

Porsche Christophorus 344

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.

The World Awaits in Shanghai





By Geoff Tink Photos by Blain Crellin

The world is talking about Shanghai. With the arrival of the World Expo in China's eastern metropolis, the impressions are as diverse as the participating nations. The 2010 Expo is more than just the largest ever staged – it is also an incredibly ambitious display of the design and style that is revitalising the urban areas of China and the wider world. Christophorus took two Porsche models with a similar flair for design, the Panamera S and 911 Targa 4S on a tour of some pavilions that are capturing the imagination of visitors.

Planning to visit Shanghai World Expo 2010?

Duration: 1 May – 31 October 2010

Location: Between Nanpu Bridge and Lupu Bridge (Beside the Huangpu River)

For more information on pavilions, events and ticketing simply visit www.expo2010.cn

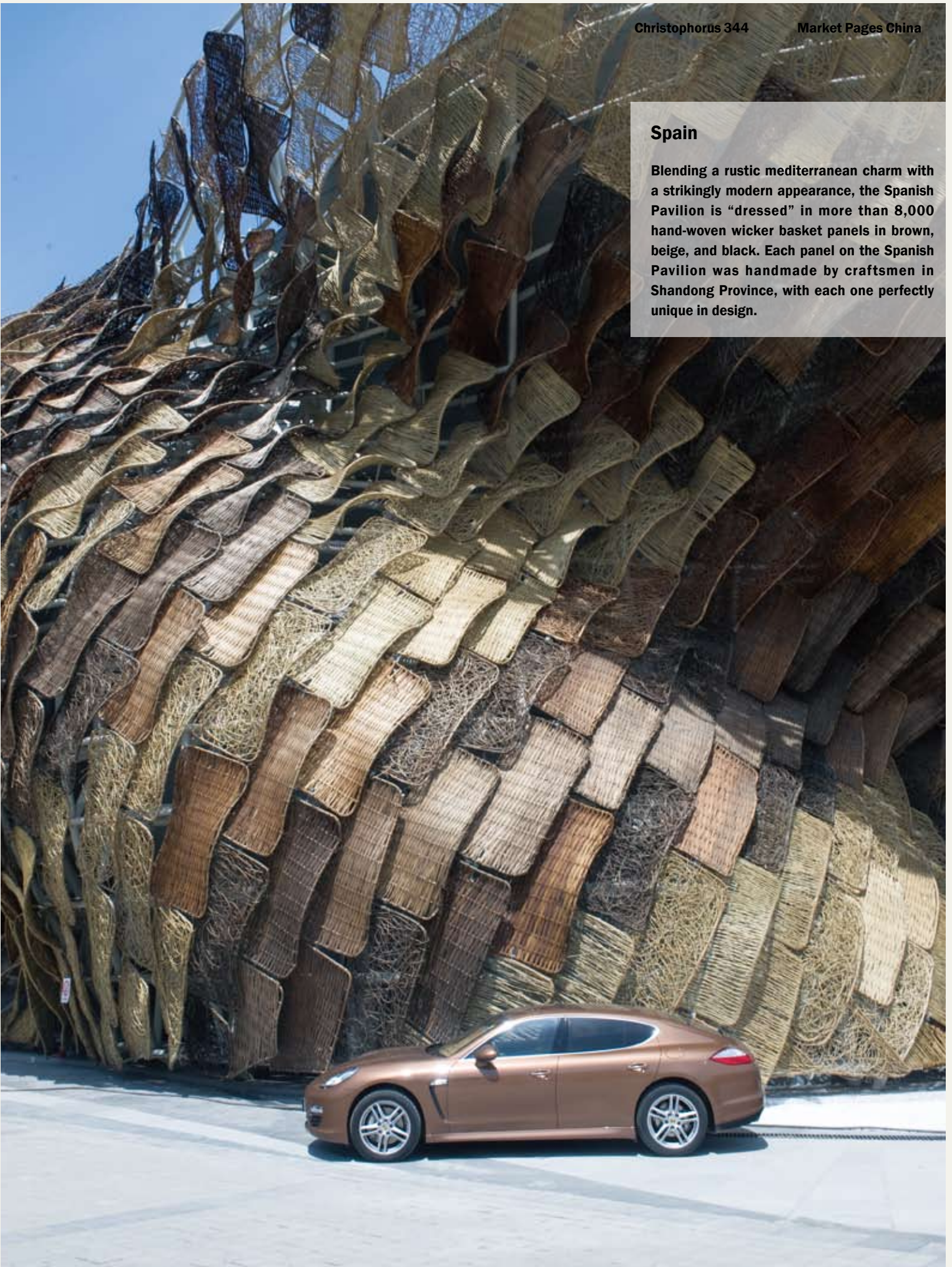
Switzerland

An interactive facade of woven aluminium and LED lighting – provides a vivid entrance under which visitors pass to access the urban area of the Swiss Pavilion. Each LED light is triggered by light emanating from its surroundings, such as the sun or camera flashes. Each light cell can store its own energy, enabling the facade to also be active at night, when the cells will trigger each other causing constant interaction.



Spain

Blending a rustic mediterranean charm with a strikingly modern appearance, the Spanish Pavilion is “dressed” in more than 8,000 hand-woven wicker basket panels in brown, beige, and black. Each panel on the Spanish Pavilion was handmade by craftsmen in Shandong Province, with each one perfectly unique in design.



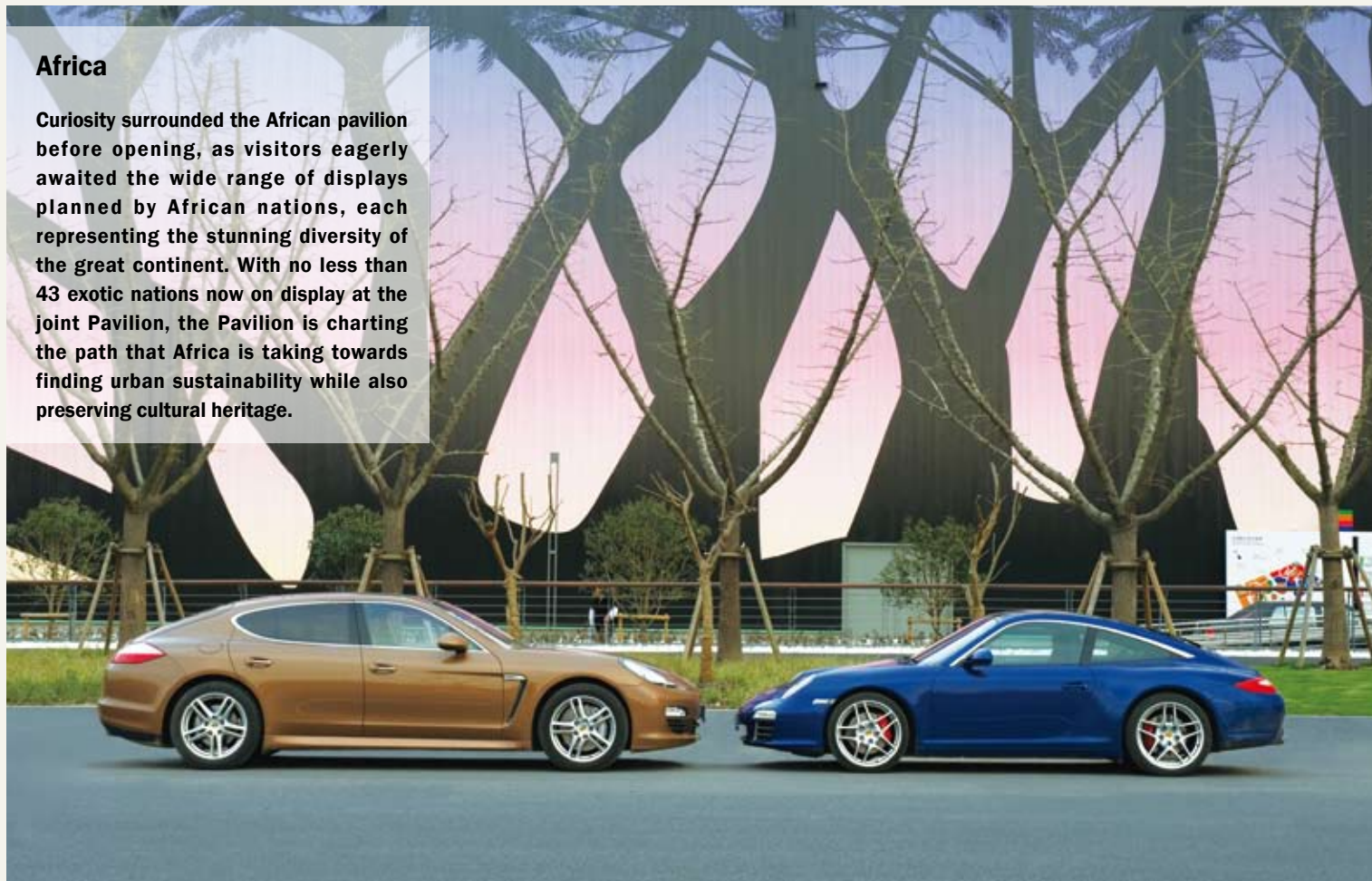
United Kingdom

The “Seed Cathedral” as the United Kingdom pavilion has become known – does not just represent a gigantic seed – it is a living and breathing organism. Inside the thousands of 7.5 metre hollow acrylic rods that cover the exterior are 60,000 different seeds collected from around the world, forming a bio-diversity project for generations to come.



Africa

Curiosity surrounded the African pavilion before opening, as visitors eagerly awaited the wide range of displays planned by African nations, each representing the stunning diversity of the great continent. With no less than 43 exotic nations now on display at the joint Pavilion, the Pavilion is charting the path that Africa is taking towards finding urban sustainability while also preserving cultural heritage.



China

For any Expo visitor, it is impossible to miss the pavilion of the host nation, towering amongst this display of architectural excellence. "The Crown of the East," features a dougong design style dating back more than 2,000 years. With wooden brackets fixed layer upon layer, this unique interlocking structure represents one of the most important elements in traditional Chinese architecture. The Dougong style was born in the ancient Spring and Autumn Period (770 BC-467 BC) – and its rebirth is just as impressive today.





A Perfect Weekend

By 丁杰飞

Photos by Derryck Menere

A new season of the Porsche Carrera Cup Asia brought a powerful new car and the largest ever field of racing teams – but the result left a sense of déjà vu. Brilliantly adapting to the new 911 GT3 Cup car, Christian Menzel and Team StarChase emphatically claimed rounds one and two, staking a firm claim on their second Porsche Carrera Cup Asia title.





As guests arrived from around China, the weekend began on Saturday night with an evening of gourmet food and fine wines at the stylish Waterhouse in the Cool Docks of Shanghai. The following week in Beijing would bring the unveiling of the stunning new models that encapsulate Porsche Intelligent Performance, so this was a night to reflect on the history of innovation and racing success at the world's most acclaimed sports car marque.

Earlier that day, Christian Menzel had enjoyed his first victory of the season, with Mok Weng Sun of Team PCS Racing claiming the B-Class points. A hard fought battle between Darryl O'Young of LKM Racing and Marchy Lee of Red Bull Racing for second and third place enthralled the crowd while also teaching the drivers a few lessons about the new GT3 Cup car. Unleashing more power in 2010, tyre wear had increased and all teams needed to accommodate this in race tactics. With Sunday's race accompanying the Chinese Formula1 Grand Prix, crucial lessons from the first day left an apprehension in the air.

The next morning guests joined the teams at the circuit as they prepared for the second

round of racing in 2010. With the drivers waiting in their race suits and the cars lined up in formation, ready to roll out onto the acclaimed circuit, this was a moment to savor. With posters and Polaroid pictures to sign, the drivers were giving guests more than just a chance to get close to these high-performance cars.

As the clock ticked down to the green light, guests retired to the Paddock Club to enjoy French champagne and an afternoon of fine cuisine prepared by international chefs. The riveting race that unfolded featured some of the most spectacular action ever seen in the Carrera Cup Asia – and had many guests breathing a small sigh of relief that they were safely watching high above the circuit.

With 5.5km of expansive but technically difficult track, the Shanghai International Circuit allowed the drivers to push the new 911 GT3 Cup car to the upper reaches of its performance. The results were immediate, with Rodolfo Avila from Team Jebesen an early casualty with a clutch problem and a further four drivers forced to finish in the pits.

For a while it seemed there was a battle on every turn. Darryl O'Young and Marchy Lee continued their fight behind Team StarChase, but this time Lee joined the casualties, unlucky to pick up a puncture during an attempted overtaking manoeuvre. As all this unfolded in the rear view mirror, Christian Menzel was able to streak to another victory, more than seven seconds ahead of Darryl O'Young, with Craig Baird of Team PCS Racing in third. Mok Weng Sun showed impressive skill in negotiating the mayhem to finish fourth – his best ever finish – and claim the B-Class points once again.

The arrival of the new GT3 Cup car and a record field of racing teams were developments clearly appreciated by the drivers and the fans. As Christian Menzel remarked, “the long back straight in Shanghai allowed us to push top speed and even slipstream at times” – a fact that spectators could hardly ignore. Watching the race unfold with his business partner Michael Sun, Porsche Centre Shanghai guest Steven Lin laughed “these cars are moving a lot faster than my 911 GT3!”

Relaxing in the luxury of the Paddock Club of the Chinese Formula1 Grand Prix proved the perfect place to enjoy the day of racing. Some guests enjoyed a guided tour of the Grand Prix pit lane, as world-famous international racing celebrities passed by throughout the day. Even Christian Menzel joined guests in the Paddock Club in the afternoon to chat and sign autographs. As the Grand Prix unfolded below in the intermittent rain, there was never any doubt that motorsport was the highlight of the day. “The races were wonderful – it was a great day” reflected Peng Shaoxian, a guest from Porsche Centre Wuhan. Team StarChase had laid down their challenge in 2010. Next stop Beijing.





(Above) Drivers, cars and fans: Saturday night was a celebration of Porsche innovation and technology.

(Below) Pit lane and the Paddock Club: Sunday offered exclusive access to the Porsche Carrera Cup Asia and the Chinese F1 Grand Prix.



6 Days of Passion Porsche Club Hong Kong in South China



By John Lynch Photos by Yin



In the spirit of the world's premier sports car marque, Porsche lovers are always seeking the road less traveled. This passion for motoring and adventure led Porsche Club Hong Kong across South China, en route from Guangdong to Chengdu. For six days in December 2009, *Christophorus* was on hand to see the pioneering spirit released.



Picture a bright blue December morning in South China as 37 members of the prestigious Porsche Club Hong Kong gather together for a commemorative photo on the quay. The hard work had been done in the weeks before as Benjamin Lam explained, “We organised four groups, each with a leader and sweeper and every car with a walkie talkie – this allows teams to drive at

any speed and take breaks for the bathroom or petrol whenever required.” A glance across the ranks reveals a magnificent collection of Boxster and Cayman models, with impressive Carrera, Targa, GT2 and GT3 versions of the illustrious Porsche 911. In their midst are two stunning Carrera GT models – there are no illusions, this is a group with power and performance to burn. Gleaming in the

sunlight and freshly waxed, they are ready for the first leg: north through Guangdong Province and toward the city of Chenzhou in southern Hunan Province.

A 500 kilometre stretch of tarmac will offer the first taste of what they are looking for – a chance to drive their Porsche cars on wide open roads. Porsche Club Hong Kong



has plenty of experience organising epic driving journeys. Previous excursions have seen members of the 800-strong Club travel by road throughout China and South East Asia. For this trip, a handful of committed members have selected to traverse a fresh route through the Chinese heartland, testing both driver and Porsche, and culminating in a day of racing at the Chengdu International Circuit.

The sight of a Porsche in full flight is always cause for great excitement, but this is particularly true in rural southern China. Working their way out of the city and onto the open road, it is apparent that a convoy of 37 such cars is an unprecedented event, as local people gather to marvel at this impressive group. Spirits are high. Past beautiful scenery and awestruck fans, Porsche Club Hong Kong makes impressive progress, reaching Chenzhou in time for an early evening massage and convivial group buffet.

The excitement at reaching the first checkpoint is tempered by the need for a long night's rest before the next day's marathon 900km drive. As the sun rises on the second day, the convoy is already well on its way across the pastoral landscape toward the town of Kaili, Hunan Province. The day's trek is an unprecedented test of endurance, pushing all drivers to their limits. Delays en-route take their toll, leading to a late night arrival in Kaili, home of the Miao ethnic minority. Disappointed with missing an appointment at a local village, the group instead decamps for a feast of local specialties, hospitably laid-on by staff at their hotel. At the end of such a testing day, the warm flavours of the distinctive Guizhou cuisine are a welcome remedy to the rigours of the road.

The late night is followed by another early morning as the club assembles to tackle the 550km stretch of road between Kaili and Chongqing. Day three is once more a day of challenges, although on an expansive road the fleet of Porsche cars show their true colours. At cruising speed, the outskirts of Chongqing are reached in early afternoon. The contrast between Kaili and this pulsing metropolis could not be greater. Within the

modern city centre the drivers can rediscover the beloved versatility of their Porsche. Every Porsche is renowned for offering performance and day-to-day usability, and maneuvering through traffic towards the Chongqing Tiandi residential development every driver can appreciate the subtle blend of power and finesse.

After drawing so much attention on their journey through southern China, it is appropriate that Porsche Club Hong Kong are special guests at a glittering evening of festivities at Chongqing's most exclusive residential development. In the afternoon, the cars are polished and arranged in formation at the entrance of the development and draw admiring glances from arriving guests. Under the gleam of the media spotlight, Porsche is the star of the evening - allowing drivers to relax and celebrate overcoming the most challenging part of their adventure.

With only 315km remaining between Chongqing and the Chengdu International Circuit, Porsche Club Hong Kong can begin to relax. At a leisurely pace, the group says goodbye to Chongqing and reforms its convoy for the final road stage of the trip. Upon arrival in Chengdu, the group finally has time to indulge in some sightseeing of its own at the city's Wuhou Shrine. However, the drivers cannot disguise their eagerness to press on for the final day, and test themselves on the Chengdu International Circuit.

Surprise lay in store however and day five brings disaster, as a heavy overnight fog envelopes the city. With track visibility down to 50 metres, the drivers sit in quiet reverie, eagerly hoping for the reward that has spurred them on through this great journey. Walking around the circuit, they map its every curve and straight, preparing themselves for a window of sunshine that can bring them out onto the track. There is also time for reflection on the road now traveled. "Every day has offered its own unique excitement" comments Ms. Benjamin Lam - a satisfied expression heard on the lips of Porsche drivers around the world.

Fortune is with the drivers as early afternoon disperses the fog and makes way for the sun. With just a short time before dark, the group takes to the track. In groups, they put their cars through their paces. Each driver teases every last drop of performance out of their engines, making the very most of the few hours left before the next day's flight home - the comfort of an airline chair would be all the chance they need to trade stories about how they fared behind the wheel. For many, this is what they came all this way for: to escape and unleash the beating heart of a sports car that lies beneath the hood of every Porsche.



Back to the Future with Porsche Design

Porsche Design presents a sunglasses collection that provides a return for legendary models from the 70s and 80s with modern technology that showcases its long tradition of innovation in sunglasses. In 1978, Porsche Design presented the so-called Exclusive spectacles, one of the most successful sunglasses in the world. Now, Porsche Design has reissued not only the Pilot spectacles with interchangeable lenses as the new P'8478, but also the "Folding" sunglasses (P'8480) and Fold-up Pilot Spectacles (P'8486). Crafted from cutting-edge titanium, this is a men's range closely following the legendary styling of Porsche Design: flowing lines, smooth transitions and an unstinting attention to performance and functionality.



P'8486



P'8478

Combining the characteristic look of the seventies with modern high-tech titanium, the P'8478 offers light, flexible and stable eyewear. Silver or gold colour options offer an authentic retro style in homage to an illustrious era of motorsport. Unbreakable and exchangeable polycarbonate lenses offer an opportunity to customise your appearance while always maintaining exceptionally high UV protection – and ensuring that your glasses endure long into the future.

P'8480

The first "Folding" sunglasses from Porsche Design caused a stir in 1980 with their innovative folding mechanism. The model P'8480 of the Heritage Collection represents a return to this design legend. In no time at all, they are folded down to a size of six by six centimetres, fitting in any jacket pocket and in an original case made of genuine leather. Ultra-light titanium gives the P'8480 outstanding wearing comfort and reliable stability, while polycarbonate lenses guarantee extensive UV protection.

P'8486

The Fold-up Pilot Spectacles arrived on the market for the first time in 1986 and have remained a Porsche Design legend. With their unmistakable shield look, they are among the most successful classics from Porsche Design and have been now reissued in the Heritage Collection. The only difference today: The use of ultramodern materials like beta-titanium, making the sides extremely flexible for maximum comfort and durability.

PORSCHE DESIGN



└── P'8478



Porsche Design

Porsche Design is a luxury brand with a particular focus on technically inspired products. The brand was founded in 1972 by Ferdinand Alexander Porsche, and since then its products have stood for functional, timeless and purist design. The product portfolio includes classic men's accessories, a sport and fashion collection as well as electronic products and a men's fragrance range. The products are designed in the Porsche Design Studio in Zell am See, Austria, and sold worldwide in own stores, shop-in-shops, high quality department stores and exclusive retail outlets.

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└── P'8480



Efficiency Demands Performance: The new 911 Turbo



The new 911 Turbo attracted a large crowd in Tianjin.

By Geoff Tink

For more than 35 years, the Porsche 911 Turbo has stood as the beacon of technological excellence in the world of sports cars. Seven generations of evolution have given us a car with an unmatched mystique. A model that exists in the dreams of drivers around the world, was always going to cause a stir when it arrived at Porsche Centres around the country.

Paris Motor Show, 1974. The world is in the midst of an oil crisis, with fuel prices skyrocketing to never before seen levels. It seemed that a high-performance sports car was the last thing on the minds of automotive manufacturers. All except one. When Porsche unveiled a new super sports car with power output of 260 bhp and 5.5-second sprint from 0 to 100 km/h, critics around the world were stunned. It couldn't work, they said. But this was no ordinary sports car back then – and it hasn't been since.

What the people of France discovered in 1974, and the Porsche enthusiasts of China discovered in March of this year, is that the 911 Turbo thrives on contradiction. The contradiction that efficiency demands performance. Because the designers of the 911 have never lost sight of the fact that achieving the greatest efficiency has always been about doing more with less.

The latest in sports car technology makes this seemingly impossible goal a reality. With Porsche Doppelkupplung (PDK) and the Sport Chrono Package Turbo with dynamic engine mount system, the 911 Turbo now sprints to 100km/h in a mere 3.4 seconds. The 200 km/h (124 mph) mark is reached in 11.3 seconds. Top speed is 312 km/h (194 mph). The fact that surprised most guests was that the 911 Turbo uses 9% less fuel than its predecessor. With these levels of consumption, CO₂ emissions can be reduced by up to 11%.

Following a regional debut of the new 911 Turbo at Auto Guangzhou in November 2009, excitement surrounding the arrival of the latest unparalleled high-performance sports car built steadily around the country, peaking at Porsche Centre unveilings in March. Guests marvelled at these technological innovations before settling down to enjoy a gourmet dinner and a selection of performances. A display of Wushu Chinese martial arts showcased a blend of power, grace and style – characteristics inherent in the 911 Turbo. This was underlined by the talented Chinese calligraphers, gracefully etching 'Efficiency Demands Performance' in Chinese calligraphy.

After the unveiling guests were able to explore the finer details of what makes the latest edition of the 911 Turbo such a special addition to the model line. With Porsche Traction Management (PTM) active all-wheel drive, Porsche Stability Management (PSM)



Special guests in Guangzhou included Dr. Andreas Offermann, Director Sales of Porsche AG, Mr. Helmut Broeker, Chief Executive Officer of Porsche China, and Mr. Mark Bishop, Group Director of Jepsen and Co Ltd.



The shapely curves of the Porsche 911 Turbo have given it an iconic status and are instrumental to its ongoing success.



Ms. Grace Chung, Regional Sales Manager for Porsche China, and Mr. Tony Lam, General Manager of Porsche Centre Guangzhou, applaud the unveiling of the new 911 Turbo.

and Porsche Active Suspension Management (PASM) fitted as standard, plus the further option of new Porsche Torque Vectoring (PTV), there was no shortage of impressive cutting-edge features. Technological advancements that not only produce the highest levels of performance, but also vastly improve everyday practicality.

Achieving heart-stopping performance with less consumption has unequivocally branded the new 911 Turbo as a super athlete. But at Porsche, there is always more to achieve – a fact reinforced by the unveiling of the 911 Turbo S at Auto China in Beijing on 23 April 2010. A new model – but the same relentless drive to achieve more with less. ◀



Acrobatic performances in Tianjin (above) and wushu performances in Wenzhou (below) showcased the athleticism and dynamism that makes the 911 Turbo so special.



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