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**EMPOWERING THE FUTURE**

Porsche Joins Hands with Sichuan Fine Arts Institute

**AUTO SHOWS**

Debut of Motoring Masterpiece Shines at Auto Guangzhou

**MOTORSPORT**

Porsche Carrera Cup Asia 2011

# PORSCHE CHINA

Christophorus 349 China April

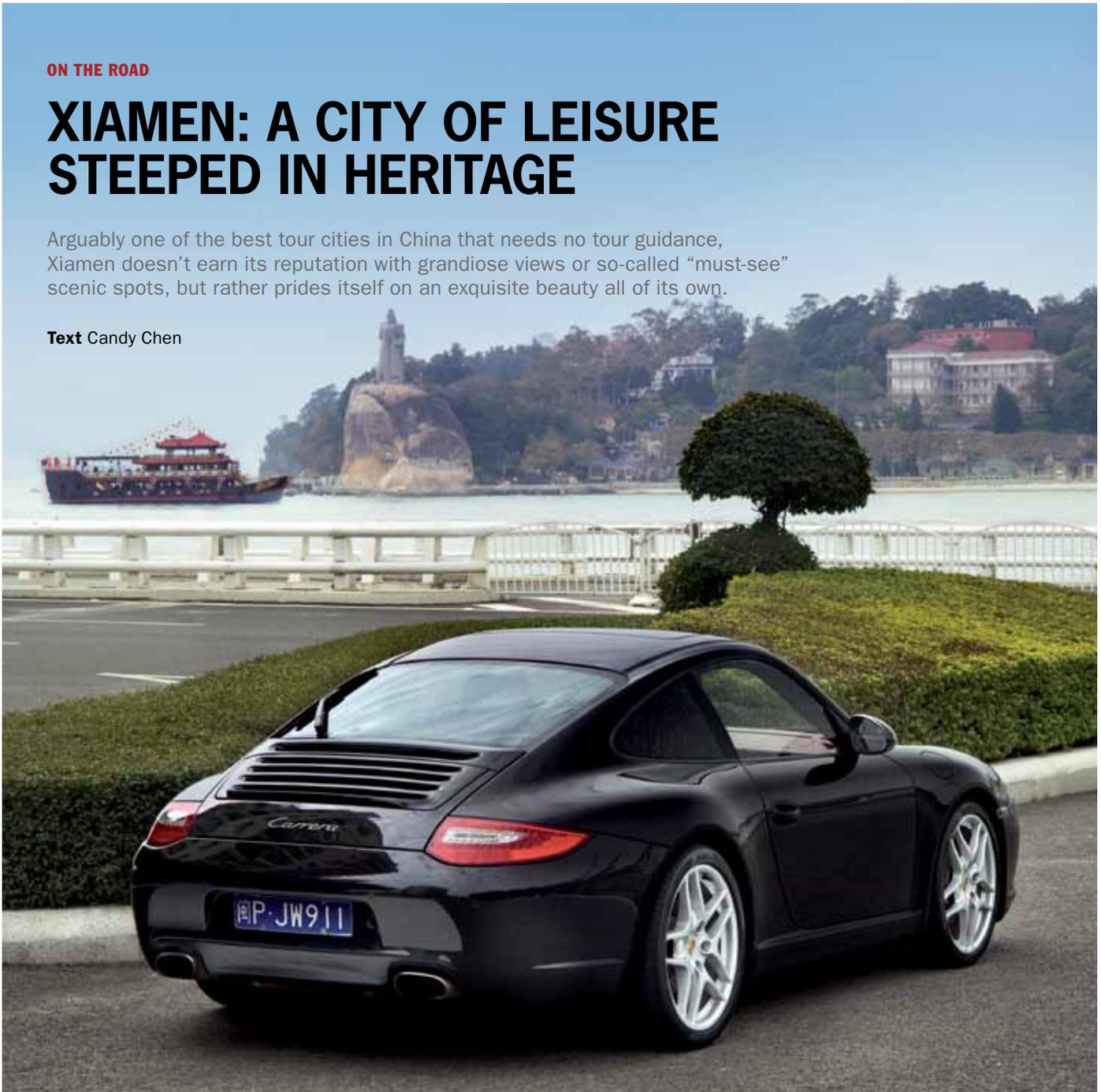
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**ON THE ROAD**

## XIAMEN: A CITY OF LEISURE STEEPED IN HERITAGE

Arguably one of the best tour cities in China that needs no tour guidance, Xiamen doesn't earn its reputation with grandiose views or so-called "must-see" scenic spots, but rather prides itself on an exquisite beauty all of its own.

**Text** Candy Chen



Credit: Photography by Keith Shillineo

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

As the best travel route here is no route at all, it is only fitting to go wherever your eyes take you when you have time to spare and the weather is fair.

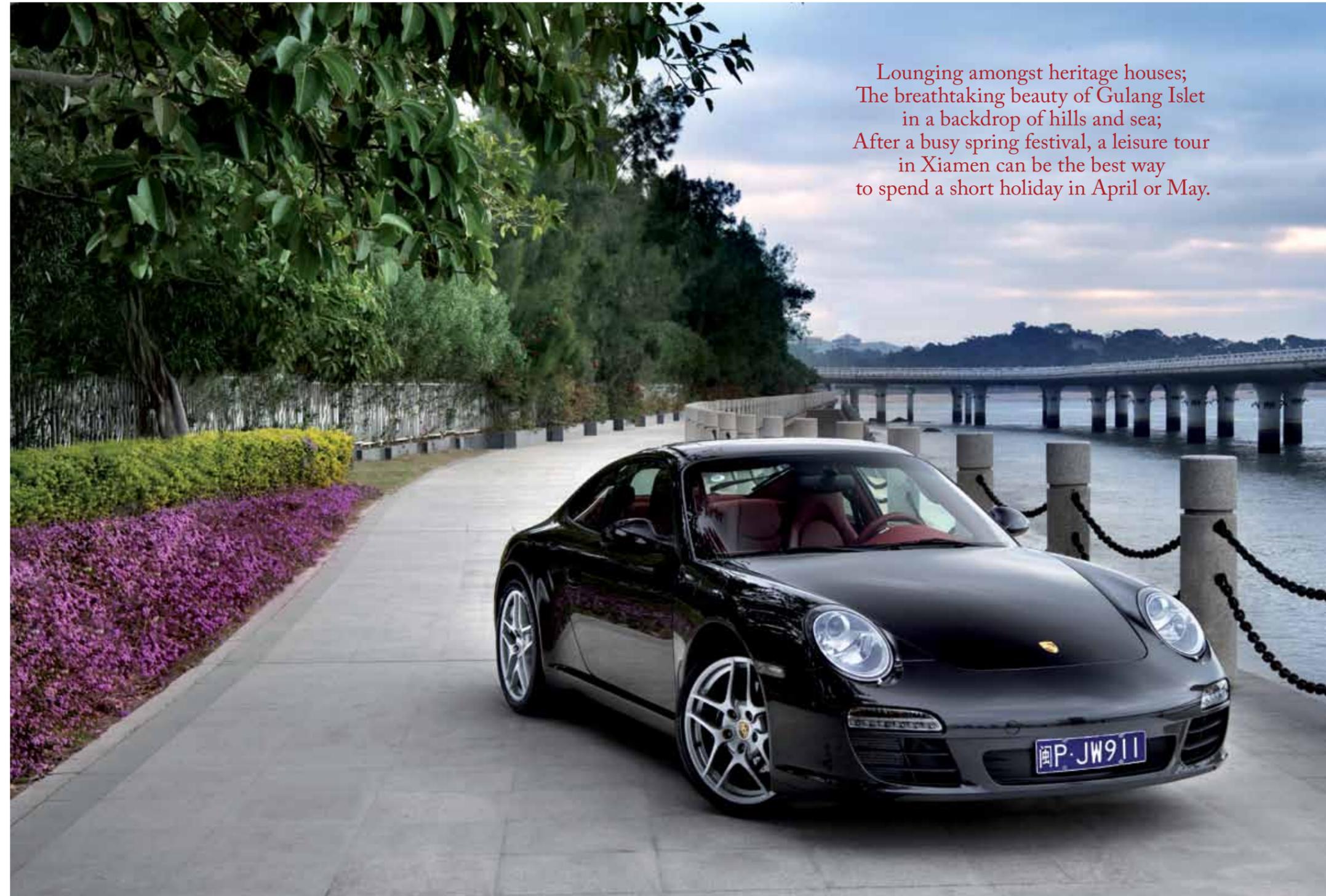
In this economic powerhouse of the south China coast, life goes on at a remarkably easy and idyllic tempo. After a few days here, you might fall under the impression that that's what an urban life really should be: despite all the action and abundance, this is a city that doesn't begrudge a simple, carefree life. Lounge in an antique home, by the seaside where you can roam, surrounded by hills and islets. Xiamen offers a perfect leisure spot for locals and visitors alike.

For any visitor attempting an in-depth exploration of Xiamen, a glimpse of the ubiquitous age-old architecture may be the best appetiser.

Stately mansions on Gulang Islet stand as a witness to the ambitious undertakings of overseas Chinese a century ago, while arcade buildings on Zhongshan Road have recorded the sound and the fury, the joys and the grievances of the masses. A short walk down Nanhua Road reveals dozens of old villas nestled among leafy gardens, now home to a great variety of cafés and studios. And then you have Xiamen University, simply the most beautiful of its kind in China, home to a cluster of heritage buildings and intoxicating phoenix flowers.

Good fortune has protected these classic buildings from the fires of wars and the antique-demolishing frenzy of decades past. Today, some may appear weather-beaten or desolate, but their true beauty stays untarnished in the eyes of the beholders.

It is an uncompromising glory found in this time-tested architecture of Xiamen that is also evident in one of the master-



Lounging amongst heritage houses;  
The breathtaking beauty of Gulang Islet  
in a backdrop of hills and sea;  
After a busy spring festival, a leisure tour  
in Xiamen can be the best way  
to spend a short holiday in April or May.



#### GULANG ISLET

A world indeed there is, and that is the world of sea, across which the Gulang Islet in the distance can be seen.

Crowned as the nation's single most beautiful urban scenery by the National Geography of China, Gulang Islet harbours numerous artificial and natural gems. Alleys silent as a mystery, vegetation lush and enchanting, and a legacy of magnificent western-styled houses, just to name a few.

But it is a view that has yet to be seen by the Porsche 911. Off-limits to any kind of vehicles, the Islet only allows a precious few electric patrol carts and a postman's bicycle to set wheel upon it. By insisting on blocking out some of the elements of industrial civilisation, Gulang Islet holds fast to a precious solitude and beauty that even the wheel of time cannot rob it of. Just like what we say, some classics should never change.



pieces from Porsche – the 911. Ever since its birth in 1963, the Porsche 911 has always been faithful to its signature design: a flat-six engine, with rear engine layout and rear-wheel drive – and of course, that iconic appearance. It may have taken on new technologies like Porsche Doppelkupplung (PDK) and Direct Fuel Injection (DFI), but no matter how the automobile industry evolves, it's a classic that remains a leader.

It is a great pleasure driving a prestigious Porsche 911 in Xiamen, where smooth coastal roads allow a full burst of speed and passion in the cool ocean breeze, and

crooked lanes provide a great opportunity for you to put the agility and maneuverability of your Porsche to the test.

It is a cruise like this, through older districts, that grants you a closer look into the relaxation of the locals. At the peripheral of the up-market Zhongshan pedestrian boulevard, is a network of roads, all flanked by the characteristic arcade of buildings and presenting a vivid picture of the leisure lifestyle passed down from old times. By the tea tables laid out at the pilasters of almost every building, the elders chat their time away, while children frolic and play. You can forget about the



hurry, stop a while, enjoy the sauced seafood snacks that have been tempting your palate along the way.

But if these pleasures are not enough for Xiamen to make its mark among other "leisure cities" in China, it has more to offer: plentiful sunshine throughout four seasons, a picturesque coastline, the crystalline lake of Yundang, by which plants grow – rare and fair – and the most artistic

bookstores and cafés across the country. Even a scar of disused railroad track cutting through the heart of the city is endowed with poetic beauty. Into the dense woods it vanishes, leaving outsiders to wonder if an exotic world might emerge at the other end. •



Porsche recommends Mobil 1

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## Clarity.

### The new 911 Carrera GTS

Precisely one of the sportiest members of the 911 family. A rear-mounted 3.8 litre engine with 7-speed

Porsche Doppelkupplung (PDK) delivering 408 hp and powering the 911 Carrera GTS to a top speed of up to 304 km/h.

Thanks to Porsche Intelligent Performance. In short: an unmistakable message of the ultimate in sportiness.

PORSCHE  
INTELLIGENT  
PERFORMANCE





#### EVENT REVIEW

## ACHIEVING A DREAM: ON THE HALLOWED GREENS OF SHESHAN

It is a bright winter morning in Sheshan and within the exclusive grounds of the Shanghai Sheshan International Golf Club, the air is charged with anticipation.

**Text** John Lynch

Chatting over brunch at this internationally-renowned golf club are 60 Porsche customers from across Mainland China, Hong Kong and Macau, all of whom have gathered for the Grand Final of the Porsche and Jebsen Golf Invitational 2010. Adorning the clubhouse walls are pictures of the greats of the golfing world, all of whom have graced the lush greens of Sheshan since it first opened its doors seven years ago. However, today's champions are not intimidated by this exalted company. For these sport lovers, quality is to be expected.

Although all are amateur golfers, these competitors boast an impressive pedigree. Each has battled through regional finals in individual and team events to reach Sheshan, where they are now spending three days as guests of Porsche and Jebsen at one of the world's most exclusive golf clubs. This outstanding setting serves as a perfect match for this collection of

keen sporting enthusiasts. Having arrived the day before the tournament, all have enjoyed the first nights stay in the Sofitel Sheshan, and spent time sharing their passion for sports cars and golf at a special dinner and cocktail evening. Although the focus of the event is the final on day two, it is clear from the convivial atmosphere that these Porsche customers have a lot in common.

Brunch draws to a close, and the players gather for the teeing-off ceremony of the grand final. The chief referee is warmly received as he lays out the rules for the afternoon's play. With conditions ideal, competitors head to the tee, enjoying a genteel pace not usually associated with Porsche sporting events.

It is late afternoon when the players begin to return to the clubhouse. Although they may be tired after 18 holes of competition,

there is no doubting their high spirits as they settle down to talk over the days action.

"It really was an excellent round of golf. The course, the weather: everything was perfect" says Mr. Zhao from Hangzhou as he takes a well-earned break in the lobby of the clubhouse. He is joined by his team mate Mr. Lou in praising the day's organisation.

As more competitors return to the clubhouse, they express a passion for perfection that seems characteristic of Porsche owners. Mr. Chen, a finalist from Beijing says "I didn't have much success today. My team mate did much better!" Nevertheless, it was the pleasure of playing among such excellent company that proved to be the highlight of his day. "Of course, the result is secondary to the enjoyment of playing. It has been great just to be here and take part."



MEET THE CHAMPIONS



**Mr. Xu**  
Individual Net Champion

A local of Shanghai, Mr. Xu claimed this year's individual title with an impressive score of 71.2. After six years of playing golf regularly, he boasts a handicap of ten, yet is modest about the talents that won him this year's championship prize. "Golf skills helped me win the competition, but I also had a little luck."



**Mr. Yang & Mr. Zhang**  
Team Net Champions

This duo from Shenzhen claimed their place at Sheshan with a strong showing in the regional championship. In the finals, Mr. Yang came close to winning an astonishing double, as he was also first runner-up in the individual category, but was not disappointed by the three day experience. "It is a dream come true to play at Sheshan. This event has made me truly proud to be a Porsche owner."



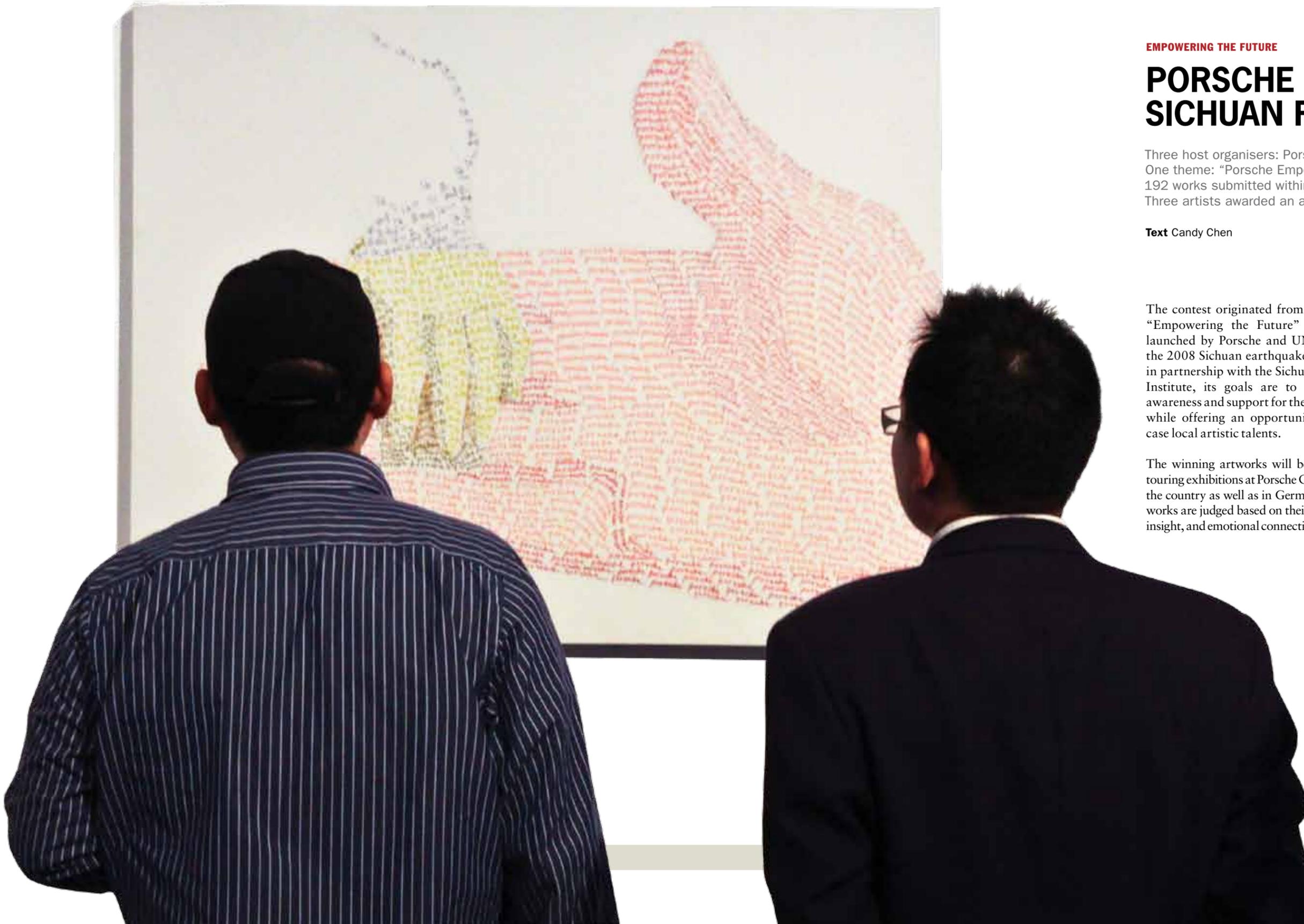
In the evening, competitors gather at Sheshan Sofitel to celebrate the crowning of the grand final winners. It is an evening as pleasant as the afternoon's competition, with warm congratulations for all the winners. As the night rolls on, prize winner Mr. Guo from Guangzhou – celebrating his award for the day's longest drive – sums up the feelings of all the attendees. "The whole event was a wonderful. I honestly can't remember the last time that I had so much fun! I will definitely be back in 2011."

Now, with the inaugural Porsche Golf Cup beginning in 2011, Porsche customers around the country have the chance to test

*"It really was an excellent round of golf. The course, the weather: everything was perfect."*

their skills against the best drivers in the country. A professional golfing tournament at acclaimed courses, with the highest standards of hospitality that customers have come to expect from Porsche – achieving our high performance dreams that of another kind.





#### EMPOWERING THE FUTURE

## PORSCHE JOINS HANDS WITH SICHUAN FINE ARTS INSTITUTE

Three host organisers: Porsche, UNICEF and the Sichuan Fine Arts Institute.  
 One theme: "Porsche Empowering the Future."  
 192 works submitted within 43 days.  
 Three artists awarded an artist's journey to Germany.

**Text** Candy Chen

The contest originated from the Porsche "Empowering the Future" programme launched by Porsche and UNICEF after the 2008 Sichuan earthquake. Organised in partnership with the Sichuan Fine Arts Institute, its goals are to raise public awareness and support for the programme while offering an opportunity to showcase local artistic talents.

The winning artworks will be featured in touring exhibitions at Porsche Centres across the country as well as in Germany. The artworks are judged based on their uniqueness, insight, and emotional connection.

Yansha Zi'an's oil painting, *Reflection of Life – Flowers at Blossom*, stood out and won first prize. Telling an inspiring story that regardless of background, every child has a dream to live on, its originality and genuineness struck a chord amongst jurors and the audience.

Zi'an had created a series of paintings focused on poverty-stricken children long before the Porsche programme. "I used to live in the mountains in Yunnan. Seeing the children there has left me with an indescribable feeling. From 2005 to 2008, my work has been focused on the young. I was disturbed by the unfairness of life for kids in poverty-stricken areas, so I began to paint a series of work with poor children as the main theme, with a hope to raise more public support for them and to connect with my previous works."

Zi'an's idea matched with the art contest's theme perfectly. "Two reasons pushed me to participate in this contest. Our themes are the same – children in stricken areas. The boy in this painting drew me a picture to depict his dream for the future. And what he drew was a car."



The second runner-up, Li Fangxue's *Children's Faces*, was created to call for more concern about the living and education conditions of "left-behind children" in rural areas – children whose parents left to work in cities as migrant workers. This theme matched the long-term commitment of Porsche to the support of the education of the Chinese youth.

Artists created many refreshing works for the contest, among which is *Toy* and *Colourful Homeland*.

*Toy* was created by Yin Daibo, from the Sculpture Department. His inflated pink fiberglass Porsche cabriolet sculpture won the "Most Creative" prize. Yin said, "Yes, I knew others would submit works with a theme related to children. But I have been a fan of Porsche for a long time, so I chose to make a car model."

The runner-up, Zhu Qing, depicted a colourful countryside in a rear-view mirror using Chinese painting skills in the painting *Colourful Homeland*. The painting tells the story of a car used in mountain areas for a charity programme. As the car leaves the school, children's smiling faces and their bright future are all reflected in the rear-view mirror.

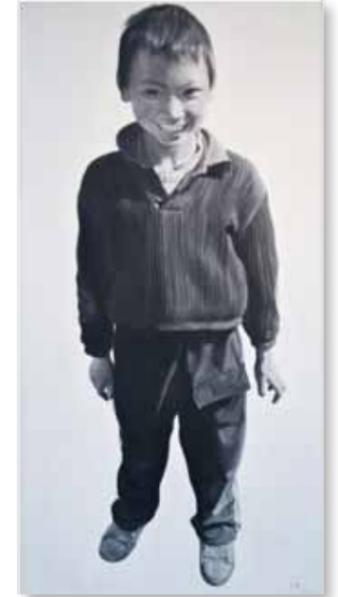
The car depicted is no doubt a Porsche Cayenne. Modified Cayenne models have been serving as the vehicles for Porsche "Empowering the Future" Mobile Educational Training and Resource Unit programme in the earthquake-affected areas of Sichuan and Gansu provinces. Till now, the programme has helped 4,143 teachers and 62,585 students in 185 schools. One Cayenne was also present at the contest award ceremony.



For the top three winners, the award ceremony is just the beginning. They will be travelling on a Porsche-sponsored trip to Germany, where they will visit Germany's most renowned art institutions, galleries and exhibitions, as well as the Porsche headquarters and museum in Stuttgart. Although not among the top three winners, Yin Daibo said, "In a period when the art market is depressed, the fact that Porsche would support the development of an artist is exciting news. The award also proves that my work has been recognised. I feel inspired and encouraged."

This contest has drawn wide attention and considerable donations for the "Empowering the Future" programme, and has opened a valuable door for emerging young Chinese artists. It was just another part of Porsche efforts to give back to the

people of China, noted Mr. Helmut Broeker, Chief Executive Officer of Porsche China. "The successful completion of the contest has demonstrated the commitment of Porsche to supporting the education of China's youth."



"Reflection of Life – Flowers at Blossom" by Zhang Zi'an



"Colourful Homeland" by Zhu Qing



"Children's Faces" by Li Fangxue



"Toy" by Yin Daibo

Credit: Photography by Mino Xu



## AUTO SHOWS

## DEBUT OF MOTORING MASTERPIECE SHINES AT AUTO GUANGZHOU

It's an exciting moment for every Porsche enthusiast when a new 911 model is unveiled to the public for the first time in China.

**Text** Candy Chen

There are many reasons to get excited about an auto show: witnessing the debut of innovative designs and experiencing numerous car models first hand. You can also reward yourself or your family by ordering a car on the spot. Since their inception, Porsche auto shows have been the perfect platform for a showcase of Porsche Intelligent Performance.

The automobile industry of China capped off the year 2010 with Auto Guangzhou at the China Import and Export Fair's Pazhou Complex. Held from 21 - 27 December 2010, the event highlighted a record number of world premieres and China premieres as well as concept cars in its history, lighting up the passion of motoring enthusiasts across the nation in the run-up to the celebration of the New Year.

As the world's most renowned sports car marque, Porsche enthralled half a million visitors, and hundreds of local and international press with the China debut of the 911 Edition Style. It's an exciting moment for every Porsche enthusiast when the



masterpiece was unveiled to the public with the appearances by famed Taiwanese model and actor, Mr. Godfrey Tsao, and New York-based Chinese supermodel, Ms. Qin Shupei, on the Porsche stand.

The star of this show was undoubtedly the 911 Edition Style, which true to its name, has captured the unmistakable style of Porsche – a style forged during an evolution of the 911 model range that extends almost 50 years. With a limited production of only 188 models, this latest edition to the fabled 911 range will appeal to the owner who puts a premium on style and comfort and refuses to settle for anything less than the highest standards of performance and design.

“The style of the 911 has been loved around the world since 1963 – for dynamism that isn’t overbearing, and elegance that isn’t extravagant.” said Mr. Patrick Pesch, Director Marketing of Porsche China. “Now, we are proud to bring a limited edition model of the sports car that has been in the dreams of generations – and a limited edition model that will only be available in China – the Porsche 911 Edition Style. A

sports car that brings the unmistakable style that has made Porsche the world’s most loved sports car marque.”

The model comes in three striking colours of Ruby Red Metallic, Macadamia Metallic or Basalt Black Metallic. These attractive designs allow owners in this important market to express their own personal characters and style. The car’s interior and deviating stitching make use of a two-tone full leather combination of Black and Terracotta or Black and Sand Beige for impressive visual impact. And its 19-inch Turbo II wheels will always grab attention, while parked or performing on the road.

Like any other Porsche model, the heart of the 911 Edition Style is the engine. Expressed in figures: 345 hp and a 3.6-litre capacity. The coupé model completes the sprint from 0 to 100 km/h in 4.7 seconds, and the cabriolet in 4.9 seconds. But as usual, Porsche is not content with building a mere sports car. While sticking to its noble traditions, the company continues to set new goals for itself in combining classic design with ground-breaking technology. Exclusive comfort with

efficient performance; thoroughbred driving pleasure with unsurpassed safety. The 911 Edition Style emphatically embodies these principles of success with Porsche Intelligent Performance.

Also featuring at the exhibition were the Boxster, Cayman S, 911 Carrera S Porsche Carrera Cup Asia, 911 Turbo S, Cayenne Turbo, Panamera, and Panamera Turbo – a dream lineup that characteristically beguiled the crowds of visitors lingering at the Porsche stand.

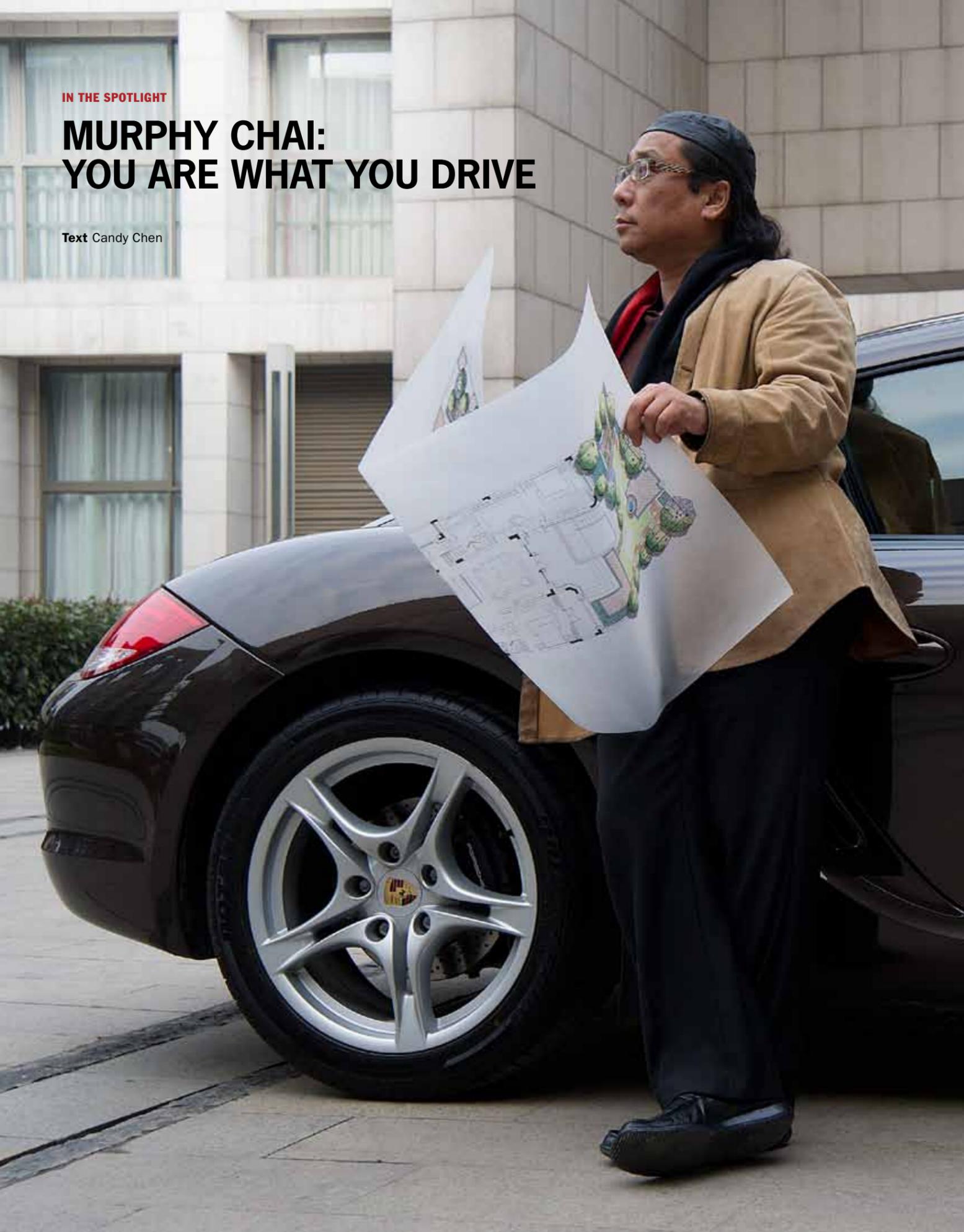
Each served to perfectly represent the celebrated convergence of sports car performance and day-to-day usability for which Porsche has become famous. The Porsche style, coupled with hot international celebrities, not only provided hundreds of photographers with many opportunities for glamorous snapshots, but also provided a celebration that served as a feast for the eyes of thousands of Chinese car lovers. ●



IN THE SPOTLIGHT

# MURPHY CHAI: YOU ARE WHAT YOU DRIVE

Text Candy Chen



The conversation begins with his first encounter with Porsche. Murphy shows a photo of a red Porsche 911 and recounts how he first saw the car on an Austrian country road in 2006. The compact and powerful car impressed him deeply, but he did not get his first Porsche until four years later. Instead of the 911, he bought a Cayman. A wry smile emerges when he explains, “Don’t you think the days will be better worth living when the destination is far, far ahead?”

This is quintessential Murphy Chai: his distinct living philosophy and non-impulsive attitude. He doesn’t worship speed, and isn’t wrapped in passion. He even disagrees with the concept of “enjoying one’s life.” However, as you hear Murphy’s views on the relationship between driver and car, you will discover a very unique point of view.

“As I see it, a car should be an extension of the human body. Till now, I feel that the Cayman, among all the cars, comes closest to achieving this.” Murphy explains it slowly, “I consider my car to be a part of my body, therefore I want it to fit me as perfectly as possible. An ideal vehicle should have a compact structure, with no abundant features or bells and whistles. The car shouldn’t be too large. I should be able to reach every corner from my driver’s seat. That’s the only way I can feel I have complete control.”

“The Cayman is exactly that kind of a car. Very compact. The entire design reflects no redundancy. Cayman’s mid-engine offers great intimacy because its power system is so close to my body. I can feel its heartbeat and impulse.”

Since the car is considered part of his body, its handling, responsiveness and stability are the most crucial features. And Murphy is very satisfied with his Cayman. “It’s as good as I imagined. It’s super responsive to my operation, be it turning the steering wheel or stepping on the accelerator. The high-speed cornering is fantastic. You can feel an enormous force holding you onto the road.”

The Cayman is not the only car that meets above requirements. Murphy also considered a Boxster with its convertible roof.

However, considering that the air quality of Shanghai is not on par with his high standards, he chose the Cayman in the end, following his rule of “no redundancy.”

The convertible Boxster is clearly romantic. But in the end, the compact and versatile Cayman appeared to be most tailored to Murphy’s needs. “You are what you drive. The Cayman is a car of instincts, with no unnecessary space and installations. I am a man of nature. I don’t care too much about wins and losses.” Paused for while, he continued. “I don’t even agree with the idea of ‘enjoying one’s life.’ I’d rather say ‘immerse in life’ instead. To me ‘enjoying your life’ is too self-centered. But to ‘immerse in life’ is to accept the natural character of life. I think it’s totally different.”

**Cayman’s mid-engine offers great intimacy because its power system is so close to my body. I can feel its heartbeat and impulse.**

Understanding his life philosophies, other elements of Murphy’s behavior become less surprising: like setting a speed alarm for his Cayman at 90 miles per hour. That means limiting speed even when driving on the ring roads of Shanghai.

Many of Murphy’s friends are perplexed by his philosophy. “A lot of people think that Porsche is meant for speed and passion. But I don’t think so. Since I treat the car as a part of my body, I’m mostly walking instead of running. To drive a car is much like to live a life. There are only few occasions in your life where you should fully speed up, such as for a college entrance exam, getting married, starting a business... I’m not the



type of person who speeds up all day long. I just want to be ready when the really important occasion arrives.”

And the Cayman has never let him down. Murphy finally admits, “But yes, the most exciting moment driving a Porsche is when you step on the accelerator.”

Of course, while the perfect car is a dream for the future, the perfect life is also a dream. Even the incredible Porsche Cayman has occasionally left Murphy helpless. “Sometimes, when I pick up our visiting clients, I do have to ask them to find a taxi and I will lead the way in my Cayman.” But, for a Porsche driver with a unique understanding of life, this is just another necessary part of living a peaceful life.

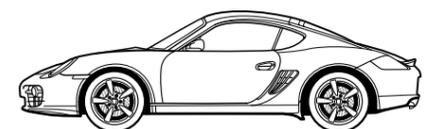
## Murphy Chai

**Occupation:** Architect

**Residence:** Shanghai

**Hobby:** Travel, work

**Porsche Model owned:** Cayman



## HEALTH &amp; CULTURE

# A SPRING OUTING BECKONS

“Who does not like a spring outing? Only idiots, I suppose” commented the great Tang dynasty poet, Bai Juyi, rather sarcastically. He may have been on to something – as a spring outing has been an important pastime since ancient times.

**Text** Candy Chen

This year's Qing Ming Festival holiday coincides with the lunar calendar's third of March – traditionally observed as the “official” spring outing day. In the old days, everyone from the imperial family to commoners would go to the countryside with friends and family to “appreciate the spring” and “activate the joints”. Traditional activities include drinking and reciting poems by the stream, riding swings, cock fighting and kite flying.

The spring outing is synonymous with exercise. According to the great Chinese medicine tome, *Yellow Emperor's Book of Internal Medicine (Huangdi Neijing)*, “The heaven and earth wake up and grow in the three months of spring. People should loosen their hair and walk slowly for long distances.” In other words, we should unload our burdens and engage in light outdoor activities.

Our modern, air-conditioned bodies need more refreshment than that of our prede-

cessors. After months of indoor hibernation, it's time to take the Cayenne across mountains, or inhale the spring breeze in a Porsche cabriolet. During springtime, the whole countryside embraces the new season. Orioles reappear in the woods. New grass carpets the land. Peach flowers decorate every stream with their delicate petals. It's the most beautiful season of the year to spend outdoors, in the countryside.

Compared to the widely used word of “Chun-you” (spring outing), “Ta-qing” (stepping on green) is indeed a more pleasant expression. It indicates a more intimate relation between people and nature. Leave the cold, dull city behind. Immerse yourself in the countryside's subtle grassy slope, and find your path by following the warble of a nightingale... You can almost feel the fresh spring air!

China is not short of places for “Ta-qing”. If you have a few days at your disposal, a visit to the water country in southern

China will be gratifying. You can marvel at the spectacular river mist in the early morning, or enjoy a night boat tour in the network of rivers while sharing drinks with friends. Or you can just stay in a rural guest house and experience the peaceful, healthy country life.

Seeking adventure? If you have necessary equipment and adequate stamina, go hiking with outdoor enthusiasts. A lakeside bicycle tour will also capture many beautiful memories.

Grappling with work? You can still take your family out of the city for a fine afternoon getaway – appreciate the flowering field, go fishing, fly a kite, or plan a picnic.

Spring outings also have a cultural connotation. Poets in ancient China have left endless poetry and prose about spring. The most well known Ta-qing happened some 1,600 years ago in Shaoxing, when the great calligrapher Wang Xizhi hosted

a spring outing party for 41 friends at Lanting. They sat along the bank of a winding stream, putting a wine cup upstream to see where the cup will make a stop. Then one of them would have to drink the wine and write a poem on the spot – a game that became known as “Wine Cup in Stream”. Wang Xizhi recorded all the poems they wrote that day and composed a preface for them, which became a famous calligraphy masterpiece.

Spring travel can be as varied and interesting as your imagination takes you. ●

## SPRING OUTING TIPS

However lovely the grass may appear to be, don't sit on it directly as the humid ground may cause illness or discomfort. A moisture-proof mat is a must-have for any countryside picnic. If you have pollen sensitivity, take note to bring allergy medicine as many flowers are in bloom during this season.

When planning a long road trip, be cautious of drowsiness. As the temperature warms up, our metabolism becomes more active and requires more oxygen. A low oxygen intake coupled with the warmth of the sun and comfort of the car can make drivers sleepy and decrease their attention, judgment and reaction time.

To avoid drowsiness, keep the car window or roof opened. Fresh air can refresh your mind. A hot cup of aromatic flower tea and a good night's sleep will also ensure that your spring outing is a pleasant one.

As spring arrives, it is also the perfect time for your Porsche Spring Check. Every Porsche Centre has an array of vehicle checks to ensure the best performance and safety in the varying weather of the season.





**PORSCHE CENTRE QINGDAO**

# PORSCHE WRITES A NEW CHAPTER IN QINGDAO

Ample space to exhibit all models of Porsche; exquisite displays of accessories for personal customisation; massage chairs, computers, coffee bar with Internet access; a range of Porsche Design products to complete any collection... January 14 marked the opening of Porsche Centre Qingdao as well as a new chapter for Porsche in east China.

Over 200 guests attended the “Fascination & Reality” themed opening ceremony. “Our Porsche Centre offers Porsche owners and enthusiasts a home to bring their Porsche dreams to life,” General Manager

of Porsche Centre Qingdao, Mr. Chen Zuming explained. In addition, Porsche Centre Qingdao donated RMB150,000 to support the education of disadvantaged children in Qingdao and surrounding area.

The presence of special guest Mr. Zhang Shibin, General Secretary of Qingdao Government, emphasized the importance of the event. Meanwhile, guests had the opportunity to meet the new Team StarChase driver, Alexandre Imperatori.

In addition to sponsoring Team StarChase, a racing team in the Porsche Carrera Cup

Asia, the StarChase Group is also a well known luxury goods and auto retailer. The Group has successfully run Porsche Centre Nanjing since 2007, now adding Porsche Centre Qingdao, and having plans for Porsche Centre Zhengzhou later this year.

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**PORSCHE CENTRE BEIJING YIZHUANG**

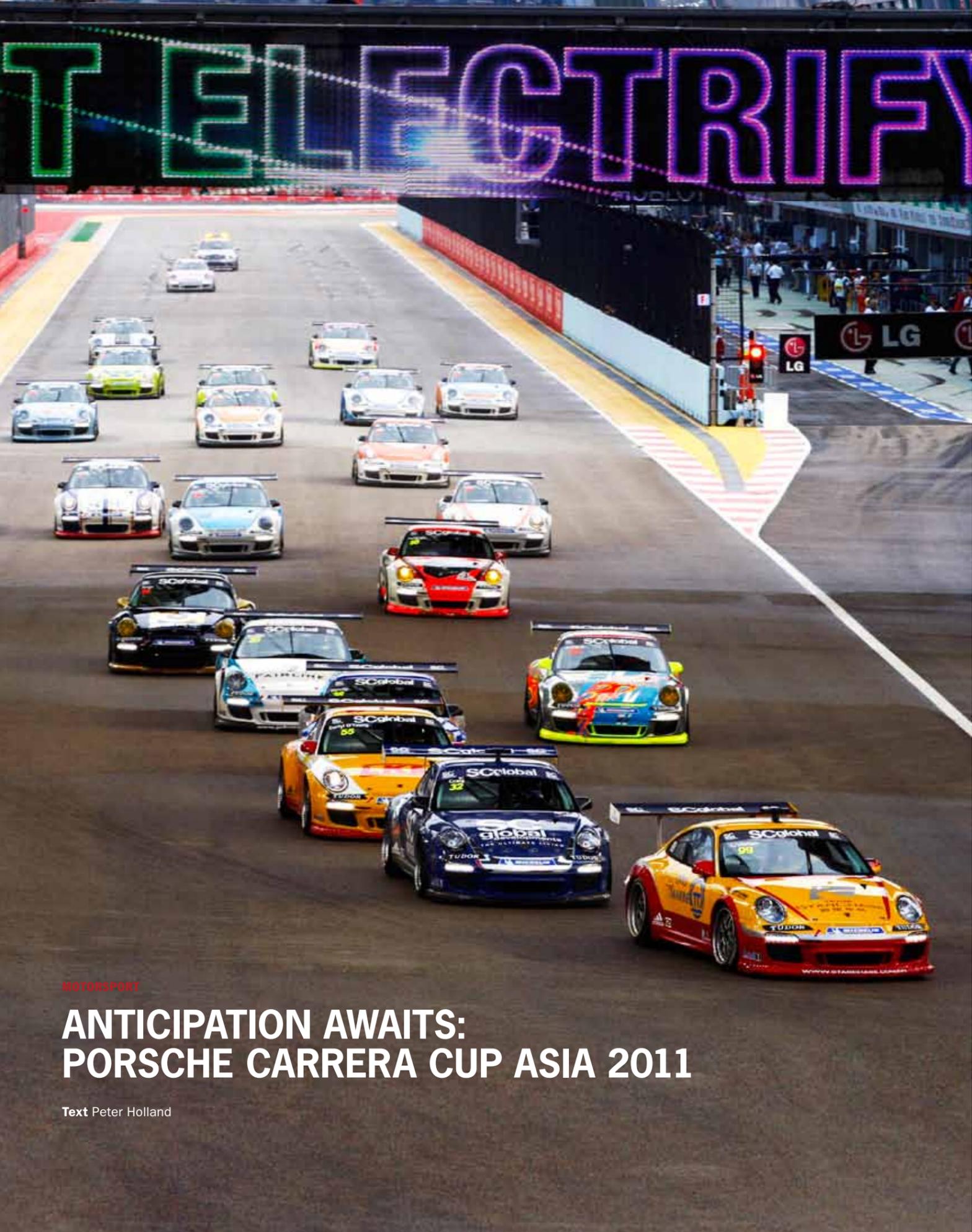
# EXPANDED PORSCHE CENTRE UNVEILED IN BEIJING

On 19 January, Porsche Centre Beijing Yizhuang celebrated its newly renovated facility. The expansion increased the facility size from 2,706 to 3,492 square-metres. A 1,004 square-metres showroom now accommodates 9 Porsche models, while a workshop, including a brand new training room, ensures that owners will always enjoy a world-class service from Porsche. “The growth of our facility represents a renowned commitment to exceeding the expectations of local Porsche customers today and in the future,” said Mr. Helmut Broeker, Porsche Chief Executive Officer of China. He added, “The renovations will allow for more efficient delivery of the high standards of service that is expected from Porsche.”

Over 120 guests, including VIP guests, partners and local media, attended the opening night celebration, and toured the new showroom where a Boxster, Cayman, Cayenne, Panamera, and several 911 models were on display. Excitement was not only reserved for the expansion celebration as Porsche driver, Wang Jian Wei, made an impressive entrance in a 911 Carrera S Porsche Carrera Cup Asia limited edition. Considered as an immediate contender, Wang Jian Wei’s presence capped the evening with great anticipation for this year’s Porsche Carrera Cup Asia.



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MOTORSPORT

# ANTICIPATION AWAITS: PORSCHE CARRERA CUP ASIA 2011

Text Peter Holland

Since blasting off the starting grid in 2003, the Porsche Carrera Cup Asia has thrilled motorsports fans throughout the region. Joining the family of hugely successful Porsche “one make” series’ across the globe, the Porsche Carrera Cup Asia has quickly become the most professional racing series in Asia, with a massive fan and media following – all of which is sure to increase dramatically in 2011.

The Porsche Carrera Cup Asia offers exciting racing across Asia, with a truly international field of competitors from all over Asia, as well as Europe, Australia and North America – representing a combination of experienced touring and race drivers with extensive ambition and talent.

Last year’s Cup was spectacular, with nearly a half-million live spectators throughout the season. Team StarChase’s Christian Menzel took home the Overall Championship for the second consecutive year, while Mok Weng Sun of Team PCS Racing won the Class B Championship. Both drivers won in a very competitive field which included several races under tricky weather conditions, testing the limits of drivers’ abilities.

But the 2011 season promises to be the best yet, for a number of reasons. Race weekends will continue to be run in partnership with other high-profile motorsport competitions, such as the China Touring Car Championship, Formula 1 Chinese Grand Prix at the Shanghai International

Circuit, and the Formula 1 SingTel Singapore Grand Prix at the legendary Marina Bay Circuit. Additional races will be held in Sepang in Malaysia, and Zhuhai and Ordos in China.

Of course there would be no racing without talented drivers. With the largest field of competitors ever seen in the Porsche Carrera Cup Asia, this year’s series promises to be the most competitive in history. New drivers Alexandre Imperatori (Team StarChase), Jian Wei Wang (Team BetterLife) and Rose Ying Tan (Team C&D) will each be immediate contenders.

There is also more for the fans to look forward to in 2011, with enhanced web content, detailed race summaries and driver

## THE NEW CHINESE TEAM DRIVERS



**Jian Wei Wang**  
TEAM BETTERLIFE

Proclaimed by many to be the “most experienced driver in China”, the Hebei native and Beijing resident has competed (and won) in many forms of racing, including touring, rally and formula racing. He will be a serious contender in the Porsche Carrera Cup Asia in 2011 as Team BetterLife returns to racing. When not racing, Wang enjoys playing football.



**Rose Ying Tan**  
TEAM C&D

A highly-qualified woman, having studied both fashion design and economics at University, Tan will bring glamour as well as a cool business-like approach to the racetrack. She began her Porsche racing career in Beijing in 2004 and has since competed all over Asia.



**Alexandre Imperatori**  
TEAM STARCHASE

This young Swiss driver began racing go-karts at the age of 4 and has never stopped driving, moving from Germany to Japan and now China in his quest for success in international motorsport around the world. Highly focused and with exceptional physical fitness, he is a keen cyclist and seeks to gain an edge via a fine-tuned diet and exercise regime.



profiles, more “behind the scenes” footage, and increased television coverage.

Experienced race fans have always known that the Porsche Carrera Cup Asia provides world-class motorsport entertainment. With an expanded field of competitors, new venues, and increased spectator access and media exposure, this year’s competition will be full of thrills and the racing dates should be marked on every Porsche supporter’s calendar.

**PORSCHE CARRERA CUP ASIA 2011 PROVISIONAL CALENDAR**

March 12 – 13	Test Days Sepang Int. Circuit, Malaysia
April 15 – 17	Formula 1 Support Race Round 1 & 2 Shanghai Int. Circuit, China
May 27 – 29	China Touring Car Championship Round 3 & 4 Zhuhai Int. Circuit, China
June 8 – 10	China Touring Car Championship Round 5 & 6 Ordos Circuit, China
August 26 – 28	Porsche Weekend Round 7 & 8 Sepang Int. Circuit, Malaysia
Sept 23 – 25	Formula 1 Support Race Round 9 Marina Bay Circuit, Singapore
Oct / Nov	To Be Confirmed Round 10 & 11

Race dates subject to change.

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