



THE NEW BOXSTER S

FREEDOM AT YOUR FINGERTIPS

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Like any champion athlete who wants to stay in top physical condition, the care and maintenance of Porsche cars must also be placed in the hands of professionals.



ON THE ROAD

FREEDOM AT YOUR FINGERTIPS

Chongming Island, located just north of Shanghai, provides the perfect setting to expose the full prowess and power of the Boxster S.

Surrounded by luscious greenery, you can feel the sheer exhilaration and freedom of the open country road when driving behind the wheel of the Boxster S.

The anticipation of getting away from it all is palpable when settling into the driver's seat and feeling the raw excitement as the 3.4 litre flat-six engine effortlessly roars to life. When entering the magic setting of Chongming Island, exhilaration takes hold as the Boxster S embraces the ocean air, ready for the freedom of the road ahead.

Navigating alongside the tree-lined roads, the Boxster S's tight suspension and pure unbridled power are on display. With quick fluid gearshifts, there is no greater thrill than letting the Boxster S loose upon the open road.

Text Andrea Scarlattelli **Photography** Keith Shillitoe





Obstacles are rare in this scarcely populated oasis, but a mere tap of the brakes results in an exceptionally short response time. Take the car through its paces in the comfort of the expertly engineered interior – with the top down, take in the fresh air, and absorb the striking scenery rolling by.

Past the sprawling fields of Chongming Island, stop for a moment at the riverbank to absorb the surrounding tranquillity. Whilst still exhilarated from the rush of the drive, another adventure with the Boxster S is contemplated – where to next? ●

A TRIPLE CLASS VICTORY

PORSCHE STOCK CARS

- WINNERS OF 1952 AND 1953 BRESCIA RACES - ALSO WIN THE 1954 EVENT!
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XXI. MILLE MIGLIA

Sports Racing Cars up to 1500 c.c.:	1st Herrmann / Inge
Gran Turismo: Stock Cars up to 1300c.c.:	1st Hampel / Count Trips 2nd Nathan / Glockler 3rd Mileel / Dinca
Stock Cars up to 1600c.c.:	1st v. Frankenberg / Sauter 2nd Friedrichs / Count Einsiedel 3rd Conconi / Kestenholz

A PORSCHE 1500-c.c. SPORTS RACING CAR
finished 6th on general placing and thus came within the CHAMPIONS' group!



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独立宣言

新款保时捷 **Boxster** 车型

让速度的激情颂扬独立精神。新款保时捷 Boxster 车型，继承了上世纪 50 年代保时捷 550 Spyder 纯正赛车基因，以焕然一新的设计惊世登场。加长的车身和更低的悬挂，带来更为卓越的空气动力学性能；配备了 Sport Chrono 组件的 Boxster S，更创造出 7 分 58 秒环绕纽格林北环赛道一圈的惊世速度。完美成就中置发动机跑车新传奇，任你的独立宣言风行于世。



信仰志造
MADE IN FAITH



Customers jump at the chance to take a closer look at the new 911.



EVENT REVIEW

THE DAWN OF A NEW ERA THE NEW 911 NOW AVAILABLE ACROSS CHINA

The moment for Porsche enthusiasts to take the new 911 out for a spin, has finally arrived. Throughout April and May, a series of regional launches dedicated to the new 911 have been staged by Porsche Centres across China. One of the highlights was the regional launch event held in Shanghai, where local Porsche fans celebrated the arrival of the newest generation of the sports car icon.

Text Huang Ning **Photography** Kai Hartmann / Lei Gong

Christophorus was privileged to bear witness to the regional launch in Shanghai, with a goal to properly encapsulate the excitement which erupted from Shanghai Porsche fans on this momentous occasion.

Held at the former Shanghai World Expo site, the launch was co-hosted by Porsche Centre Shanghai Puxi and Porsche Centre Shanghai Pudong on 5 May. Guests were greeted by a selection of heritage Porsche 911 models – from the very first generation to the sixth – all lined up under the moonlight, which further enhanced the magical feel of this historic parade. Amidst laughter, cocktails and delicacies, guests enthusiastically stood with the 911 models on display to have their photos taken with them. A spectacular opening performance of violins, drums and modern dances preceded the welcome speeches from the General Managers of both Porsche Centres in

Coco Lee's exhilarating performance sets the tone for the arrival of the new 911, putting everyone on their tiptoes.



Shanghai. A 3D heritage video projected on a giant wide screen then guided the audience through the evolution of the Porsche 911, stirring up more curiosity and building excitement for the unveiling of the latest 911 model range.

“What we will reveal to you tonight is the next great chapter of a legend that has been exciting drivers for almost 50 years. The sports car that you will see is a tribute to our past and a confident statement about our future,” stated Mr. Helmut Broeker, Chief Executive Officer of Porsche China. Setting the tone for the historical significance of the occasion while acknowledging the popularity of the new 911 with Chinese Porsche enthusiasts, Mr Broeker went on to state, “China is now the fourth largest global market for Porsche 911. Our research has indicated that this sales trend will continue. Every day, more customers in

China are experiencing the pleasures that have made the 911 their dream car.”

The stars of the night made their first appearance with a bang. As if unable to stand the powerful roar of the cars, the immense glass wall running the full length of the upstage, shattered altogether in a sudden, stunning bang, giving way to the impressive arrival of the five new 911 models, making their first entrance into the spotlight to the ovation of a standing crowd.

From within the 911 Carrera S Cabriolet model emerged the famous Chinese singer Coco Lee, whose subsequent energetic performance electrified the whole house. Just when the enthusiasts thought their exuberance had peaked, all guests were then invited onto the stage to experience the new 911 model range first hand. The elegant and photogenic new design of

the iconic 911 captured the fevered attention of many cameras. Yet to the guests, the steering wheel proved to be the greatest temptation. They took turns to get behind the wheel, each person envisioning themselves navigating the newest Porsche legend through their own fantasy landscape all the while admiring the flawless interior design of the new 911.

The arrival of the 7th generation of the Porsche 911 announced the dawn of a new era for sports cars, where enhanced cutting edge design and technology promises to uplift performance and practicality to an unprecedented level. The opportunity to test drive the new 911 is now available at every Porsche Centre across China, not only giving car enthusiasts the opportunity to fulfil their driving dream, but also showing the world that Porsche has once again raised the bar in quality, design and performance. ●



EVENT REVIEW

FASCINATION PORSCHE EXPERIENCE ALL THAT YOU LOVE ABOUT PORSCHE IN A DAY

Imagine a day where you can track drive a Porsche on a racing circuit, get up close and personal with a vintage collection of Porsche models alongside the latest model range and watch your children experience the driving excitements at the Porsche Kids Driving School. This is no ordinary day out. Fascination Porsche is a unique event for Porsche owners and their families to enjoy all that they love about the marque in an array of exciting and entertaining activities. The annual event held at the Beijing Goldenport International Circuit since 2009 has become so immensely popular that Porsche has now also brought the event to Shanghai for the first time this year. Now extending its invitation to the general public, Fascination Porsche offers the perfect day out for everyone to experience the uniqueness of this motorsports brand.

Text Alexandre Chalmer Photography Kai Hartmann / Lei Gong

A media representative thrills at the chance to be driven by veteran race driver Rodolfo Avila in a 911 GT3.



Fascination Porsche also offers a chance for the little fans to enjoy themselves at the Porsche Kids Driving School.



Participants awe at the victorious motorsports models and gained a deep understanding of the Porsche brand at the Porsche museum.





IN THE SPOTLIGHT

IN GOOD HANDS PORSCHE CERTIFIED TECHNICIANS

With an unparalleled combination of low weight and high performance, Porsche is indisputably the most agile contender in the world of motorsports cars.

Text Huang Ning
Photography Lei Gong

Before handing the car back to the customer, Porsche Technician, Zhang Caijun, and his colleague ensure the wheels are perfectly aligned.



Like any champion athlete who wants to stay in top physical condition, the care and maintenance of Porsche cars must also be placed in the hands of professionals, who understand the exact anatomy of every model. How can they attain such an accurate knowledge of these complex and sophisticated machineries? "Because we have years of hands-on experience dealing with them, but more importantly, we have access to an exclusive system that provides us with all the information about every model ever made," explained Zhang Caijun, a veteran technician in the After Sales department at Porsche Centre Beijing Yizhuang. The systems he refers to, the Porsche Partner Network and the Porsche Integrated Workshop Information System or PIWIS, are an all-inclusive Porsche encyclopaedia which is directly linked to the Porsche Headquarters in Stuttgart, Germany for constant updates. They can be consulted on all matters

ranging from the intricate structure of engines, the elaborate layout of the chassis, to every sensor functioning in the control unit and individually built-in information for each and every car rolling off the production line.

Zhang further explained the benefits of the system as he gave us a tour of the expansive workshop. "PIWIS also gives us guidance on how a particular operation should proceed and what particular tools should be used at every step. A strictly standardised procedure is established for every part of our work to maximise efficiency and ensure the highest quality of service."

As we watched the technicians methodically work on a range of Porsche cars hoisted in mid-air by hydraulic lifts, their meticulous approach to detail was evident. Not a single oil stain could be spotted on

the workshop floor, nor was a wrench or screwdriver dirty or out of place. "We have over 150 basic tools for each work bay," said Zhang, pointing at a huge, multi-drawer tool chest where wrenches and callipers of different sizes lay neatly in their respective grooves, "and we have another 600 more items of specialised equipment in the storeroom that can be readily put to use."

Understanding this vast compendium of tools and equipment may be a challenge, yet it is merely a fraction of the technicians' capabilities. Their complete knowledge of every Porsche model is vital in diagnosing a defect and subsequently finding the precise tool and method to fix it. Considering most of the Porsche models now have over 40 individual electronic control systems, where everything from the air-conditioning units to the dynamic driving lights is operated by a finite computer control,

The tool kit. Every tool is individual with a unique function. They are vital components in the care and maintenance of a Porsche.



the job of a Porsche Technician is no easy feat.

Consequently, a Porsche Technician is required to not only work as a traditional mechanic but as a highly skilled mechatronic engineer, whose expertise covers highly complex mechanical and electronic systems. It requires not only years of related experience and training but also a sharp mind and a constant dedication to self-improvement to be qualified as a Certified Porsche Technician at a Porsche Centre. "Many of us have accumulated much experience in 4S shops before coming here, which gives us an in-depth understanding of car problems as well as a good sense of how to fix them in an organised manner," noted Zhang. "But our expertise doesn't stop there. We strive to better ourselves through all kinds of learning opportunities offered by Porsche."

These opportunities are offered throughout the year by Porsche as it is committed to the continual cultivation of technicians through constant qualification, assessment and certification programmes. The Porsche China Training Academy provides a comprehensive training and development programme for all technical staff, based on the individual development requirements of each technician. Each technician will attend many weeks of theoretical and practical training each year to ensure that their knowledge and skills are kept up to date.

A STRICTLY STANDARDISED PROCEDURE IS ESTABLISHED FOR EVERY PART OF OUR WORK TO MAXIMISE EFFICIENCY AND ENSURE THE HIGHEST QUALITY OF SERVICE.

Twice a year, a nationwide technical forum takes place, which provides a unique

opportunity for senior technicians from different Porsche Centres to bounce ideas off each other and share hard-to-crack cases. Each time a new model is released, technicians undergo tailored trainings at the Porsche China headquarter in Shanghai to remain up-to-date with the latest developments.

At least once a week, all technicians at Porsche Centres, including all apprentices, gather for internal case study workshops where challenging problems are briefed and discussed. Once cracked, many of these cases will be uploaded to the Network so they can be shared.

But the development does not stop here. Porsche technicians in China are also required to take part in a practical assessment and certification programme, known as 'Certified Porsche Technician'. This international programme governed

The intricate and complex structure of every Porsche requires meticulous care from the Porsche Technician.



by Porsche AG, ensures that all technicians complete the rigorous practical and theoretical assessments by demonstrating their skills and knowledge comparable to that of any Certified Porsche Technician worldwide.

The programme requires technicians to undertake training courses and continuous online learning programmes, as well as practical assessments at Bronze, Silver and ultimately Gold Level. Very few technicians worldwide achieve all prerequisites to successfully undertake the Gold Level Assessment. Currently there are only around 200 Gold Level Certified Porsche Technicians worldwide.

"The automobile technology is constantly moving forward, and Porsche is on the very cusp of this trend, which means we must keep on improving ourselves to meet the standards required of a Porsche

technician," said Zhang, who last year became the first Chinese technician to be recognised as a Certified Porsche Technician Gold Level by Porsche AG – the highest in his field. Modest about his achievement and candid in admitting challenges and difficulties, he added, "sometimes it can be painstakingly hard to fix a problem, but hey, that's what makes this job so rewarding."

WE STRIVE TO BETTER OURSELVES THROUGH ALL KINDS OF LEARNING OPPORTUNITIES OFFERED BY PORSCHE.

Porsche technicians distinguish themselves in the accuracy and efficiency of their troubleshooting. Drawing on their comprehensive knowledge of the vehicle systems and extensive experience, they will quickly outline a clear diagnostic strategy to pinpoint the causes of problems.

With its well-trained and highly skilled technicians, the After Sales department of Porsche is unremitting in its dedication to bringing the best value and service to its customers in every aspect. ●

The powerful competitor Alexandre Imperatori charges ahead, allowing no overtakers.



PORSCHE CARRERA CUP ASIA

THE BATTLE IS GETTING HEATED

A RECAP OF ROUNDS 1 TO 6

The milestone tenth season of the Porsche Carrera Cup Asia (PCCA) has brought the largest field of racing teams since the inception of PCCA.

Text Huang Ning
Photography Lei Gong

Moreover, it brings the most adrenaline-pumping competition across the region. The dramatic first six rounds proved to be nothing short of phenomenal, as ferocious struggles on the racetrack kept the pulses of local motorsport enthusiasts raised throughout each race.

The first pole position of this season at the Shanghai International Circuit was grabbed by Alexandre Imperatori of Team StarChase, but with a lead of no more than one second over four other drivers. The Swiss ace converted it into an emphatic win in the opening round on 14 April, and stormed to a second-straight victory the next day despite the new rule of reverse grid, making him the eighth to start in the second round. In Class B, Anthony Liu of China took the first win for BBT, while Egidio Perfetti of the Seminole Racing Team prevailed in the second round.

Ready. Set. Go! Keita Sawa, the reigning champion, has one last check with his team before the battle commences.



One and a half months later, the series continued at the Zhuhai International Circuit. Round 3 was packed with drama from the very start, as a brash move made by newcomer Huang Chuhan in the first turn sparked a multi-car incident, resulting in the retiring of Ragginger and temporary suspension of the race. Imperatori, who was luckily ahead of the accident, made a clear getaway when the race resumed, which placed him in front of the competition. He dashed past the chequered flag with a margin of over four seconds over Avila. Benjamin Rouget of Team Yongda Dongfang finished third and earned his first podium position in the championship. Perfetti took his second Class B victory in succession, followed in the category by Modena Motorsports' Wayne Shen of Hong Kong and series newcomer Zheng Ting of BBT.

The fourth round was again dominated by Imperatori. Reigning champion Keita Sawa

of the LKM Racing Team secured the second podium position, while Avila finished third. In Class B, Perfetti carried on his impressive series debut with a third consecutive win.

In early July, the fierce struggle for championship moved to arguably the most challenging racetrack in the series, the Ordos International Circuit in Inner Mongolia. Ragginger took the victory in Round 5, snapping the four-race winning streak of Imperatori, who was the second to cross the finishing line. Sawa managed to maintain consistency and earned the final podium spot. In Class B, Singaporean Yuey Tan took his first ever Porsche Carrera Cup Asia victory in the category.

Round 6 on July 8 saw a complete change of winners as all three podium places were taken by first-timers in this season. Guest driver Allan Simonsen roared past

the chequered flag with a margin of over 5 seconds over BBT's Davide Rizzo, while Team Betterlife's Chinese driver Wang Jianwei grabbed the last podium spot. Zhang DaSheng, the up-and-coming Chinese driver of Team Basetex who would be celebrating his 20th birthday the next day, finished 4th before pulling off a stunning overtaking move on Sawa and Tung Ho-Pin of Budweiser Team StarChase. Perfetti won his fourth Class B title of the season.

At the conclusion of six rounds of the series, Imperatori has established a 37-point lead at the top of the overall championship standings from Sawa, with Ragginger in third. As more thrilling races are promised by the competitive field of ambitious drivers, Christophorus will continue to satisfy motorsport enthusiasts in the region with detailed coverage of the championship. ●

In a class of its own. The enormous performance possibilities of the 918 Spyder are now a reality.



Innovation and technology at its best. The top pipes and rear lights are distinctive design features.



Pure control of the car at the touch of a fingertip with the touch screen control panel.



The sporty external features are a homage to the legendary 917 model.



EVENT REVIEW

918 SPYDER A LEGEND IN THE MAKING

Unprecedented and unparalleled, the 918 Spyder is without doubt the super sports car of the future.

Text Alexandra Chalmer

In response to the soaring expectations of customers and potential buyers, Porsche held an exclusive sneak-peek Roadshow in Beijing and Shanghai last June, presenting a largely final 918 Spyder exterior design model for them to see up close. Christian Hauck, Project Manager Powertrain, attended the Shanghai preview to talk guests through its latest developments and high-end features, confirming the prowess and supremacy of the 918 Spyder. Set to establish a new league of elite sporting vehicles, the 918 Spyder is an ambassador of the Porsche brand - combining tradition, innovation and exclusivity; it is a true pioneer and a legend in the making.

The 918 Spyder reflects the concept of legendary Porsche racing cars from interior to exterior. Its external features allude to the design of its legendary ancestor – the 917 that won the 24 Hours of Le Mans in 1970. Yet, the 918 Spyder

is an entirely new breed – a technological forerunner that combines conventional drive concept with pure electric drive concept. The result? Outstanding performance with the lowest possible fuel consumption.

Strictly limited to 918 units worldwide and with very few units available for the Chinese market, there is no other car like it. Each model is identified with a unique serial number which is specifically chosen by its owner, further enhancing its exclusivity and distinctiveness. Equipped with five operation modes, the 918 Spyder can drive slowly and silently through residential areas, adapt to dynamic driving styles required for city traffic or exploit its maximum power output on the racetrack. With a lift system that allows it to adjust to city roads, a compartment for luggage and a high performance surround sound system, its plug-in hybrid technology is designed not to restrict everyday usability, but to embrace it.

A pure breed sports car with everyday usability, it is the first super sports car to implement plug-in technology throughout its entire vehicle concept. The first prototype, a rolling chassis, was tested in Nardo, South Italy, with great success. As for current developments, the first mechanical tests show that a maximum power output of over 550 hp has been reached and the power output of the electric motors has been increased. Overall, the impressive available system output is over 770 hp, with a maximum torque of over 700 Nm while fuel consumption is approximately 3 litres per 100 km. It can reach a top speed of 325 km/h and 0-100 km/h acceleration in less than three seconds and 0-200 km/h in less than nine seconds.

The design highlight of the 918 Spyder is the top pipe, directly above the engine – creating a brand new design concept and further emphasizing the vehicle's motorsports

character. Until now, top pipes have only ever been used in motorsports, for example in Formula 1 vehicles and powerboats.

Such high performance and efficiency have never been seen or achieved before, which sets the 918 Spyder leagues apart from other conventional super sports cars. As a Porsche icon, the 918 Spyder is a true ambassador for its motorsports heritage. Pushing the boundaries of technology and performance, it is the latest expression of the super sports car of tomorrow.

Production of the 918 Spyder is set to begin on 18 September 2013. For further information, please visit your nearest Porsche Centre.

QUICK Q&A WITH MR. HAUCK

The 918 Spyder is a whole new concept. Is it still a Porsche?

Porsche has always engineered its cars at the edge of the technological possibilities. In that sense the 918 spyder will set a new milestone in automotive engineering for the next decade. This will reflect the long tradition of high performance Porsche super sports cars.

Are the current performance and design developments meeting your expectations?

The 918 Spyder pursues three main targets. 1. Outstanding, visionary and Porsche typical design. 2. Low fuel consumption and remarkable e-driveability 3. Outstanding performance. So far the results from these targets have exceeded our expectations.

What will the upcoming developments focus on?

The cars will be tested on test tracks and public roads all over the world. We will also test all components of the model in order to further improve efficiency, performance and durability.

Ms. Wu, winner of the Net Point Singles Trophy for women, swings beautifully and powerfully on the greens of Tegernsee Golf Club.



Calm and collected, Mr. Zhu, winner of the Net Point Singles Trophy for Men, eases into a shot on the course of Golf Valley.



Winner of the Nations Trophy Championship Net, Team China stand proud and united with their trophies.



EVENT REVIEW

PORSCHE NATIONS TROPHY 2012 TEAM CHINA STIRS UP THE COMPETITION

Surrounded by the breath-taking Bavarian landscape, golfing history was made on the greens of the Tegernsee Golf Club near Munich recently.

Text Alexandre Chalmer

This year's Porsche Nations Trophy saw Team China compete for the first time in this international tournament, where their performance was nothing short of victorious.

Following their triumphant success at the China Final of the Porsche Golf Cup 2011 in Sanya, Ms. Jenny Wu representing Porsche Centre Shanghai Puxi, Mr. Zhang Hongkang and Mr. Zhu Fan, both representing Porsche Centre Beijing Central, came together as Team China to compete against the winners from Italy, Germany and Switzerland. After two days of fierce but friendly competition, the team's skilful performances secured them the Nations Trophy Championship.

Like Porsche, golf advocates a sense of timelessness, style and precision. Combining supreme technology with exceptional performance, Porsche owners always strive for excellence, whether it is on the race track or on

the golf course. Golf continues to be increasingly popular in China, and is a favoured pastime among Porsche enthusiasts. Combining their passion for the Porsche marque and their love of the game, the Porsche China Golf Cup gives its loyal customers the chance to meet and compete against other Porsche enthusiasts with similar aspirations.

The first day of the two-day tournament saw Mr. Zhang lead the way with 74 strokes. "The first day was great. The weather was wonderful, the golf course was beautiful and it wasn't hard to play on," said Ms. Wu. An entirely new course and unfortunate torrential rainfall on day two provided an unexpected challenge. "I come from North China so I'm not used to playing on wet ground," said Mr. Zhang. Even so, after the rain stopped, he hit two birdies and the longest drive on the Golf Valley Club course. For Mr. Zhu, a practice session set him up for a comparatively more successful day than the first. He came

well prepared with a golf bag full of items to play in all types of weather. "I learned this lesson ten years ago when I lost a game on a rainy day because I was unprepared. Golf is a sport closely related to nature, so be ready to expect anything," he revealed.

Overall, Mr. Zhu secured the Net Point Single Trophy for Men and Ms. Wu easily secured the Net Point Single Trophy for Women. But for them, the trip was a fun experience rather than a competition. "One thing that impressed me the most about the other golfers was their 'live in the moment' attitude. They seem to enjoy it so much," said Ms. Wu. This was echoed by Mr. Zhu, who, having lived in Australia for many years, has learnt to enjoy every moment in life. "I wasn't preoccupied with winning," he confessed. For Team China, the tournament exceeded their expectations and was an experience they would treasure for a life time.

More than just a competition, the event was also a chance for the Chinese participants to experience local German culture. "There were a lot of entertaining activities arranged for us," said Mr. Zhang. After visiting the Hofbrauhaus, the Nymphenburg Palace and the English Gardens, they quenched their thirst with locally brewed beer and sampled delicious delicacies. "It was just delicious. At the awards ceremony where traditional music was performed, we had so much fun that we all danced together", Ms. Wu recalled.

Culminating this momentous trip, the team was invited to visit the Porsche factory and Porsche Museum in Stuttgart and a chance to drive the new 911. "It was great! The new 911 was a pleasure to drive. I think it complements the Chinese mindset, which values practicality," said Mr. Zhu. For Mr. Zhang, the visit to the factory gave him the chance to see the process of Porsche customisation, "I saw five cars each having

different things being done to them. I now know what customisation means and I really appreciate the work that goes into manufacturing these special Porsche cars."

An experience that combined friendly competition, a passion for Porsche and a newly found taste for German culture, made this golfing trip a huge success. "I am very proud of Team China. I think everyone tried their best, and we had a great time together," said Ms. Wu. Perhaps the secret to their success lay in their relaxed approach and keen desire to enjoy the experience. So while Team China 2011 reflects on their great achievements so far, anticipation for next year's event has already begun! ●

If any Porsche customer would like to take part in the Porsche China Golf Cup, please visit your preferred Porsche Centre and register your keen interest.

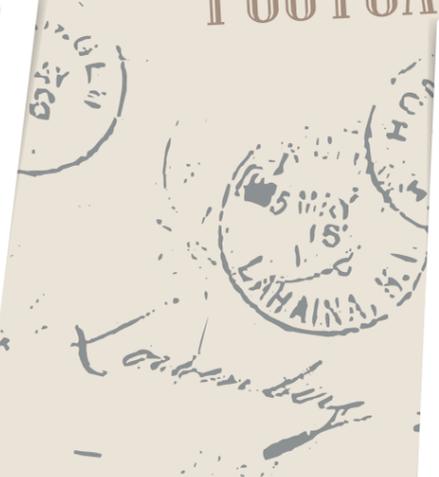


All smiles for the group as they stop to admire the stretching coast line along one of Andalusia's striking mountainous routes.



A snap shot with the local guide on the Southern Germany tour.

POSTCARD



Ms. Meng Xin and her partner from Beijing. "We are very happy to have taken part in the Southern Germany Tour."



Mr. Zhang Zili, from Shanghai, participated in the Southern Germany Tour. "I will definitely recommend Porsche Travel Club to my friends."



Another pit stop and another chance to record the unforgettable moments of the Andalusia Tour.



Mr. Wen Xini from Chongqing standing at Neuschwanstein Castle. "The trip was so much more than I expected."

PORSCHE TRAVEL CLUB

THE CHARM OF A EUROPEAN ROAD TRIP

On two memorable road excursions, Porsche Travel Club China participants explored the unprecedented possibilities of Porsche in Southern Germany and Andalusia. The allure of a Porsche Travel Club tour once again inspired Porsche enthusiasts in China to abandon their everyday lives for a journey like no other.

Text Alexandra Chalmer

In June 2012, they experienced some unforgettable drives across the landscapes of Southern Germany and Andalusia, encountering an abundance of culture, history and beautiful landscapes all at the helm of a Porsche.

Porsche Travel Club Germany has been organising unique and unrivalled driving tours for years, and since last year, Porsche Travel Club China began offering its Chinese customers the unique experience. Whether in a domestic or an international setting, participants drive a Porsche along fascinating scenic routes on an entirely superior road journey. Porsche ensures that all requirements are catered for and that the top hotels and the best local cuisine are all part of the adventure package.

On the Southern Germany tour, participants visited the sights in Munich and the enchanting Neuschwanstein Castle.

From the winding roads of the Bavarian Lakeland to the exhilarating stretch of motorway, all varieties of roads were experienced. For Ms. Meng Xin, from Beijing, it was a chance to discover more about the possibilities of Porsche. "I am not very good with the mechanical aspects of cars in general, but the handling and performance of Porsche has been exceptionally good and made me feel extremely safe, especially during fast cornering," she expressed. For Mr. Zhang Zili from Shanghai, his first time with Porsche Travel Club turned out to be nothing short of his expectations "The landscape, scenery and the driving style were so different to that of China, which impressed me the most." The Southern Germany tour also offered exquisite Alpine views at Lake Constance and a trip along the Black Forest Ridgeway made a strong impression on another driver, Mr. Wen Xini from Chongqing. "The trip was

much more than I expected. Especially during the first day when we were driving on the Black Forest Ridgeway, it was just thrilling."

In Andalusia, visitors encountered equally impressive sceneries, quaint villages, and historical cities at every turn of its snaking mountain roads which Andalusia is so famed for. In addition to four days of driving and exploring the exquisite Mediterranean landscape, the participants enjoyed five nights in luxury hotels and fine dining in Andalusia's top restaurants, resulting in another unforgettable trip full of European charm and culture.

Porsche Travel Club aims to take driving out of the everyday context, where participants can fully exert the possibilities of the car that they feel so passionate about. Already planning his next trip, Mr. Zhang Zili summed up the essence

of a Porsche Travel Club tour in one simple sentence, "I can experience something I can't elsewhere. I wish more people were aware of this programme and could experience it for themselves". Ms. Meng Xin, who is also planning her next trip with Porsche Travel Club, confirmed her anticipation for the next big adventure, "I can't wait for it!" ●

If you would like to take part in the next Porsche Travel Clubs this year please visit your preferred dealership or go to our website for further information: www.porsche.com/china/zh/motorsportandevents/travelclub/

NEXT TRIPS FOR 2012:
Inner Mongolia
 1 – 5 September / 7 – 11 September
Yunnan
 11 – 15 October / 20 – 24 October

PORSCHE DESIGN

PURE INNOVATION

PORSCHE DESIGN

NEW SMARTPHONE

The Porsche Design P'9981 smartphone from BlackBerry has been designed in perfect alignment with its namesake. A collaborative project from Porsche Design and Research in Motion (RIM), it reflects the power, beauty, and prestige for which Porsche Design is known for worldwide.



Text Andrea Scarlatelli

Photography © Sarunyu_foto/Shutterstock.com

The Porsche Design P'9981 instantly catches the eye with its sleek stainless steel frame, liquid-smooth graphics, and textured keyboard that makes navigating and texting a breeze. But don't let its small size fool you. Inside this elegant design you will find unparalleled features: a 1.2 GHz processor, 24-bit high resolution graphics, and 8 GB of built in memory (or up to 40 GB with a micro SD card). Its BlackBerry browser, one of the best operating systems available, combines highly sensitive touch sensors to give the ultimate web browsing experience at the touch of a fingertip.



Experts in the industry have already recognized the superior design and abilities of the Porsche Design P'9981 smartphone. Earlier this year, it was awarded the "Smartphone of the Year 2012" at the Plus X Awards – a panel that acknowledges those in the technology, sport, and lifestyle sectors who create exceptionally forward-thinking products.

"Porsche Design has been a symbol for Iconic Style since 1972," says Dr. Juergen

Gessler, CEO of the Porsche Design Group. "Products with clean lines and no frills are at the heart of our design philosophy. Our collaboration with BlackBerry led to a smartphone that implements our credo without compromises. The Porsche Design P'9981 Smartphone by BlackBerry is a modern luxury smartphone that combines timeless design with state-of-the-art technology."



Porsche Design, the division behind the aforementioned modern luxury smartphone, is a luxury brand division under the Porsche Design Group. This particular division focuses on products renowned for their functional, timeless and purist design. Founded in 1972 by Professor Ferdinand Alexander Porsche, the creator of the 911, Porsche Design has consistently produced products that revolutionised the market with its iconic style and established itself as one of the leading luxury brands for high-end accoutrements. Porsche Design products are sold worldwide in exclusive Porsche Design Stores, high-end department stores and luxury retail outlets.

There are now 21 Porsche Design outlets around China.

With its innovative designs, the Porsche Design luxury brand delivers products that embody functionality and style to make them a lifetime companion. The Porsche Design P'9981 smartphone from BlackBerry is the latest addition to this family. ●



PORSCHE DESIGN PRODUCTS CAN BE FOUND THROUGHOUT CHINA:

Beijing Lufthansa Centre,
Beijing, CHINA

Beijing Capital
International Airport, T3 E
Beijing, CHINA

Lufthansa Jinyuan Store,
Beijing, CHINA

Friendship Store,
Changsha, CHINA

Maison Mode Changsha store,
Changsha, CHINA

Yanlord Landmark,
Chengdu, CHINA

Parkland Shopping Mall Centre,
Dalian, CHINA

Lixing Plaza Lavant Lux Boutique,
Guiyang, CHINA

Mix City Mall Hangzhou,
Hangzhou, CHINA

Hefei CBD Square Shopping Centre,
Hefei, CHINA

Gingko Shopping Centre,
Kunming, CHINA

Ginglong Department Store,
Kunming, CHINA

F1 – 05, 88 Ao Men Road, Marina City,
Qingdao, CHINA

191 Middle Huai Hai Road,
Shanghai, CHINA

Kingglory Plaza,
Shenzhen, CHINA

Mix City Mall Shenzhen
Shenzhen, CHINA

Friendship Store,
Tianjin, CHINA

Maison Mode Urumqi Store,
Urumqi, CHINA

Intime Department Store,
Wenzhou, CHINA

Century Ginwa Gaixin Store,
Xi'an, CHINA

Xiamen Paragon Centre,
Xiamen, CHINA

Diverse ingredients and techniques yield diverse colours and tastes. The white Ant, Pills, Indian Pale Ale, Mash Brown Ale and Dugite Stout (left to right).



The first step of the brewing process. Leon Mickelson, brewmaster at The BREW checks the mashing of the malted barley.



Interested in sampling stout, Hefeweizen, or pilsner – with a twist? Try these easy beer cocktail recipes at home for the perfect complement to your summer gathering.

BLACK VELVET

Ingredients:
3 ounces champagne (or sparkling wine)
3 ounces stout beer

Directions: Fill the champagne flute half way with chilled champagne. Pour the stout slowly over the back of a spoon until the glass is filled to the top to create a layered effect.

BERLINER WEISSE MIT SCHUSS

Ingredients:
1 ounce raspberry liqueur
16 ounces Hefeweizen beer

Directions: Pour raspberry liqueur into a beer glass. Slowly add chilled Hefeweizen.

JUNGLE JUICE

Ingredients:
3 lemons
4 12-ounce bottles of pilsner beer
1 teaspoon grated ginger
6 ounces vodka
¼ cup (approximately 50 grams) white sugar

Directions: Juice the lemons. In a large pitcher, mix the pilsner, lemon juice, grated ginger, vodka, and white sugar. Mix well.

CULTURE & HEALTH

THE DIVERSE TASTES OF GOURMET BEERS

Consumer palates in China are transforming and evolving, with people demanding more sophistication in the clothes they wear, the car they drive, and now the beer they drink.

Text Andrea Scarlatelli
Photography Kai Hartmann

Recently, a penchant for more depth and character in beer has been growing, with unique recipes of certain imported brews becoming increasingly popular. Crafted in small microbreweries, these gourmet beers are introducing novel tasting experiences and refined alternatives to their mass-produced counterparts.

The idea of a gourmet beer may seem complex, but the composition of beer itself is relatively simple, containing at least four basic ingredients: water, malted barley or wheat, hops and yeast. Although the different combinations of these ingredients largely account for the variety of flavours achieved, beer is ultimately classed into either an ale or a lager. Yet, the difference between them lies in the yeast and aging techniques. In ales, the yeast ferments faster at higher temperatures and can be aged from a few weeks to months on end. The yeast in lager however, ferments

slower in lower temperatures and is aged for extended periods of time. It is within these two categories that countless varieties of beer are found, with stouts, Hefeweizens, and pale ales among the most popular.

With all these different styles of beer, what is to be expected when sampling them? Leon Mickelson, brew master for The BREW in Shanghai, divulged some of the secrets behind the scents, tastes and looks of these popular craft beers.

“Stouts,” says Mickelson, “should be dark in colour and rich in flavour.” The roasted malt gives the stout its blackish colour and creamy white foam (the “head”). Thought to have been first brewed in Ireland around the 1730’s, both the taste and scent of stout is meant to have hints of chocolate or coffee, and have a full-bodied texture. The BREW’s very own Vanilla Stout has added vanilla and

lactose to its recipe, creating a richer, milkier flavour, adding complexity to the whole drinking experience.

Hefeweizen, on the other hand, is a refreshingly lighter beer, made with fifty percent wheat malt and fifty percent barley. Hefeweizen was created in the eleventh century in the small region of Bavaria, southern Germany and as Mickelson explained, “Hefeweizens are straw-coloured and cloudy due to the heavy amounts of wheat and yeast used. They should be very refreshing in taste and smooth in texture.” As a light and clean flavoured beer, the Hefeweizen is the perfect accompaniment for summertime.

The pale ale has given way to the more popular India Pale Ale, which originated from the English Pale Ale. “Hops are a natural preservative,” says Mickelson. “So when sailing to India, the English

began adding more and more hops to their pale ale in order to make it last during the voyage,” and so the India Pale Ale was born, a deep copper coloured beer that contains a high amount of malt sweetness in order to balance the increased bitterness caused by the hops. With a scent composed of tropical fruits and citrus notes, India Pale Ale is ultimately a slightly bitter brew with delicate hints of fruitiness.

So what is the difference between these craft beers made in micro-breweries and their mass made counterparts, made in macro-breweries? It all comes down to the quality of the ingredients used and consequently the final taste. Craft beers combine basic brews with different flavours. They are essentially artisan beers brewed in smaller batches, resulting in a much richer character. Many large breweries on the other hand add filler

grains such as rice and corn to their beer causing a mildness that is more likely to appeal to a wider audience.

But for those looking to excite their palate, Mickelson has one tip: experiment. “Simply start by trying the ones whose labels appeal to you and go from there,” he suggests. “You will never figure out which style and brand of beer you like until you try them.” So as the time for evolution and experimentation with lifestyle choices has never been more fervent in China, why not start by exploring the scents, flavours, and unique recipe of a carefully crafted brew? ●

This expansion reinforces the Porsche network in both the city and across the Northeast China region.



PORSCHE EXPANDS IN BEIJING WITH THE OPENING OF ITS FOURTH CENTRE

June 3 was a significant date for Porsche China as it celebrated the opening of its fourth Porsche Centre in the capital city of Beijing.

Porsche Centre Beijing Goldenport solidifies the presence of Porsche across Mainland China and marks one of China's most notable Porsche destinations to date. With the region's largest showroom and equally impressive After Sales service centre, the new Centre aims to provide customers with a level of service and brand experience beyond comparison. More than 260 guests joined Mr. Peter Vogel, Director Network Management and Development of Porsche China, and Mr. George Fung, General Manager of the Porsche Centre Beijing Goldenport, to honour Porsche's evolving strength and presence in Beijing and the Mainland.

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Mr. Helmut Broeker, Chief Executive Officer of Porsche China congratulates Mr. Thomas Ng, the General Manager of Porsche Centre Jinan.



FIRST PORSCHE CENTRE OPENS IN JINAN

Porsche has at long last arrived in the city of Jinan, capital of Shandong Province on 12 June.

As a major administrative, economic and transportation centre, Jinan is an apt place for Porsche to continue to build its network in China. Furthermore, the city's endorsement of automotive design and innovative engineering evokes the very essence of Porsche Intelligent Performance. The new Centre measures an impressive 5,100 square metres, with a showroom and After Sales service centre operating together to maximise customer convenience and the brand's presence throughout the city. 250 guests attended the opening ceremony, witnessing an exciting moment for Porsche as it continues to grow and evolve within China.

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