
INTERVIEW

Impressions: The Past, the Present and the Future for Porsche in China

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Made in Faith: Manifested in Photos

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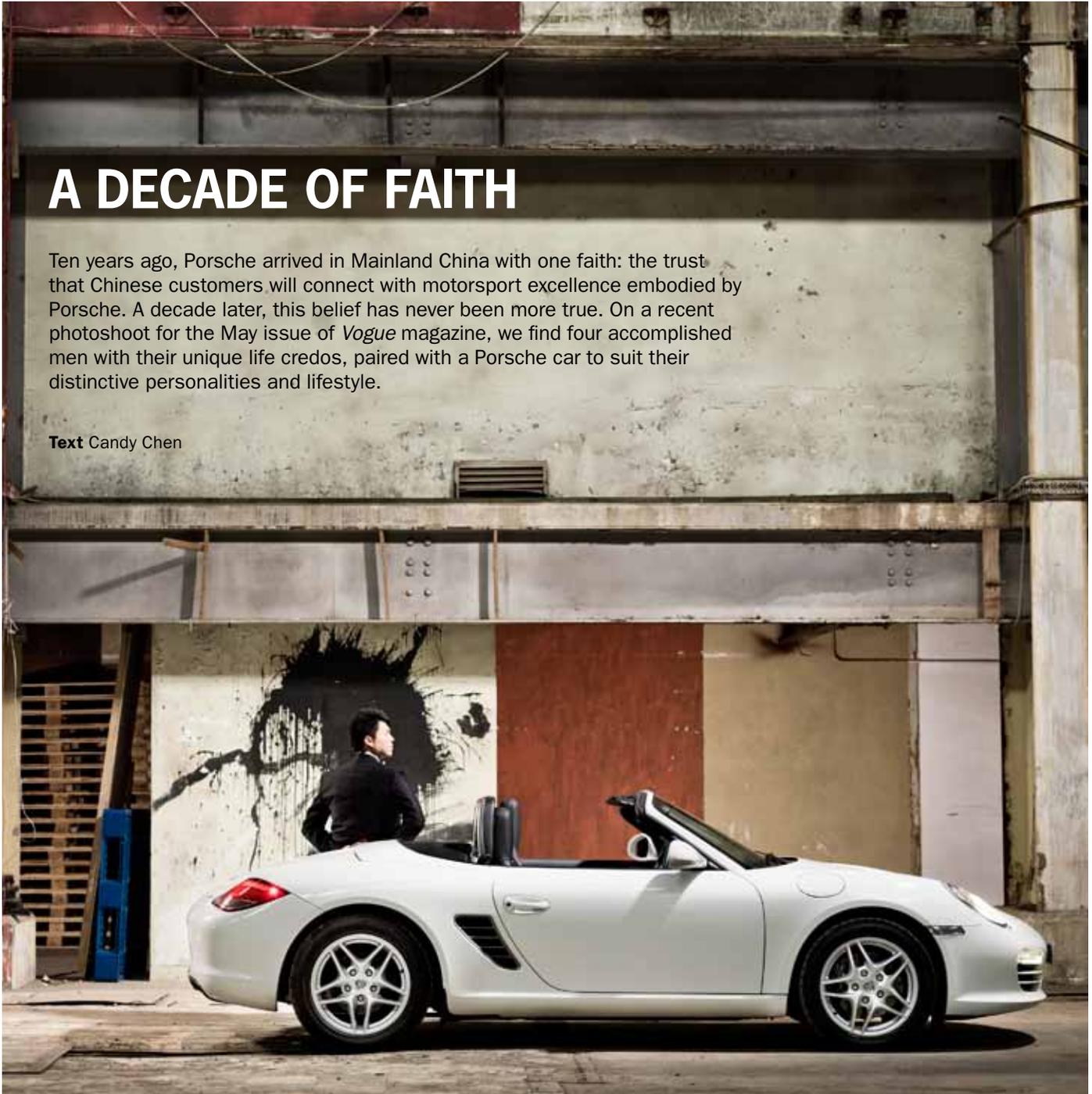
PORSCHE CHINA

Christophorus 351 China August

A DECADE OF FAITH

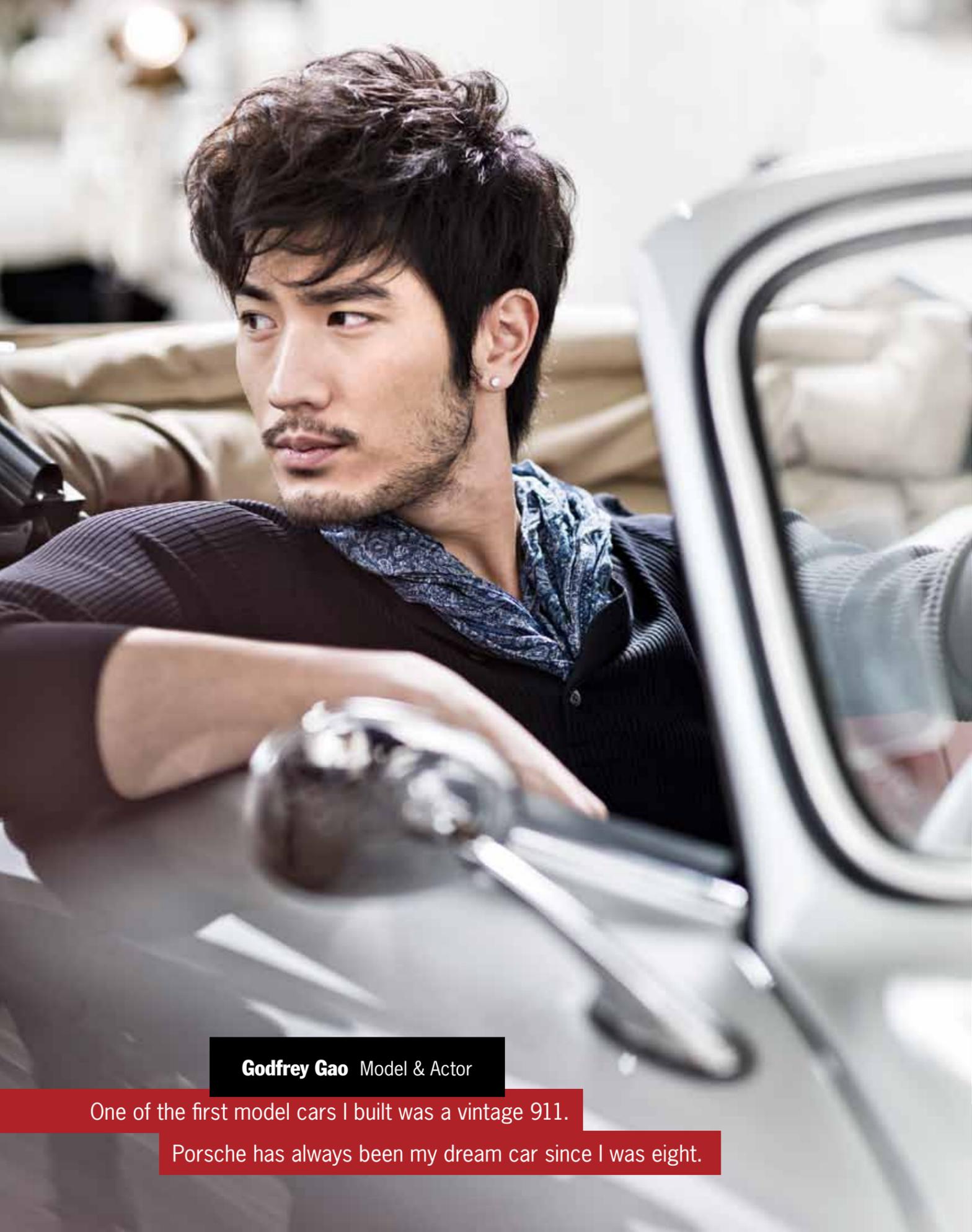
Ten years ago, Porsche arrived in Mainland China with one faith: the trust that Chinese customers will connect with motorsport excellence embodied by Porsche. A decade later, this belief has never been more true. On a recent photoshoot for the May issue of *Vogue* magazine, we find four accomplished men with their unique life credos, paired with a Porsche car to suit their distinctive personalities and lifestyle.

Text Candy Chen



Photography: Virgile Simon Bertrand

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



Godfrey Gao Model & Actor

One of the first model cars I built was a vintage 911.

Porsche has always been my dream car since I was eight.



Moses Chan Actor

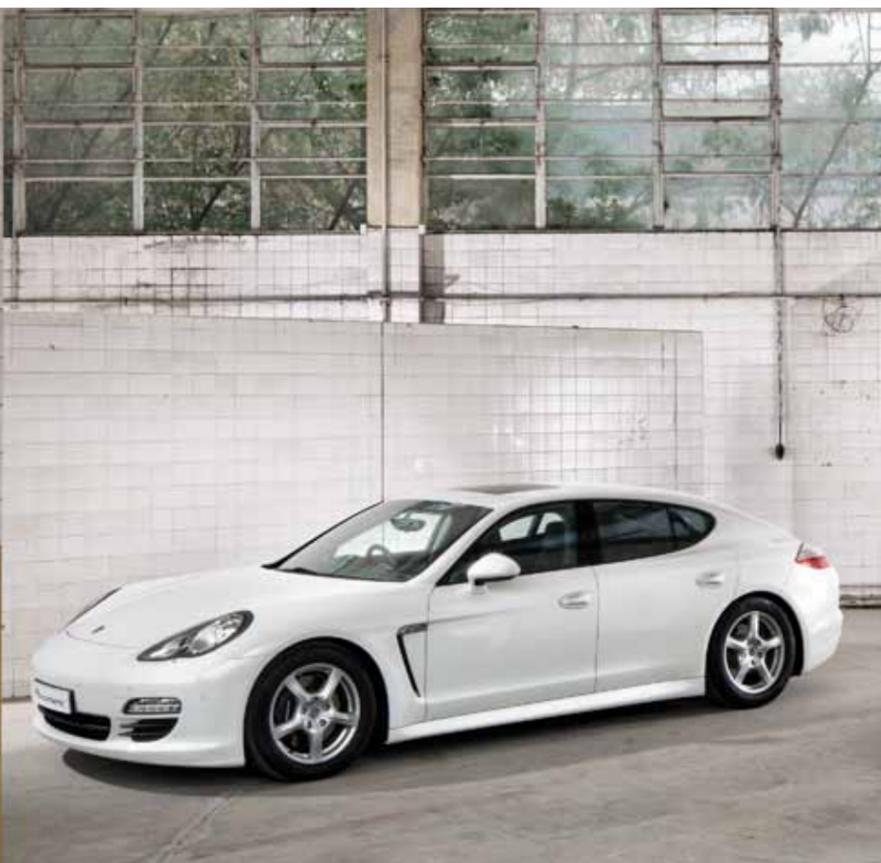
It's easy to handle. It's an everyday car, for work and weekends.



A photograph of four white Porsche cars parked in a large, industrial-style warehouse. The cars are arranged in a loose formation. In the foreground, a Porsche Boxster is on the left and a Porsche Carrera is on the right. In the background, there is a Porsche Cayenne SUV and another white Porsche car. The warehouse has a high ceiling with exposed pipes and lights. A large circular object, possibly a wheel or a piece of machinery, is visible in the background. The overall atmosphere is industrial and dramatic.

To me, the Porsche cars are not about speed or luxury. It's all about the pure beauty of the objects.

Virgile Simon Bertrand *Vogue* Photographer



Porsche is a dream for many people,

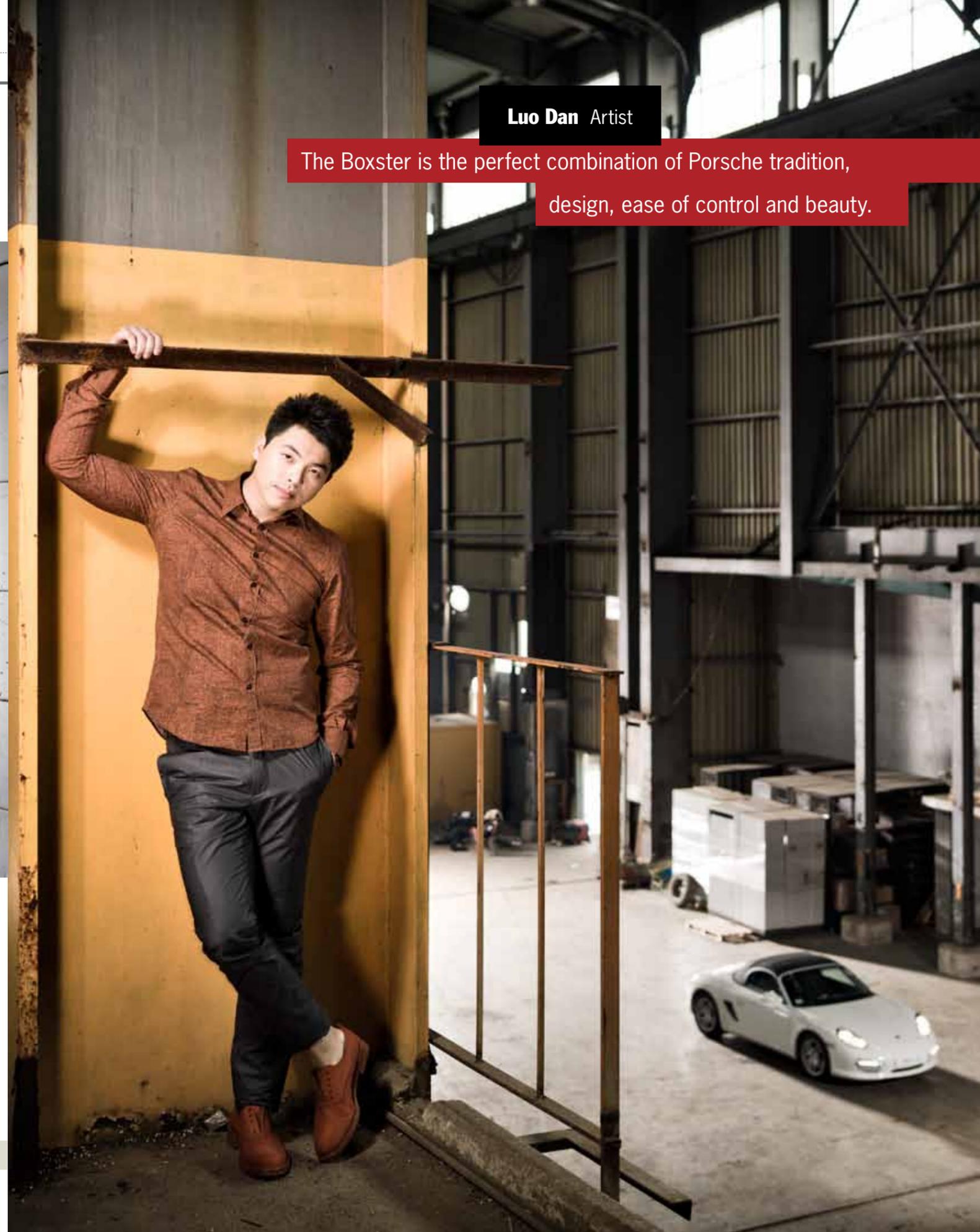
Wang Zhonglei Co-founder of Huayi Bros.

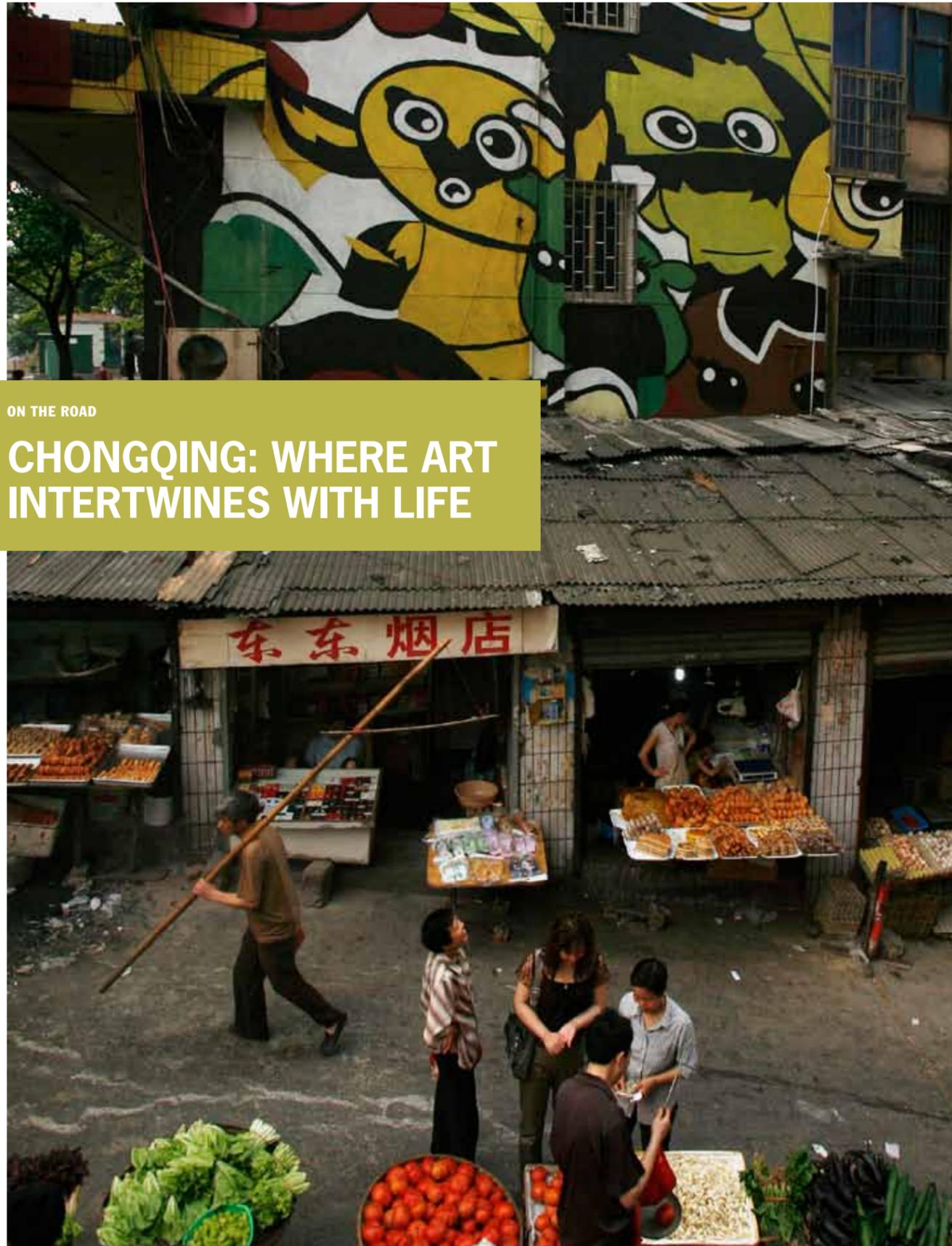
because it symbolises success.



Luo Dan Artist

The Boxster is the perfect combination of Porsche tradition, design, ease of control and beauty.





ON THE ROAD

CHONGQING: WHERE ART INTERTWINES WITH LIFE



Huangjue Ping may not be on the itinerary of most tourists visiting Chongqing, but for other more art-minded devotees, it should be considered a must-see attraction. A remarkable chapter of Chinese contemporary art is written here by some of the greatest living artists in this country, Luo Zhongli, Zhang Xiaogang, Wang Xiaochuan, just to name a few. And the cradle of these masters is here too: the Sichuan Fine Arts Institute (SCFAI).

Text Xiaobei

In fact, this is not the first time that the SCFAI appeared in *Christophorus*. The Porsche “Empowering the Future” art contest in November last year was held in partnership with the institute, and Luo Dan, the acclaimed young artist featuring in the photos of the opening story, has his roots here. This time, we take a closer look at this art-enchanted place.

Any first time visitor to Huangjue Ping is bound to be overwhelmed. Art encompasses everything here as the whole neighbourhood is transformed into a gigantic canvas.

Artistic graffiti creeps onto the building walls in the most splendid and imaginative forms, ranging from tweaked symbols and characters, grotesque brushworks, exotic cartoons, to heavy colour oil paintings. The 1.25-kilometre main street is transformed into a magic corridor of reality and fantasy. Scattered in the block are eight colossal industrial statues made from a collection of discarded machine parts, in the cracks of which little green plants sprout, reminding the beholders of the accomplished resurrection of Huangjue Ping.

Just a few years ago, this area was home to run-down factories, warehouses and shabby restaurants, notorious for disorder and squalor in Chongqing. In a meeting aimed at evolving Huangjue Ping into a base for creative industry four years ago, Luo Zhongli, the director of the SCFAI, changed its fate by proposing to “have it painted”. Since that moment, new vitality has been painted into old streets.

More than 800 workers and artists were involved in designing the graffiti on a total area of 50,000 square metres, consuming 12,500 kilograms of paints and nearly 30,000 brushes over 150 days. Streets were expanded, and constructions demolished or revamped to coordinate the monumental undertakings.

At the end of the graffiti street stands the renowned 501 Art Depot, an abandoned warehouse that now houses a spectrum of art studios. Complementing it is a contemporary art centre named Tank Loft, where exhibitions in all art categories are held.

Artistic landmarks are emerging one after another at Huangjue Ping, but it's more than just graffiti on walls and fine artworks in exhibitions. It symbolises the intertwining of art and the bustling local life that makes it so unique and appealing.

The integrated community enables artists to look at life and society through a prism of perspectives, which in turn contribute to the change of culture. With a complete art ecosystem in place, Huangjue Ping is destined to spawn and nurture more gifted artists in the future, and change the landscape of contemporary art in China. •



INTERVIEW

IMPRESSIONS THE PAST, THE PRESENT AND THE FUTURE FOR PORSCHE IN CHINA

Helmut Broeker has now overseen the successful conclusion of a first decade for Porsche in China. But this is just the beginning for the world's leading sports car manufacturer in the world's largest automotive market. He has a vision that stretches for decades to come.

Text Peter Holland

As Porsche marks ten years of success in China with celebrations across the country, *Christophorus* sat down with Helmut Broeker, Chief Executive Officer of Porsche China, to get his view on the rapid growth and future plans for Porsche in China. Under the leadership of Mr. Broeker, Porsche has achieved exponential sales growth in China and a rapidly expanding network of Porsche Centres is serving a thriving community of Porsche enthusiasts. Here's a closer look at the man behind the success.

Christophorus (C): Mr. Broeker, firstly, congratulations on another successful year at the helm of Porsche. Looking back, what do you believe were the most significant accomplishments for Porsche last year?

Helmut Broeker (HB): In 2010, Porsche AG sold almost 100,000 units globally, and China outperformed every other market with unit sales growth of almost 70 percent over 2009. This was accomplished in spite of the phasing in of the new Cayenne model mid-year, which traditionally dampens sales figures over the short term. Furthermore, Porsche China outperformed all competitors in the premium and luxury vehicle segment, which is a credit to the

hard work of those Porsche Centres and loyal Porsche owners who do so much to build up our brand.

C: Speaking of the Chinese luxury car owners, do they differ from their counterparts overseas?

HB: It's an interesting question, and the short answer is they don't. Luxury car owners in China have the same hobbies as their counterparts worldwide. They enjoy golf, tennis, cigars, wine, and other similar pursuits connected with a global luxury lifestyle. One difference is that Porsche owners in China are slightly younger, with many buyers in their 20s. We have created a number of innovative programs to attract and communicate with our target customers, from the celebrated Drive to Excellence programme, to the newer Porsche Golf Cup which we began recently.

C: Porsche has achieved a global reputation as the world's top sports car maker. How has this been achieved?

HB: We have an excellent dealer network and excellent customer service. We have the right product portfolio, with a range of models spanning our traditional sports

cars to the Cayenne sports utility vehicle to the Panamera sedan. All of these fit together to give us a great brand image in China and around the world. Everything we do from development, to engineering, to marketing is done at the highest level and all we do must serve to support the development of our brand.

C: You came on board with Porsche China in 2007, and have had a number of exciting experiences. What makes China so unique?

HB: I have been in many different countries, working with many dealers and I can truly say that China is second to none. You could sense the spirit of the market following China's WTO accession in 2002, and everything developed so fast that every day was different. I never saw that anywhere else.

C: In the luxury car market, personalised service is key. How does Porsche stand out versus the competition in China?

HB: Even though we are not yet the largest Porsche market, people in China know of our rich motorsport heritage. In every segment of the market we have something



to offer. With cars like the Cayenne and Panamera, we offer sports cars that can be used every day. For example, the Cayenne is a serious off-road car – we took the Cayenne on an off-road trip in Siberia only recently. Similarly with the Panamera, our customers know they are getting a sports car. The Turbo S version boasts 500 bhp, but it is also a ‘business car’, with enough space in the backseat to serve as a workplace, and will soon even have internet connectivity. Customers appreciate that we offer the best of both worlds. For myself, I use the Panamera to work in the backseat during the week, and on the weekends, I take it outside the city and use it as a sports car.

C: How has Porsche successfully promoted sports car culture in China, where no market had existed previously?

HB: This is a highly competitive sector, so we need to attract the best in the industry, and train them according to Porsche standards and values. This is a difficult

task when you consider that in 2007 we had 11 dealerships, now we have 33 and by the end of 2011 we’ll have 45. But I am proud to say that we have one of the lowest attrition rates in the industry. Because of this, we are able to support customers in every aspect of their ownership experience – and develop lasting relationships with these customers. Of course all this service counts for nothing unless the products are right, and over the years we have launched a significant number of products exclusively for Chinese customers. For example, the Porsche 911 Edition Style has been very successful and the limited edition production of 188 cars is almost sold out. Similarly with the 911 Carrera S Porsche Carrera Cup Asia; our customers appreciate the special products that we deliver to them. We’ve also been fortunate that our head office in Stuttgart appreciates this fact, and future models are paying close attention to the needs and wants of our drivers in China.

C: Following this tenth anniversary year, what are your expectations for the next decade? Are there any specific development plans or goals?

HB: Over the last ten years, we went from 27 units sold in 2001, to almost 15,000 last year. Over the next decade, we expect a further increase in sales volume, and have several exciting new models in the works.

Plans are underway to introduce the new 918 Spyder hybrid sports car in China in 2014, which will really represent the future of the sports car with incredible performance balanced by low emissions and fuel consumption. We also plan to introduce a smaller SUV for the China market, which we believe will provide the Porsche driving experience to a new segment of owners.

We have ambitious goals for our dealership network, too. We plan to add ten Porsche Centres annually over the next few years. Each imposes a lot of challenges. For example, management skills in China are still a rare resource. We are dedicated to ensuring that customers feel secure when they purchase a Porsche and receive service that is second to none – so we work very hard to ensure that we get the best talent that is available.

You could sense the spirit of the market following China’s WTO accession in 2002, and everything developed so fast that every day was different. I never saw that anywhere else.

C: Plans for dealer network expansion seem very ambitious. What areas are you targeting?

HB: Our goal is to get closer to the customers, especially those in remote areas. Currently, some customers have to drive up to 500 km to service their Porsche. We

are getting more and more customers in places like Ordos, Hohhot and Urumqi, and even though these places are not considered major markets they are driving significant demand.

On a related note, China is maturing as a market for financial services. In the future, we will be creating financing products for our dealers to support the expansion of their business.

C: The 918 Spyder is a hint towards the future direction of Porsche technological innovation. How will Porsche market this new hybrid technology?

HB: Porsche will release the 918 Spyder in 2014 and this new ultra-high performance sports car will be limited to only 918 cars. Just a select few customers will be able to purchase it. But more important than the actual car is the signal that the world’s first truly high performance plug-in hybrid sends to the market. We will also have to keep an eye on other practical matters, such as where to plug it in and recharge.

We firmly believe that low emission and consumption vehicles are the way forward. In big cities like Beijing and Shanghai, there are already driving restrictions and this seems to be the direction of future policy. With the introduction of plug-in hybrid sports cars, Porsche is already prepared to address these issues. We envision using the 918 Spyder as a petrol-fuelled sports car for weekend country driving and a full electric vehicle for weekday city driving – serving the environment as well as providing driving pleasure.

We are even seeing this sort of awareness in race car driving, with F1 implementing several measures at reducing energy consumption. And from a performance standpoint, flywheel and plug-in hybrid technology provide better mileage than a normal race car. We are really looking forward to the unveiling of the production model of the new 918 Spyder.



C: Porsche has obviously had considerable success in selling sports cars during the past ten years, but is perhaps less well known for its commitment to corporate social responsibility. Can you tell us more about this?

HB: I’m glad you asked, because the ‘Empowering the Future’ programme is very important to Porsche and to me personally. Following the Sichuan earthquake in 2008, Porsche China teamed up with UNICEF and outfitted four Cayennes with supplies to provide relief to schools affected by the quake. The programme has carried on taking educational supplies, sports equipment and teacher training materials to schools in remote areas difficult to reach by normal cars. I personally made a site visit in October 2010 and was very impressed with the success of the programme and its impact on the children. Our local dealers in the area have been particularly supportive and have even added some programs of their own.

Furthermore, we have now expanded awareness of the programme through our support of artists at the Sichuan Fine Arts Institute and the ‘Empowering the Future’ Art Contest. We received numerous

great submissions and awarded some of the best contributions with a sponsored trip to visit famous art galleries throughout Germany.

Overall, Porsche are very pleased to have this opportunity to give back to the people of China.

C: Looking ahead, what do you see as the number one challenge for Porsche in China?

HB: There will always be challenges, of course. As China matures as a market economy, its legal framework and regulations have adapted to rapid changes in a very short amount of time. Hence, my team must try to foresee regulatory changes covering taxation, fuel consumption, carbon emissions, and other issues. This can be difficult. But this is what keeps business interesting. In other markets, keeping up means fine-tuning. In China we are constantly developing and always creating. That’s what makes it special. ●

INTERVIEW

THE ARRIVAL OF A SPORTS CAR MADE IN FAITH RECALLING THE EARLY DAYS OF PORSCHE IN CHINA.

Text Peter Holland

What a difference a decade makes! Today Porsche is China's most recognised sports car brand, with a dealership network of Porsche Centres criss-crossing the entire country fostering an ever growing appreciation of the traditions and innovation of Porsche. But while success has come quickly, it certainly wasn't an accident. The achievements of the brand in China would not have been possible without the hard work, dedication and vision of men like Lars Petersen and Mark Bishop, senior executives that both previously served as heads of Porsche China during the early days of brand development on the Chinese mainland.



MARK BISHOP

Mark Bishop currently serves as Jebsen Group Director. Previously, Mr. Bishop served as Managing Director of Porsche China from 2005 – 2007. The Wellington College graduate boasts 38 years in the automotive industry, with experience in the UK, Middle East and Asia.

“Porsche has a very well developed brand, which appeals to a wider audience beyond just Porsche owners.”

Having been appointed to run Porsche China in 2003 after several years in Hong Kong, Petersen recalls opening the Porsche China office in Shanghai with a team comprising twelve people, including former Hong Kong staff and new local hires. Training was a challenge in a country which really hadn't seen sports cars in more than a generation, but as Petersen aptly puts it, “they became part of the Porsche family before they realised it.”

Training staff was one challenge, but gaining market share of a market segment that did not previously exist was another. “It sounds crazy now,” says Petersen, “but in 2001, we had a product that nobody needed.” Undaunted, Petersen and his team immediately set to work building brand awareness, setting up driving events all over the country in an attempt to build publicity. With sales figures only starting in 2001, there were no historic records on which to base sales planning projections. Petersen laughs as he recalls, “We got our numbers wrong quite often, but on the plus side it was always because we far exceeded our targets!”

Things were different in the early days of Porsche in China; with such a limited number of Porsche owners, it was an intimate group of enthusiasts. Petersen recalls organising outings where several Porsche sports cars were parked together in front of a local restaurant. “It was here where we got the best customer feedback, as well as attracting the attention. If you told me in 2001 that we'd sell nearly 15,000 cars in China in 2010 I would have laughed.”

The man responsible for bridging that gap between the origins of Porsche in China and today's achievements arrived in January 2005, Mark Bishop. Bishop provides living proof that lightning can strike twice, having successfully developed Porsche operations in the Middle East for seven years before moving to China.

But good fortune alone does not explain the accomplishments of Porsche under Bishop's leadership. As he explains, “Porsche has a very well developed brand, which appeals to a wider audience beyond just Porsche owners. It has established a unique footprint for itself, thanks to a very clear marketing strategy, a very clear product strategy and a very focused dedicated dealer network.”

As Bishop recalls, Porsche dealers in China quickly realised that customers here were generally like Porsche customers around the world. “They are looking for the trappings of wealth that go with being a high net worth individual and want to be treated with respect whether or not they are an experienced sports car drivers,” says Bishop. While the Chinese Porsche buyer may tend to be a bit younger than his or her global counterpart, they are equally entrepreneurial, well-travelled and well educated. “If anything, the Chinese customers may be more demanding, and our dealer network must really work to ensure that they are satisfied,” he adds.

Under Bishop's leadership, early success in China led to the approval of an increased marketing budget from Porsche AG in Stuttgart. This windfall was directed to improving the visibility of the brand. As Bishop recalls, “we attended every Chinese motor show and grew a following, which led to inquiries, which then turned into sales.” This momentum was supported by the Porsche product development, with the arrival of the first Cayenne in 2003, then a new generation of the Cayenne in 2007 – and the result was an effective doubling of sales every year from 2005 onwards. This paved the way for subsequent growth over the rest of the decade.

Bishop believes the future development of Porsche in China will largely depend on the calibre of After Sales service provided. “As the market matures, customers looking to buy their second, third or fourth car will make this decision based on services

received when they bought their first. The experiences Porsche can offer its customers are second to none and add much to brand value and customer loyalty.” he adds.

Creative strategy, bold decision making and belief in the universal appeal of an iconic sports car brand made in faith by the finest engineers in the world, are key factors in the strong foundations built by Porsche in China over the past decade. This distinguished heritage and a dedication to constant innovation will continue to drive the expansion and growth of Porsche China long into the future. ●



LARS PETERSEN

Lars Petersen is now General Manager of the Marine Division at Jebsen & Co. Ltd, responsible for promoting the company's various yacht brands. Mr. Petersen was General Manager of the Porsche Centre in Hong Kong from 1999 and served as the first General Manager of Porsche China in Shanghai from 2003 – 2004. His leadership and expertise in cross-marketing opportunities are the result of more than 20 years in the luxury sector.

“They became part of the Porsche family before they realised it.”

FAITH IN PORSCHE INTELLIGENT PERFORMANCE

前瞻智慧——保时捷之 Porsche Intelligent Performance 信仰

“作为一家知名跑车制造商，保时捷再次向世人有力印证了我们有能力做到高能与高效的并行不悖。”

——柏涵慕先生 保时捷中国首席执行官

每次变革都始于灵感的闪现，每次灵感皆源于对信仰的传承。

从1948年的第一台356诞生，保时捷始终坚持“Porsche Intelligent Performance”的造车理念，见人所未见，创世所未创。这种不凡的智慧，无上的信仰，铸就保时捷纵横60多年的跑车传奇。

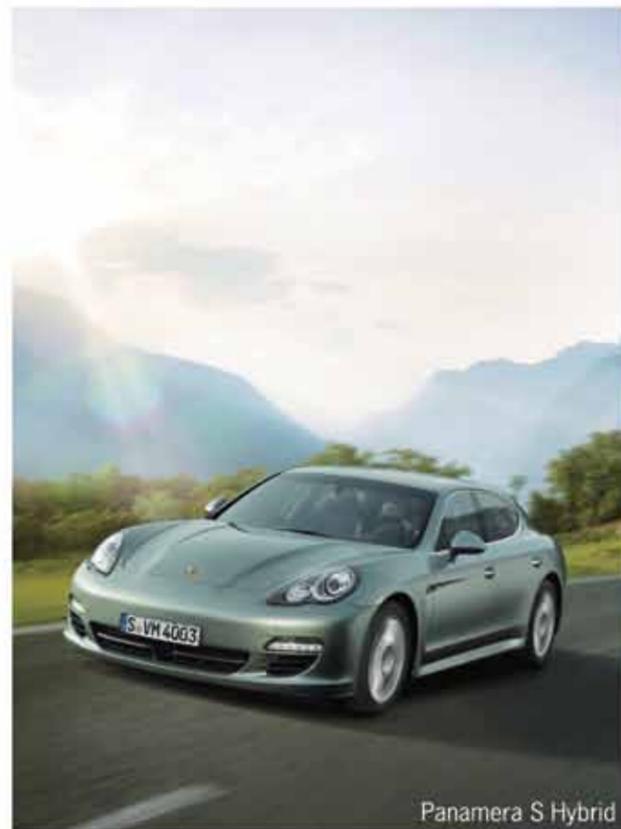
“Porsche Intelligent Performance”理念代表了保时捷对跑车的智慧和专注，因为仅仅提高功率并不能赢得比赛的胜利，只有绝佳平衡的表现才能让保时捷始终在各个领域保持领先。保时捷不断智慧前行，调和



Cayenne S Hybrid

传统与创新的对立，平衡运动性能与日常实用的矛盾，让杰出的设计和卓越的功能相得益彰，令独一无二的定制和至臻出众的品质完美统一。无论是日常尊雅行驶，还是赛道纵情驰骋，都有冠绝不凡的表现。

无论今天、明天还是未来，“Porsche Intelligent Performance”理念都是每一款保时捷智慧和信仰的本质所在。



Panamera S Hybrid



918 RSR



保时捷推荐 Mobil 1

www.porsche-faith.com

信仰 驭见未来

Porsche Intelligent Performance

保时捷始终坚持“Porsche Intelligent Performance”智慧造车理念，见人所未见，创世所未创。无论是日常尊雅行驶，还是赛道纵情驰骋，都有冠绝不凡的表现。保时捷不断创造出领先时代的前瞻作品，让世界为之惊叹！

信仰志造
MADE IN FAITH

拾年 Porsche China
2001 - 2011



BEHIND THE SCENES

MADE IN FAITH: MANIFESTED IN PHOTOS

Virgile Simon Bertrand, a talented photographer with extensive *Vogue* experience, was poised to capture the essence of Porsche with his camera. "I'd like to bring some contrast to these industrial structures we are using as backdrops for the shoot," Bertrand commented while contemplating the site from different angles. "We have all these square shapes and a structured environment – and all of a sudden, we have a beautiful curve," he exclaimed as he pointed in the direction of four immaculately white Porsche models: a 911, a Boxster, a Panamera and a Cayenne S Hybrid.

Text Candy Chen

These photos can be found in the May issue of *Vogue*, or within this issue of *Christophorus*. Through an artful juxtaposition of light and shadow, industrial roughness against sleek, beautiful lines, a mysterious effect of harmony and detachment was achieved.

Famous for an innate talent for photographing people, Bertrand knows how to capture the distinguishing traits of his subjects – a skill that can also be applied to capturing a Porsche. As any driver would know, a Porsche is never just a car. Power, elegance, luxury and performance are not the only ingredients that captivate the eye. It's an air of spirit, passion and unwavering faith in the heritage of success that defines Porsche.

Joining the photo shoot are four male Chinese celebrities, each with a Porsche car that is compatible with his personal character and pursuits in life. It's a compelling real-life demonstration of the "Made in Faith" Porsche motto.

Co-starring with the Boxster, is Luo Dan, an up-and-coming artist who has inherited his father's gift but continues to strive to make his own mark; while Moses Chan, a Hong Kong actor, regards Cayenne S Hybrid as his kindred spirit, cruising between home and career with ease.

The handsome Taiwanese entertainer, Godfrey Gao's affair with Porsche dates back to the first car he laid his hands upon – the illustrious 911 – but today the





passion echoes into history with the addition of the Porsche 356, a masterpiece made in 1955 whose elegance defies the passage of time and now finds a home in the collection of Mr. Hans Michael Jebsen in Hong Kong.

The compliment lavished on the Panamera, that it displays “a deep understanding of Chinese consumers’ demands and persistent efforts to meet those demands”, can also be said of Wang Zhonglei, the co-founder of Huayi Bros. Media Group. Through his relentless effort to connect with the Chinese audience, Wang built his Chinese film production empire during this past decade. Through a similar undeterred perseverance and faith, Porsche spread motorsport culture in China, by delivering ever-improving performance and driving pleasures to its customers.

“Porsche sports cars are so user-friendly and practical,” said Chan, owner of a classic model Boxster. “I give two thumbs-up to its concept of making them suitable for daily drive.” And Luo can see the appeal from the perspective of an

artist, as he appreciates the classic designs of Porsche. “What appeals to me most is its unswerving purity and simplicity in design. In a world full of ever-changing trends, it distinguishes itself with a steadfast faith.”

That faith, established on the birth of the first 356 in 1948, manifested by the classic signature curves, rooted in the wisdom of Porsche Intelligent Performance, will definitely be carried on and make an everlasting impact on motorsport and those who share its passion.

Photography: Sunny Wong



DRIVER HIGHLIGHT

PERSEVERANCE & PASSION: THE MAKINGS OF A CHAMPION

Reigning back-to-back Porsche Carrera Cup Asia champions Team StarChase are determined to add another title to its glorious history, and Alexandre Imperatori, a 24-year old Swiss motorsport ace who boasts impressive track record and stunning talent, is one of the men tasked with undertaking the mission in 2011. *Christophorus* joined the racer and his team for the opening rounds.

Text Huang Ning

His handshake, clean and strong, hints at how well he controls the wheel, and when he starts to talk, his thoughts flow from his mouth as quickly as his driving. “I have to always keep myself fit and sharp, mentally and physically,” says the new driver of Team StarChase, who had engaged himself in a gruelling training camp before making his debut in the tournament.

That certainly paid off. Despite missing out on pole position by one hundredth of a second, Imperatori, who this year drives for the reigning champions Team StarChase, managed to dominate the Porsche Carrera Cup Asia weekend in Shanghai with back-to-back wins. It was no small feat – this was the first time Imperatori had ever raced a GT car. Adding to the difficulties he had to overcome,

on the day before the race, the drive belt in the engine of his 911 GT3 Cup car broke down, leaving him no time for practice. But all these disadvantages did nothing to dampen his ambition.

“I always race to win. I don’t race to be the second, no matter what,” claimed Imperatori before the first round in Shanghai began that Saturday, “and backed by Team StarChase, the most successful team in the Series, I think it’s only natural for me to aim at the top of podium.”

It was this kind of robust drive that allowed him to thrust his way into second position in the initial struggle with Team PCS Racing’s Mok Weng Sun and Team Jebesen’s Rodolfo Avila. Apparently unsatisfied, Imperatori pushed himself even harder to



grab the lead on lap seven with a perfect overtaking move of pole-sitter Keita Sawa of LKM Racing. From there on, Imperatori stayed ahead all the way to the chequered flag, bringing home the first victory in this season to Team StarChase.

While being aggressive is good, “you don’t want to be too aggressive on your tyres,” said Imperatori when commenting on his overtaking manoeuvre. “I drove in a way that I could save the tyre and keep up my speed for a longer time. When I saw Sawa struggling in front with his tyres which seemed to begin to lose grip, I knew my chance had come.”

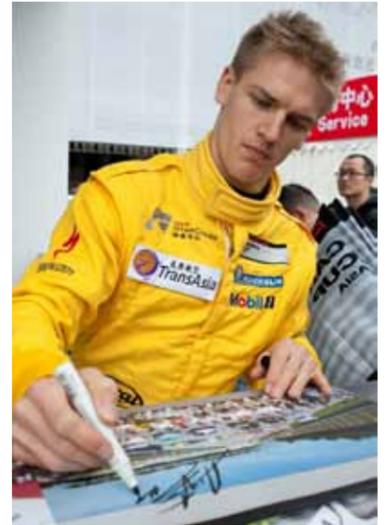
Imperatori’s instinct and ability to detect a chance and then grab it, have been honed through years of racing. His passionate affair with motorsport dates back as early as the age of four when he started karting, and since then it has kept growing, taking him to numerous racing series across the world, including the European Karting Championship, Asian Formula Renault 2.0, Japanese Formula 3 and A1 Grand Prix. Although he is now more used to standing on podiums and popping champagne, his appetite for victory is strong as ever. His ultimate racing dream is yet to be realised.

“To race in F1 is the dream of my life. I believe every motorsport driver has the same dream,” said Imperatori, who moved to

Shanghai three years ago. “But right now, I am focusing on the Porsche Carrera Cup Asia. This is a very competitive race, with a lot of experienced, talented drivers. I must keep pushing myself as hard as possible to achieve my goal – to help my team win its third championship.”

Towards that goal he pressed in Sunday’s race. A dramatic start saw Imperatori race away cleanly from pole position, from where he controlled the race with ease. By the time he roared across the finishing line, he had built up a gap of more than six seconds over Runner-Up, Team Jebesen’s Rodolfo Avila.

It was a perfect weekend for Imperatori, and he followed up his success in Shanghai with repeat victories in Round 3 and 4 in Zhuhai in May. He’s already building a record of stirring success, but it hasn’t made Mondays any different. Biking, running, muscle development, mental concentration games – an established routine of four to five hours – are strictly followed like any other day. Alexandre Imperatori has brought a strong start to the 2011 edition of the Porsche Carrera Cup Asia, and with the continued perseverance and passion that is his hallmark, the signs are looking good for Team StarChase once again. •



This is a very competitive race, with a lot of experienced, talented drivers. I must keep pushing myself as hard as possible to achieve my goal – to help my team win its third championship.



Photography: Lei Gong

CULTURE & HEALTH

A LOW CARBON SUMMER: SIMPLE TIPS FOR A BETTER ENVIRONMENT

Text Candy Chen



Summer never seems to be the easiest season to lower our carbon output. Rising along with the temperature is the electricity consumption, as scorching weather forces us to rely on air-conditioners – artificial climate systems which are often used in such extravagant manner in offices and shopping centres, that many people wear coats for fear of catching cold. This phenomenon reflects how immoderately energy is consumed in modern cities.

TIPS FOR A LOW-CARBON LIFE

Small changes in our daily driving habits can result in big reduction in carbon emission. Here are a few simple tips:

- Keep your tyres at the right pressure to prevent tyre dragging on the surface of the road, causing more gas consumption.
- Maintain your car engine in good shape by having it regularly serviced.
- Avoid keeping the engine in idle mode. When waiting for someone for extended period of time, turn off the engine.
- At low speed driving, try opening your windows instead of turning on the air conditioner.
- Remove unnecessary items out of the car and lighten the load.
- Drive smoothly to avoid sudden acceleration or abrupt braking.
- Step off the accelerator when driving downhill.
- Plan your travel ahead to avoid congested traffic times.
- Dim the screen of your Porsche Communication Management (PCM) system.



Talk of rising of sea levels and global warming may sound irrelevant to our daily lives, but soaring oil prices and air quality concerns do have a direct impact. Low carbon living will play an increasing role in our life. But, a low-carbon lifestyle doesn't necessarily require us to forgo the creature comforts that make life enjoyable.

What is demanded is simply enjoyment of modern pleasures in an efficient manner, while retaining an awareness of our social responsibilities, acts which can be followed simply by the way you drive. Because adhering to a low-carbon lifestyle should not be considered a compromise on the quality of life – a fact that each Porsche car exemplifies perfectly.

Porsche have always been committed to achieving optimum fuel economy through intelligent means – after all no race was ever won through horse power alone. With new technology, this dedication is entering a new era. The latest efforts at setting new standards of fuel efficiency are best reflected in the two hybrid models currently available at Porsche Centres: the Cayenne S Hybrid and Panamera S Hybrid. Recently, with a far-reaching vision and awareness of

our social responsibilities, Porsche has taken this one step further again, exploring the possibility of a purely electrical model, the Boxster E.

Each Porsche sports car offers unparalleled efficiency, but still, needs appropriate care to stay that way. Poor car condition can lead to significant increases in fuel consumption. To put this in perspective, 180 litres of fuel can be saved every year if you take some simple measures, including cleaning the car air filters regularly, maintaining proper tyre pressure, and switching off the engine whenever the car is stopped.

And there's much more we can do in this era when environmental protection has become a pressing priority. In most cases, no hard labour is involved – all that is required of us, is lifting a few fingers and clicking a few buttons. So this summer, let us start that movement, first with our air-conditioners. ●

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