

# **Porsche Christophorus 343**

## **Regional Highlights Focus on Porsche in China**

**Under the Spotlight: Porsche Prepares for Auto China 2010**

**Past and Present: World Premieres in China**

**Capital Porsche**

**Chengdu Mosaic: 911 Carrera**

**The Power of Momentum: Christian Menzel**

**Porsche Carrera Cup Asia 2010: Start Your Engines**

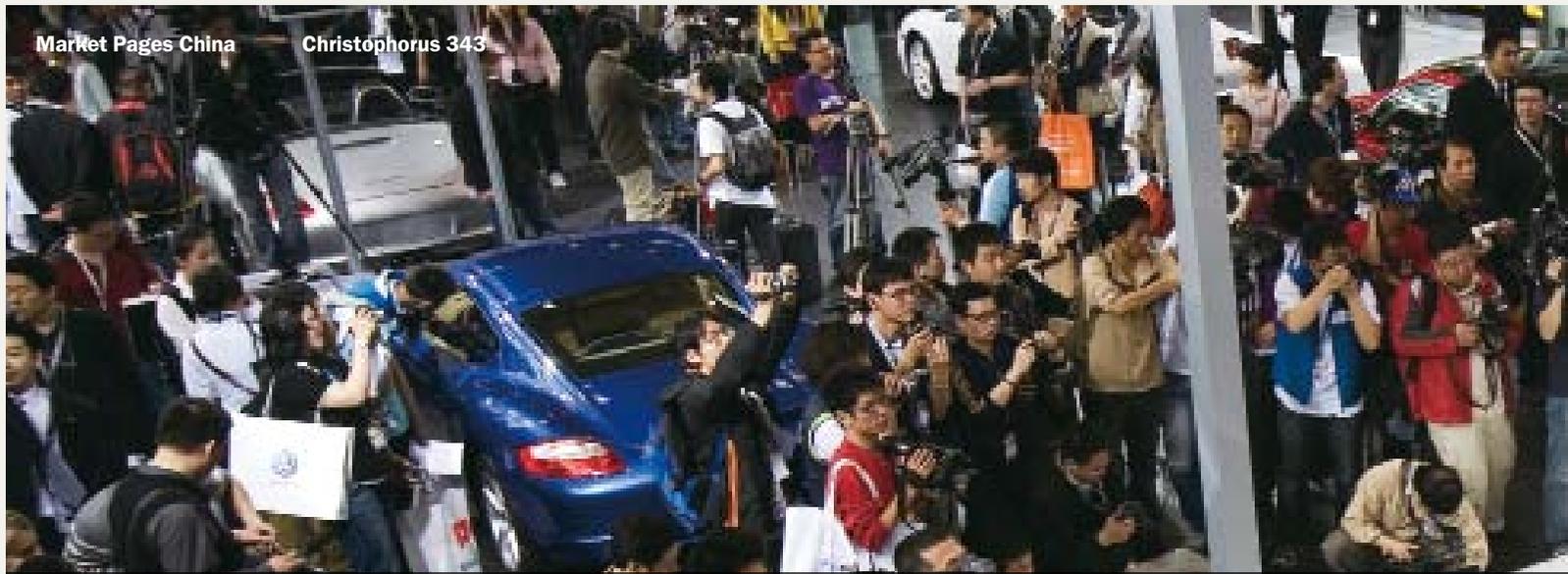
**David Breun: An Eye for Speed**

**Mastering Your Porsche: Porsche Sport Driving School Returns in 2010**

**A New Home for Porsche China**



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



# Under the Spotlight: Porsche Prepares for Auto China 2010

By Steve Thomson



Auto China is just around the corner, with the nation's greatest auto exhibition preparing to unveil the latest variety of innovations from across the motoring world. Porsche delights in attending events such as these, and with China's newfound status as the world's largest auto market, this upcoming showcase of the most cutting-edge Porsche designs takes on an even greater significance. Beijing is poised to fall under the spotlight once again, and with a motto of "Green Tomorrow", there's little room for disappointment.

More than 650,000 visitors are expected to fill the halls of the China International Exhibition Centre from 25 April – 2 May 2010, eager to discover the latest designs that will light up roads worldwide in the coming year. Everyone from the youngest motoring fans to the most distinguished car collectors

will be in attendance, united by a sense of excitement and curiosity at what the world's favourite sports car marque will unveil next.

A passion for motoring is what has driven Porsche to the heights it has reached today, and there can be no more obvious

an expression of this than at auto shows of this kind. It can be seen everywhere, from the enthusiastic smiles, to the clicking of cameras as the crowds take in the many displays. With expectations running higher than ever before at China's premier auto exhibition, Porsche has prepared a display



**Auto China has built a reputation for unveiling the finest selection of the newest models from Porsche. In 2008, the Cayenne Turbo S thrilled crowds in Beijing**

for even the most discerning motoring enthusiast.

Hall E5 will be the home of Porsche for the ten-day event, where guests will be welcomed by a unique two-floor structure that extends to some 890 square metres, with 15 of the latest Porsche models sitting proudly on display. Among this unparalleled collection will be nine models revealed in China for the very first time, including two World Premieres—the V6 variants of the new dimension Porsche: the Panamera and the Panamera 4.

No fewer than seven further Asia Premieres of Porsche models will complement the sense of occasion, highlighted by four versions of the latest Porsche Cayenne, fresh from debut at the Geneva Motor Show. The 911 Turbo S, the 911 GT3 R Hybrid, and the Boxster Spyder provide further stunning examples of the acclaimed innovation that will be seen by those in attendance. More details will follow in the pages to come.

Of course, as with every Porsche experience, words can only take you so far. The real

value of Auto China will be giving people the chance to get up close to the Porsche models. While the interactive displays and extensive showcasing of Porsche Exclusive design options will help visitors to imagine their perfect Porsche, only when they sit behind the wheel do they realise what makes Porsche the legend it is today.

Auto China has a lot to live up to, but with so much at the Porsche stand and beyond, the premier motoring celebration in China is sure to exceed expectations once again. ◀

# Past and Present: World Premieres in China

By Ding Jie Fei

The World Premiere of a new Porsche model is a priceless moment. Very few experiences can compare to witnessing the unveiling of another automotive masterpiece, as the silk cloth is removed and years of secretive endeavour are exposed to shining spotlights and flashing cameras. As Porsche has grown in popularity around China, the eyes of the world increasingly turn to this country for a first glimpse of the future.

## 2008: Cayenne Performance Evolution

It was natural that the pinnacle of the Cayenne model range—the Porsche Cayenne Turbo S—would be unveiled in China. From the arrival of the first Cayenne in China in 2003, Porsche enthusiasts in China have taken the world's most illustrious SUV into their hearts. At Auto China 2008, Mr. Klaus Berning, Executive Vice President Sales and Marketing, and Mr. Helmut Broeker, Porsche China CEO, revealed the Cayenne Turbo S.



## 2009: The New Porsche Dimension

A new dimension Porsche redefining what is possible in the Gran Turismo class—and launched in a country that is redefining the realms of possibility. Auto Shanghai 2009 witnessed the birth of the Porsche Panamera.

Joining Mr. Berning and Mr. Broeker for the unveiling were Mr. Wolfgang Dürheimer, Executive Vice President Research and Development, Dr. Wang Gang and Dr. Wolfgang Porsche. With the Panamera Turbo, Panamera 4S and Panamera S, there was no shortage of Porsche design and innovation on display.



# 2010: Witness the Technological Revolution

畅想 Greener Tomorrow For a  
绿色未来  
Auto China 2010



## The New Panamera and Panamera 4

As the reputation of the Porsche marque flourishes in China, the importance of Auto China increases with every passing year. Porsche returns to Beijing in 2010, this time with the World Premiere of the Panamera and Panamera 4—new variants of the Panamera that continue to offer the finest in Porsche sports performance for four.

## Other Highlights

The World Premiere of two new Panamera models is just one reason why Beijing will be the centre of the Porsche world for one week in April. With no less than seven other Asian Premieres, here are some others:



## The New Cayenne

Pure dynamism: A flowing coupé silhouette, blending into lines that run square to the observer. The new Cayenne model range is a Porsche design masterpiece. To the point.



## The New 911 Turbo S

Acceleration from 0 to 100 km/h in 3.3 seconds. More power, more technology, more exclusivity. And no increase in fuel consumption or emissions. A spine-tingling evolution of the world's greatest sportscar.



## The New 911 GT3 R Hybrid

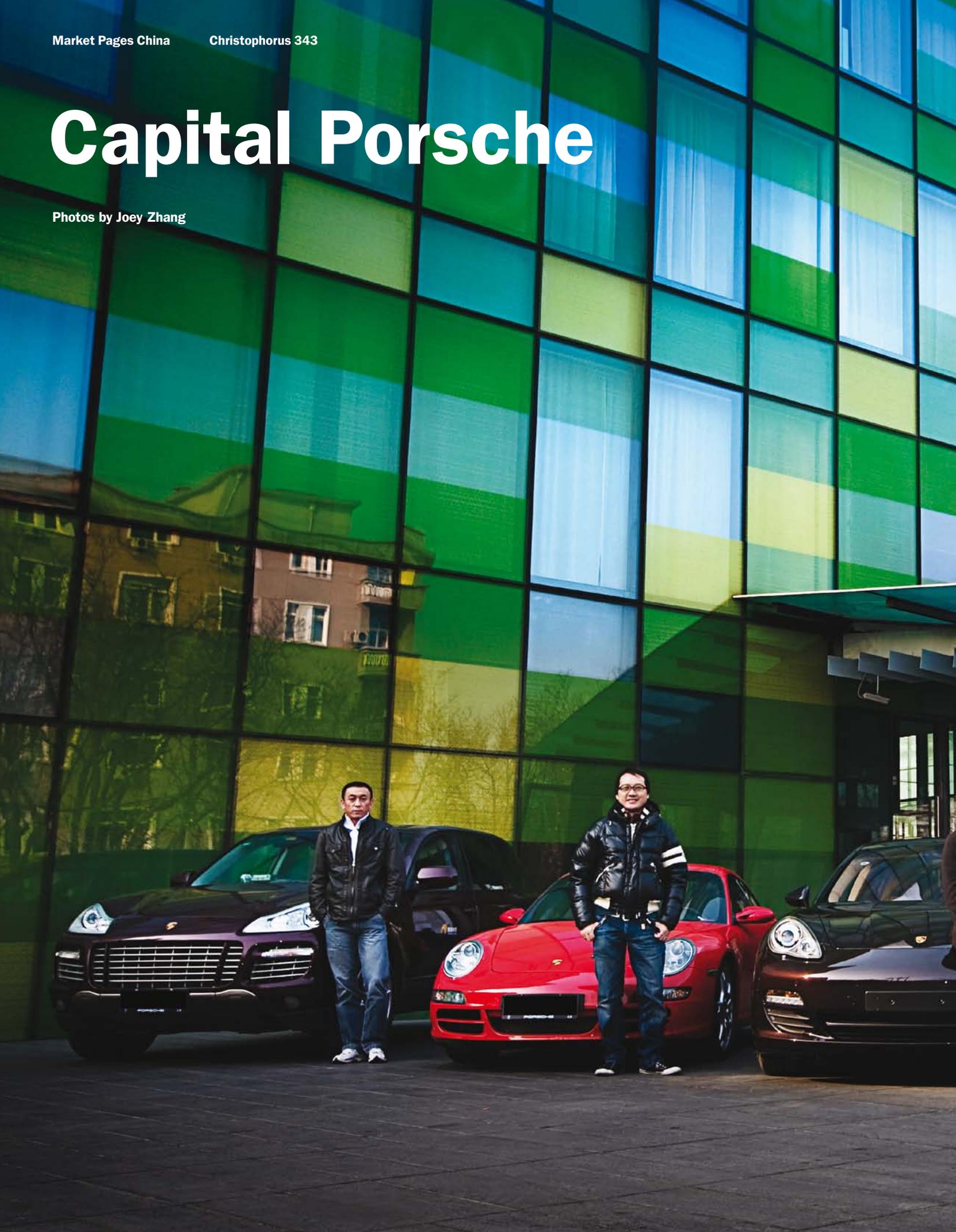
Electric front-wheel drive geared towards performance or fuel consumption depending on the racing situation. Enhancing an already extremely successful sportscar. That's what we mean by "Porsche Intelligent Performance".

Find out more.

For more information about any of the models on display at Auto China 2010, please refer to the latest edition of *In Focus*, the Porsche China Newsletter (Issue 1, 2010). Otherwise, simply visit Porsche online at [www.porsche.cn](http://www.porsche.cn)

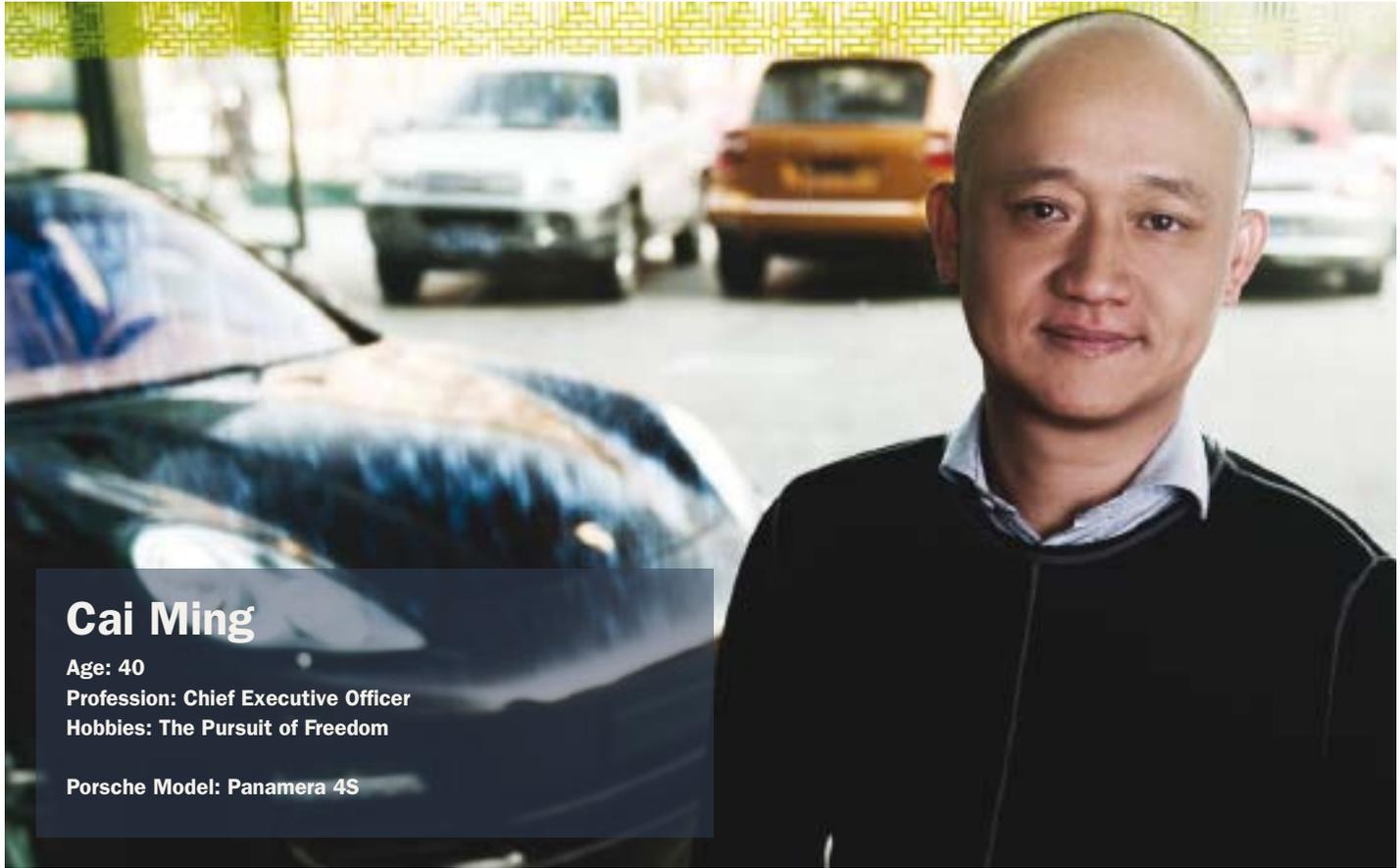
# Capital Porsche

Photos by Joey Zhang



As Auto China returns to Beijing for another year, the strength of the Porsche marque in the national capital has never been greater. With three Porsche Centres offering the finest in Porsche products and services, Beijing now accounts for more sales than any other city in China. Behind this success are thousands of new Porsche enthusiasts, living a Porsche lifestyle that has been loved for generations—and writing an entirely new page in the evolution of the Porsche legend.





## Cai Ming

Age: 40

Profession: Chief Executive Officer

Hobbies: The Pursuit of Freedom

Porsche Model: Panamera 4S



### What part of your personality makes you a Porsche owner?

Owning and driving a Porsche is all about the excitement and the enthusiasm. I have always tended to be a unique personality—so owning a Porsche was the right decision for me.

### Why is your Porsche the perfect car for you?

My Panamera offers a combination of daily business practicality, with speed and performance. The Panamera has a strong personality. For me, the Porsche Panamera is the perfect car.

### Describe your ideal day enjoying your Porsche in Beijing.

During the day, I would drive at a relaxed pace, stopping at a roadside café in the open air. Relaxing outside, I would enjoy the sunshine and a dessert—but of course my eyes would not move away from my beloved Porsche!

### As an experienced Porsche owner, what does the Porsche brand symbolise in China?

Porsche symbolises the finest in precision technology from Germany, blended with a heritage of motorsport and speed. It's a niche and unique brand. How can you combine a car with business capability while still ensuring the pure pursuit of freedom? To ensure that business requirements are still satisfied, it's important to find a car with responsibility and reliability. And Porsche is one of these cars!



## Lin Zihui

**Age:** 37

**Profession:** Advertising

**Hobbies:** Arts and culture

**Porsche Model:** Boxster RS Spyder 60, Cayenne

### What part of your personality makes you a Porsche owner?

I love the Porsche brand, and the design in every model. I am a determined and self-confident person, so buying my Boxster RS Spyder 60 and Cayenne was a natural decision.

### Why is your Porsche the perfect car for you?

I absolutely love its contours and streamlined design evident in the exterior. My Porsche is not only a vehicle for my daily commuting, but it's also a frequent topic of chats with my friends. Porsche really is an integral part of my life.

### Describe your ideal day enjoying your Porsche in Beijing.

Owning a Porsche is all about the driving pleasure—getting out to the suburbs, breathing the fresh air, and enjoying the natural scenery. At noon, I would stop the car at a roadside café, and then relish in some delicious food as I take in the beautiful landscape.

### As an experienced Porsche owner, what does the Porsche brand symbolise in China?

Elegance and confidence. Porsche enjoys a good reputation in China and the development of the brand has been great. I'm sure Porsche will continue building a larger and larger market share in the high-end class.



## Wang Feng

Age: 42

Profession: Fitness

Hobbies: Sports (especially marathon), collecting

Porsche Model: Cayenne Turbo, Panamera



### What part of your personality makes you a Porsche owner?

I have always liked the brand. Personally, I appreciate the pursuit of performance and perfection.

### What do you enjoy most about owning a Porsche?

I couldn't find another brand that suited me like my Porsche cars. When I drive one of my Porsche cars, I feel like I am unified with my car—it feels like we are integrated as one. In addition to this, every Porsche stands a good chance of catching a second glance in the street.

### Describe your ideal day enjoying your Porsche in Beijing.

I love getting away. Just galloping at speed down the highway.

### As an experienced Porsche owner, what does the Porsche brand symbolise in China?

From certain perspective, owning a Porsche is a symbol of success. Buying a Porsche is a reward to yourself. Porsche is elegant but not too conservative. Every Porsche model is full of passion and reflects the tastes of the upper-class society in China today.



## Pierre Man

**Age:** 42

**Profession:** Event marketing

**Hobbies:** Travelling, driving, shopping

**Porsche Model:** 911 Carrera S, Cayenne Turbo

**What part of your personality makes you a Porsche owner?**

My first dream as a child was always to own a red Porsche. Today, the brand is perfect for me, because I enjoy living life passionately and love a luxury lifestyle.

**What do you enjoy most about owning a Porsche?**

From a driving perspective, the handling offered by Porsche is unrivalled. But there is more to Porsche than the drive. Owning a Porsche provides social status and I appreciate this.

**Describe your ideal day enjoying your Porsche in Beijing.**

Every drive in a Porsche is a chance to enjoy a leisurely lifestyle. But I also love the attention I attract when I drive my Porsche.

**As an experienced Porsche owner, what does the Porsche brand symbolise in China?**

In my opinion, Porsche in China stands for technology, innovation and luxury.





**What part of your personality makes you a Porsche owner?**

I just simply love the Porsche brand.

**Why is your Porsche the perfect car for you?**

Porsche is a good brand. I am an enthusiastic person and I believe this is reflected in my Porsche cars.

**Describe your ideal day enjoying your Porsche in Beijing.**

My Porsche gives me freedom. I can drive wherever I want to go, and do whatever I want to do. This is the enjoyment of Porsche for me.

**As an experienced Porsche owner, what does the Porsche brand symbolise in China?**

Porsche is strong and reliable, modest and elegant. Every Porsche displays a great confidence and power inside. During conversations with my friends, I can always feel that Porsche enjoys a good reputation among the people here.



**Sun Lei**

**Age: 27**

**Profession: Student**

**Hobbies: Travelling**

**Porsche Model: 911 Targa 4, 911 Carrera 4S, Cayenne**

## Ge Lan

Age: 28

Profession: Student

Hobbies: Travelling

Porsche Model: Cayenne Turbo



**What part of your personality makes you a Porsche owner?**

I love the Porsche brand—it is the perfect car for me.

**Why is your Porsche the perfect car for you?**

I really appreciate that every Porsche offers performance at a price that is very competitive. I also love the freedom and comfort of my Porsche.

**Describe your ideal day of enjoying your Porsche in Beijing.**

It would have to be a day when I can do anything I wish, and even better if there is a touch of romance!

**As an experienced Porsche owner, what does the Porsche brand symbolise in China?**

The exterior of every Porsche displays great aggressiveness. However, at the same time, each Porsche model still maintains a very low profile. I feel that everyone in China appreciates this and likes the brand.

### Credits

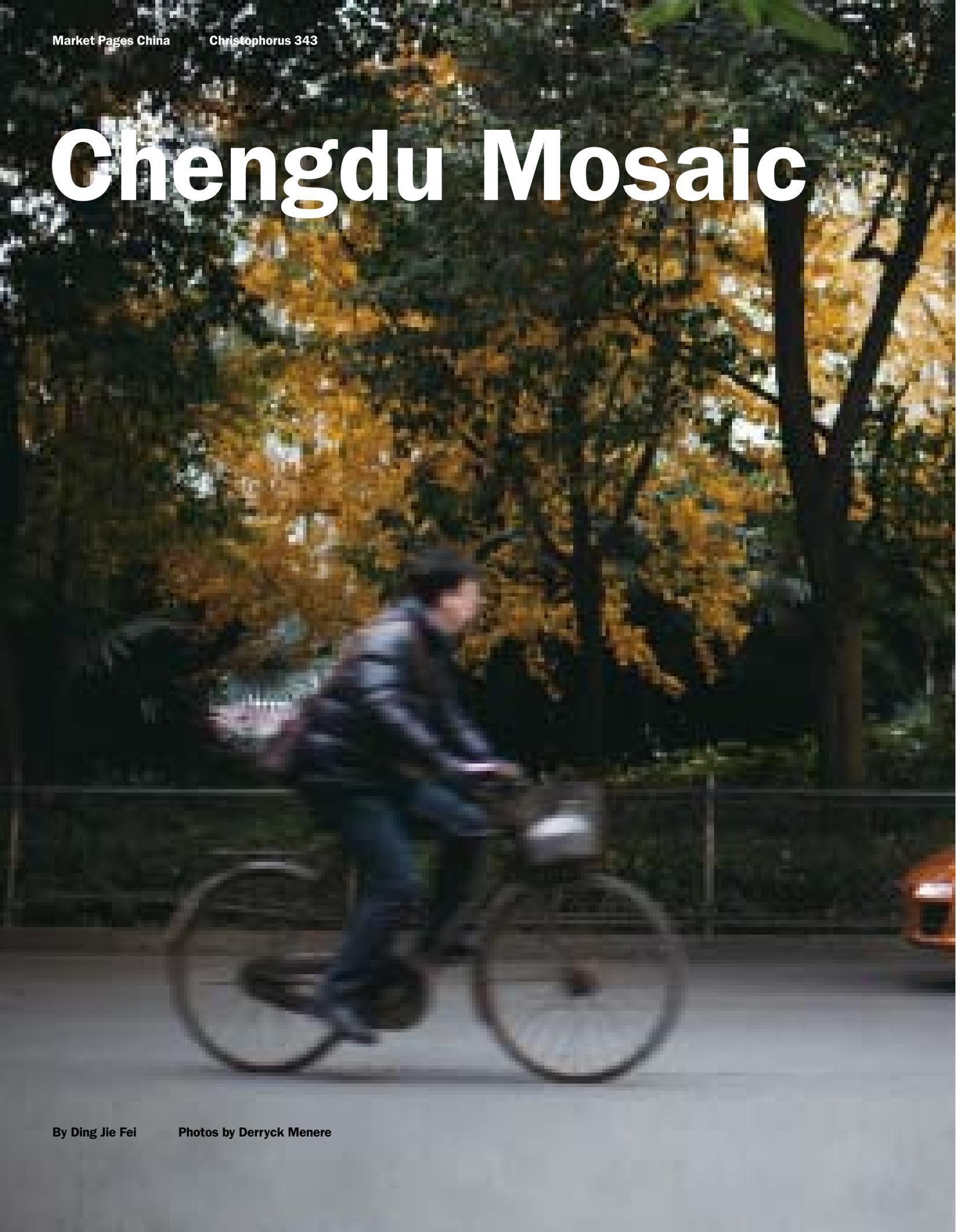
Porsche would like to thank Betterlife Porsche Group, Jepsen Porsche Group and Mr. Bailey Xu, Director Marketing, Porsche Betterlife Group.

Porsche also wishes to thank The Opposite House. The Village, 11 Sanlitun Road, Beijing  
[www.theoppositehouse.com](http://www.theoppositehouse.com)

# Chengdu Mosaic

By Ding Jie Fei

Photos by Derryck Menere





**The tranquil silence of a park beside the Jin River is broken by an early morning wind rustling the leaves that have fallen during the autumn. A mist hangs low in the sky around Chengdu, shrouding us from the early morning sun. The lack of sunlight does little to restrain the shimmer in the Nordic Gold of our Porsche 911 Carrera. This is a Porsche masterpiece with an inner strength unlike any other.**

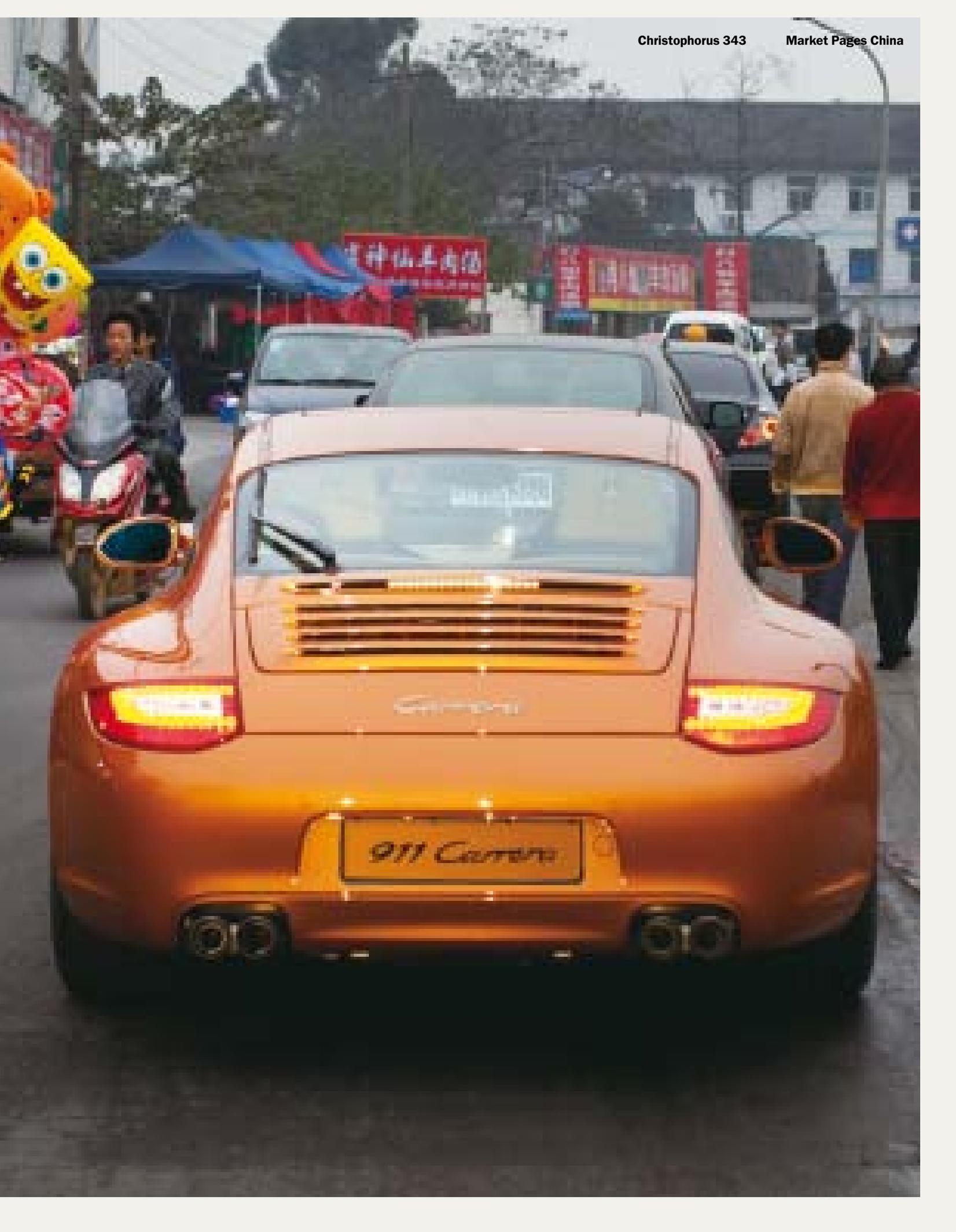
Chengdu is a city brimming with a confidence befitting its reputation as a “Kingdom of Heaven”. Development continues at pace, as the city sprawls across the Tianfu Zhi Guo—but a rare dignity remains untouched. Freeways fly over leafy streets and heritage homes. Luxury hotels and shopping plazas rise above antique villages, still drifting in this tidal wave of change. Busy streets bustle with endeavour, encircling pockets of peace and quiet.

The world's most recognised sports car, the Porsche 911, shares a lot with this great city. For many years now, the 911 has been constantly blending an illustrious heritage with the inexorable progress of technology. The result has always been a timeless expression of the Porsche passion for technology, innovation and design since 1963.

Years of constant attention to an uncompromising belief that the Porsche 911 can improve still further have ensured that this iconic car remains a masterpiece of automotive technology. Driven by a rear-mounted 3.6-litre 6-cylinder Boxer engine, the 911 can deliver power of 254 kW (345 hp) at 6,500 rpm. In full flight, a 911 Carrera can sprint to 100 km/h in 4.7 seconds and achieve a top speed of 287 km/h. Pure power and performance: hallmarks of the Porsche 911 since the very beginning.

The environment is often a casualty of progress. But cruising the streets of Chengdu, it is clear that a new generation of Chengdu architecture and design is looking to innovation for the future. The recently completed administrative sector spans more than 370,000 square metres of the city and has placed a high value on environmentally friendly construction and the inclusion of expansive parkland. Curved to maximise the benefits of natural sunlight for light and warmth, the buildings in this expansive development are heralding a bright future for Chengdu. ▶





Likewise, the Porsche 911 has never lost sight of the fact that achieving maximum performance requires the most efficient use of resources. Direct Fuel Injection (DFI) and VarioCam Plus have enabled enhanced engine efficiency—reducing CO<sub>2</sub> emissions by up to 15%, depending on the model. This dedication to the environment extends not only to performance. With the use of recyclable alloys and plastics, the current 911 is approximately 85% recyclable.

At the end of the day, the thrill of a Porsche sports car is always in the drive. Swiftly accelerating away from the traffic lights in the

911, g-forces pull the body tightly into the sport seats—and this seems truer than ever before. While driving, power steering enables sensitive and precise response on tight corners, excellent contact with the road and minimal steering effort. It is this outstanding touch and driving precision that makes the 911 Carrera only a step short of a fully-fledged racing car. This is undoubtedly a homage to Porsche motorsport. A sports car offering excitement on every drive—even the relaxing ones.

Returning to the centre of Chengdu along the Tianfu Flyover, we make short work of

the traffic ahead. Our Nordic Gold 911 cuts a striking line through the bright red supporting cables of the bridge, drawing the attention of onlookers away from their shopping. Power and efficiency—with an eye-catching dose of sports car beauty—this is the Porsche 911 Carrera. ◀





# The Power of Momentum: Christian Menzel

By John Lynch

---

**Christian Menzel is a racing driver whose star is in the ascendant in Asia. In just his second season in the Porsche Carrera Cup Asia (PCCA), the veteran driver claimed the series championship for Team StarChase with a string of emphatic wins. On the eve of the 2010 season, the newly crowned Asian Carrera Cup champion sits down with *Christophorus* to talk about teamwork, motivation and a decade on the track with Porsche.**





**Date of birth**

**22 June 1971**

**Nationality**

**German**

**Hometown**

**Kelberg, Rhineland-Palatinate**

**Height**

**173 cm**

**Weight**

**73 kg**

**Hobbies**

**Mountain biking, running,  
karting with son Nico**

**Favourite food**

**Spinach, noodles**

**Favourite music**

**General pop, classic hits**

**As a driver in the PCCA you have performed very well, placing second overall in 2008 before claiming the overall series champion in 2009. What made the difference in your performance between your first and second seasons?**

We missed out on the title in our first season by a few points, which was a huge disappointment. Arriving in Asia, everything was totally new for me: a new team, new circuits. The conditions in Asia are totally different from Europe, as the weather is warm throughout the season. We had to work hard adjusting the settings of the car to this environment. It took a long time to perfect, but by the second season we were ready. We kept the same people, same structure, and we all had a lot more experience. However, the real difference for the whole team—was total self-belief.

**So this new rapport with the other members of Team StarChase was instrumental to team success?**

For me, the keys to success are organisation, motivation and concentration, but also total trust in your team mates. My engineer from Germany has worked with me for eight or nine seasons in Porsche competitions. We are like an old couple! I also have good team bosses, Ernest Wang, Chee Ming Yaw and Leon Tan, who have always supported me. They often said to me, “Stay cool. You are going to win the PCCA.” Their belief gave me the confidence I needed to succeed. This was the perfect situation.

**That support must have been very important during one or two difficult points you experienced in the 2009 season. For example, the ten-second penalty that you picked up during Round 12 in Sepang.**

Although the penalty made me very angry, the challenge of making up for that loss became my motivation. We were also unlucky in Zhuhai where we had a technical problem that caused us to drop points, but from each of these disappointments came one thought: “I will win this Championship.”

**As you live in Germany, it must be quite challenging to maintain such a high level of**



**Christian Menzel enjoys a photo opportunity with a motorsport enthusiast in Beijing, May 2009**



**En route to another victory during the 2009 season of the Porsche Carrera Cup Asia**

**performance while travelling back and forth to Asia for the PCCA. What challenges do you face?**

I am lucky because I have no problems with jetlag. But even then it can be exhausting. Throughout the year my schedule is full, as it has been for every season in the last 15 years. I do not really have a chance to recharge my batteries until the off-season in January and February.

**Have you seen the profile of the PCCA growing in Europe? Do people know about the success**

**you have enjoyed with Team StarChase?**

The PCCA is certainly becoming more well-known in Europe, I think partly because more international drivers are competing over here. Everyone is interested in the standard of competition and the conditions in the PCCA, and often talk about races and results that they have seen. When I compete on the European circuit, drivers often come up to me and ask questions about motorsport in Asia. But, I try not to tell too many drivers about the PCCA, otherwise they will all want to come and drive here!



**Christian Menzel after claiming consecutive victories in Shanghai, September 2009**



**Celebrating a record season in 2009**

**How do you see the culture of motorsport developing in China over the coming years?**

Over the next few years motorsport will become more popular, and there will be more people looking to become involved as competitors, spectators or sponsors. I think this is really great for young people, because through sport you learn so many important skills that are vital for life: how to win and lose, how to solve difficult situations and how to work in a team. My son Nico, for example, has the talent to be a professional driver, but for me it is more important that he has a hobby to focus his energy. I can not say what will happen in the future, but the priority right now is his development as a person.

**As more people become interested in pursuing a driving career, do you think programmes such as the Porsche Sport Driving School—where racetrack skills are taught by professionals—will become more important?**

It is so important for drivers to work hard and train. With training you can learn about the capabilities of your car, your physical limitations and how to operate within them. This makes you more responsive in dangerous situations, more relaxed and a better driver. In Germany we have a saying which is that “less can be more”. Learning and perfecting the fundamentals of driving is what distinguishes professional drivers from amateurs.

**This year you will be entering your second decade of driving the Porsche 911 GT3 in competition. In the past ten years you must have seen some fascinating changes in the model.**

That is true. I started in 1999 with the Porsche 996, and I remember saying to my engineer “This is a fantastic car.” In 2005, when I received the first version of the Porsche 997, I thought “This is unbelievable! There cannot be a better version of the 911!” Now it’s 2010 and it seems that

every year the cars get even better. Of course, this is part of motor racing. I have to say, the 2009 model was incredible.

**Then you must be looking forward to racing the latest 911 GT3 Cup model in 2010.**

I saw the 2010 car at a presentation in Shanghai and it looks fantastic: more powerful, more dynamic and with bigger tyres. I am very excited about getting behind the wheel for the 2010 season, but for now I think for many hours every day how I can retain the championship. It is strange, but this has been my focus since the moment I won in 2009. Even as I stood on the podium I was thinking about the 2010 season. I am a racing driver and my aim must be to win, so I will win in 2010 again.

**Thanks again for your time, Christian. We wish you all the best for the defence of your title and another great season of the Porsche Carrera Cup Asia in 2010.**



# Porsche Carrera Cup Asia 2010: Start Your Engines

By John Lynch



**After seven consecutive seasons, the Porsche Carrera Cup Asia (PCCA) continues to successfully blaze a trail of top level motor sport action across Asia. *Christophorus* looks at the teams and drivers that will be challenging for the Asian Carrera Cup Championship in 2010.**

The 2009 season had it all: from drama and passion to the most intense of rivalries. Such rivalry is something that followers have long come to expect in this one-make series. Over the past two seasons the chase for the prestigious title of Series Champion has gone down to the final day, with the winner determined in dramatic circumstances.

The new season begins with a clutch of leading contenders guaranteeing another championship season to remember. Returning to Asia to defend his title will be reigning champion Christian Menzel for Team StarChase. The German racer has been closely involved in the drama of the series, finishing as runner-up to Darryl O'Young in 2008, before edging out established champions Tim Sugden and O'Young to claim the title in the final race of 2009.

On paper, last year was the best season of Menzel's career, as his maturity and experience helped to develop a strong mid-season run that proved invaluable to his title hopes. Yet he will need even greater reserves to deny his most determined adversaries in 2010. After an impressive debut season with two victories and six podium finishes, Rodolfo Avila from Macau will be racing with Team Jebsen, his natural talent and youthful exuberance sure to bring success over the course of the year.

Returning to the series after a three-year hiatus will be Japanese driver Keita Sawa, while highly experienced Australian driver Craig Baird will be looking to translate his Australasian success to Asia. Two-time champion Darryl O'Young is back and will be keen to make up for a disappointing season hindered by technical difficulties. Combined with another year of heated rivalries in the B-Class, we can be sure of the same closely fought competition that has characterised this series since it was established in 2003.

In addition to the outstanding racing talent on display, the series will delight followers at a host of outstanding new circuits and race events, stopping for the first time in South Korea, at the Jeonnam International Circuit in support of the Asian Festival of Speed. The



**A young motorsport fan and a snapshot to remember**



**Fans in Shanghai enjoy the spectacle of the Porsche Carrera Cup Asia**

Porsche Carrera Cup Asia will also continue its association with Formula One, serving as support races to the world's most famous racing series at the Shanghai International Circuit and at the Marina Bay street circuit in Singapore.

In anticipation of such an unpredictable and exciting season, PCCA enthusiasts will be glad to hear that they can be certain of at least one thing. The latest generation of the Porsche 911 GT3 Cup car is guaranteed to be the most powerful, most technologically advanced incarnation of the model so far. Whatever the final result of the 2010 season, the opportunity to witness this phenomenal sports car in action will be impossible to forget.



**Ringo Chong, Team Kangshun, signs an autograph for a fan in Shanghai**



Porsche recommends Mobil 1

## Reignite your Passion on the Track.

### Fascination Porsche. 23 May 2010.

Following the success of the inaugural Fascination Porsche event in 2009, the acclaimed event returns again to the Beijing Goldenport Circuit on 23 May 2010. Two thrilling rounds of the Porsche Carrera Cup will be accompanied by a Porsche exhibit featuring the finest in performance innovation from the model range. Guests and families can enjoy a selection of the best interactive activities offered by Porsche – and experience the excitement of motorsport.

To participate in Fascination Porsche 2010, simply call your Porsche Centre or visit us online at [www.porsche.cn](http://www.porsche.cn).

**PORSCHE**  
INTELLIGENT  
PERFORMANCE



**PORSCHE**

# David Breun: An Eye for Speed

By Geoff Tink

Photos by Alex Chan

For the next issue of *Christophorus*, photographer David Breun made the journey from Germany to Hong Kong to capture the vibrant city nightlife from the perspective of a Porsche Cayman S. We took a minute of David's time to discover a few things about taking a great Porsche photograph.

## Hi David, so what brings you to Hong Kong?

I've always enjoyed photographing in Hong Kong. I first came three years ago, but I have been meaning to come back for a long time. Hong Kong has a wide variety of interesting city architecture, and a fascinating contrast of old and new. Combined with all the bright lights and nightlife, it offers some great photographic opportunities.

## How do you think this differs from the cities of Europe?

First, Europe doesn't have the high-rise buildings of Hong Kong or many other cities in Asia. Second, cities like Hong Kong have a huge amount of life on the streets. Day or night, restaurants and shops are packed with life. 24 hours a day, seven days a week—it's not like that in Europe!

## What gives you inspiration in your photography?

Photography is a form of art, so I get a lot of inspiration from other artists. Sometimes inspiration comes from other photographers, or painters and graphic designers. When I was younger, I really enjoyed drawing, but I found it difficult to bring an image to life on paper—but I can do this with a photograph. I start with

a rough image in my mind, and this helps me to identify a great photo when I see it.

## Do you have a favourite style of photography?

That's difficult. I really like movement in pictures. Capturing speed can bring a photograph to life and this is certainly true when photographing a Porsche. I also enjoy incorporating people in a photograph—all the more reason why I love photographing Porsche cars.

## What do you enjoy most about Porsche photography?

Obviously driving the sportscars! The shape of a Porsche makes it wonderful to photograph. Whether it is the headlights, the silhouette or the interior, the shape is iconic. With other brands, there are so many different models, with many different styles and qualities. But every Porsche is perfectly Porsche.

## And do you have a favourite Porsche model to shoot?

I love photographing vintage models of the Porsche 911. It's a design steeped in tradition and these design traditions are clearly evident to the eye. It's easy to capture this heritage in a photograph. ▶







**So, how was your photography session with the Porsche Cayman S?**

The Cayman's a great car for Hong Kong and it suited the shoot perfectly. The shape and lines of the Cayman accentuate its speed and acceleration. Plus, the Cayman embodies a special Porsche lifestyle that I wanted to capture. From a technical perspective, the Arctic Silver exterior colour contrasted well with the road, and nicely reflected the bright city streets that people around the world appreciate about Hong Kong.

**Do you have any tips for our readers looking to take a great photograph of their Porsche?**

In my opinion, the best thing about photographing a Porsche is capturing its movement.



Static pictures can be beautiful, but I think movement brings something extra. Pay close attention to the background and how this frames the car. To help capture the speed, try moving the camera with the Porsche as it drives by. Obviously, all images in magazines are retouched—but don't be fooled, this just adds the final touches. If a photograph relies on retouching, then it's not a good photograph!

**Finally, what cameras do you use?**

Obviously I use a wide variety of equipment, but for ease of use I enjoy the Canon 5D Mark II. It's a perfect size and the image quality is fantastic. Great for Porsche photography!

Thanks for your time David and great having you in Hong Kong. We hope to see you back in China soon!



**Look out for David's pictures in Hong Kong in a future edition of *Christophorus*, the Porsche magazine.**

Your global **audio visual** solution  
您的全球视听合作伙伴



**日億视听** 創建於1972年，是一家專門從事提供高級視聽器材租賃服務的公司。在二十多年公司發展的歷程中，我們一直全心全意地致力為客人提供最先進的視聽設備，舞臺燈光，會議器材及專業優良服務，香港許多展覽館，會議中心，酒店，廣告製作公司，海外企業，電視臺，政府部門等，都與我公司合作得非常愉快和成功。

**Hiller Plasma Co. Ltd** is one of Hong Kong's largest audio/visual rental house, with it's head office located right next to Hong Kong's famous Aberdeen Harbour.  
Our current clients include some of Hong Kong's most famous five stars hotels, government bodies and international corporations. Throughout the years, we have participated in some of the world's biggest events, such as APEC in Manila and the historical Hong Kong Handover and Macau Handover.



香港

香港田灣海旁道7號興偉中心903-8室 Rm903-8, Hing Wai Centre, No.7 Tin Wan Praya Road, Hong Kong.  
Tel: (852) 2552 8138 Fax: (852) 2552 8311

上海

上海市嘉定區陳翔路65號夏侯工業園17-18號 Building.17-18,Industrial Park, Xiahou,No.65, Chenxia Road, Jiading District, Shanghai, China  
Tel: (8621) 5250 1200 Fax: (8621) 5265 1882

北京

北京市朝陽區建外大街建華南路15號美華世紀大廈B區898室  
Room 898-B Meihuashiji Building, No.15 Jianhua South Road, Jianguomenwai Avenue, Chaoyang District, Beijing, China  
Tel: (8610) 8770 3252 Fax: (8610) 6546 8300

# Mastering Your Porsche: Porsche Sport Driving School Returns in 2010

By John Lynch    Photos by Eric Leleu



Many Porsche owners dream of being the first to greet that triumphant chequered flag. Our racing cars have of course been doing just that for more than 60 years, but while the drivers and cars may change, the Porsche essence remains the same. It is this racing pedigree that is also found in all our road cars. Good news therefore that this can be even more fully explored in 2010, as China's Porsche Sport Driving School programmes take another turn for the better.



Ask any of the Porsche Sport Driving School (PSDS) instructors—experiencing the true potential of a Porsche requires an environment where normal driving constraints no longer apply and attention to safety is paramount. You already possess a car that responds instinctively to your every command. But, to become a true master you need the guidance of experienced driving professionals.

This year's course calendar has already begun in style with the first meeting at the Shanghai International circuit in March. And with a further seven scheduled meetings over the coming months, China's motoring enthusiasts have plenty to look forward to. Building on the established levels of Precision and Performance training, which illustrate the fundamentals of good driving technique, the more advanced level of g-force will also be offered for a second year. There is further cause for celebration with the arrival of the first elite Master course, meaning China's Porsche enthusiasts now enjoy the full range of Sport Driving School levels offered anywhere else in the world.

Open to all and offering something for everyone, the four PSDS levels gradually develop participants' driving skills to a standard usually only attained by professional racers. From those who are new to Porsche and seeking to maximize the return on their investment, to long-term owners with race-track driving experience, all programmes offer tuition expertly pitched to their needs. ▶

## Master Level Course

At Porsche we are constantly redefining the limits of what is possible. Now it is your turn: after you have completed the Performance training, the challenges of the Master course

await you. The Master course is primarily devoted to motorsport learning.

The driving programme includes identifying the racing line on a circuit, precision braking and controlled acceleration out of a bend. The instructor is behind you in the escort vehicle and is there at the end to discuss your performance on the track. Depending on

availability, we invite guest instructors from the world of motorsport, to not only to reveal some tricks of the track, but also to take you for a quick spin.

**Required level: Performance**  
**Price: from 23,000 RMB**  
**All-in-One Package available**

This is no traditional schooling experience either—fantastic hospitality and a friendly rapport between all students and instructors creates memories and friendships that extend far beyond activities on the track. Both international and Chinese Porsche trained instructors are available throughout the tuition programme, tailoring activities to build proficiency while ensuring the highest safety standards at all times. In no course is this more evident than the new Master level, where students are brought as close as possible to the thrill of on-track competition.

Devoted primarily to exploring the many interesting facets of motorsports, Master Level participants develop their skills from identifying the ideal line around the entire circuit, to braking and accelerating out of bends at just the right moment. There is also the opportunity to practise high speed overtaking manoeuvres and to perfect the “standing” and “flying” start. Presentations are given on racing etiquette and the appropriate clothing for motor sports, providing a comprehensive picture of the professional scene. After completing the Master level, a professional racing license is just a few short steps away.

Never has it been easier to participate in the Porsche Sport Driving School. If participants decide not to bring their own Porsche to the track, the All-in-One package ensures they can select a Porsche that best suits their tastes. Attendees can choose from the 911, Boxster, Cayman, Cayenne or Panamera, each as beautifully responsive to the demands of racing as the next.

Days at one of the most prestigious race tracks in China await all participants. Whether in Beijing, Zhuhai, Shanghai or Chengdu, the Porsche Sport Driving School team will ensure that you are able to perfect your driving skills and ability to respond to the hazards of the road, step by step, leaving with unforgettable memories of an unrivalled learning experience. ◀





Porsche recommends **Mobil 1**

Visit [www.porsche.com](http://www.porsche.com) for more information.

**Where cutting corners is a philosophy, not a fault.**

## **The Porsche Sport Driving School.**

Why are our students so hard-working? Find out. On-road or off-road. In snow, on ice or on the race-track.

Become an even safer driver and explore the complete performance potential of a Porsche. Taught by qualified

Porsche instructors in controlled training environments. Nationally and internationally – for the last 36 years.

PORSCHÉ  
INTELLIGENT  
PERFORMANCE



**PORSCHE**

# A New Home for Porsche China

By Geoff Tink    Photos by Eric Leleu



The growth of Porsche in China has been evident in many forms—a succession of new Porsche Centres opening in locations across the country, and an increasing number of Porsche cars on city streets to name just a few. But on Thursday 4 February 2010 another milestone was reached in a growing list of achievements. In a momentous occasion, a new Porsche headquarters in the Pudong region of Shanghai was welcomed in true German style.

A brisk winter afternoon did little to dampen the excitement of the crowd as they awaited the inauguration of the building foundations. A selection of Lujiazui officials were in attendance, including Mr. Shuguang Jiang, Deputy Director of Pudong Investment. Representatives from Porsche AG were also present, including Project Architect, Mr. Bernd Pfau. After an introduction from Porsche China CEO Mr. Helmut Broeker, followed by a ceremony to raise a traditional German

“inauguration tree”, visitors began a tour of the new premises.

Without a doubt, one of the people most eagerly awaiting the opening of the new Porsche Centre was Mr. David Xiao, currently preparing to fulfil the role of General Manager, Porsche Centre Pudong. This new multi-level facility will feature a showroom with capacity to display 16 cars and a Service Centre offering the complete range of After Sales excellence to Porsche drivers east of the Huangpu River.

A third level provides expansive office space and a new home for Porsche China, further increasing the range of services that will continue to be introduced for Porsche enthusiasts in China. It was a logical step really. Bringing a world of Porsche services to Pudong, while providing a new headquarters for the growing Porsche brand—and now only a few short months from opening. ◀



Porsche (China) Motors Ltd.

18/F Chong Hing Finance Center  
288 Nanjing Road West  
Shanghai, P.R. China 200003

Helmut Broeker  
Chief Executive Officer

Contact Person for China:  
Patrick Pesch  
Director Marketing

Tel.: +86-21 23215 911  
Fax: +86-21 63723 911

E-mail: [info@porsche.cn](mailto:info@porsche.cn)  
Website: [www.porsche.cn](http://www.porsche.cn)