the fact that almost two-thirds of all cars ever built are still on the road today.' The guests at Changsha and Fuzhou certainly seemed to agree as they milled around the displays, admiring the finest German engineering in their hometowns for the very first time.

Mr Eric Qi, General Manager of Porsche Centre Changsha (Right) and Mr Helmut Broeker



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