

# Porsche Christophorus 329

## Regional Highlights Focus on Porsche in China

**Fine Record: Porsche Managing Director Mark Bishop completes his term**

**Embracing the Future: New Managing Director Helmut Broeker looks forward with great enthusiasm**

**Journey to the Source: Two Porsche China customers visit the birthplace of Porsche cars**

**Weekend Getaway: Qiandaohu**

**China Milestone: New Porsche Centre opens in Nanjing**

**Smooth change of leadership at Porsche China.**



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

## **Fine Record:** Porsche Managing Director Mark Bishop completes his term



### Dear Friends:

October was my last month serving as Managing Director of Porsche China. Although it saddens me to leave, I do so with a great sense of accomplishment, for we have achieved more during my three-year tenure than I, and many other people, ever imagined was possible.

Annual sales of Porsche China have skyrocketed from 386 cars in the 2004 calendar year to over 4,000 projected for 2007. I was initially told that Chinese people would never buy a car if they had to wait for delivery, yet we now have an order backlog of over 2,900 vehicles. Our dealership network has also expanded to meet demand – we now have 18 operational Porsche Centres in 17 cities compared to 5 centres in 4 cities when I started. Porsche China staff, meanwhile, have increased from less than twenty to over sixty, and in order to better accommodate our growth we have moved our headquarters to a new and larger office on Shanghai's Nanjing Road West.

Another achievement during these three years has been the successful organisation of events like the Porsche Sport Driving School sessions and the Porsche World Roadshow. More and more Chinese Porsche owners and potential customers are participating in these fun and valuable learning experiences. In addition, the Porsche community in China is starting to take on a life of its own, with the Porsche Club Shanghai holding its first major road trip to Hong Kong this last summer.

The growth of China's economy was only one reason for our incredible success these last three years. Even less significant was the role that I played. Indeed, such growth as we have experienced cannot happen through mere chance, nor does it happen through the efforts of a single person. It happens only when everyone performs well in their roles and works together as a team. In that respect, I consider myself extremely fortunate to have had

such a committed group of outstanding individuals as the ones I have worked with at Porsche China and its 18 Porsche Centres. They are a great team in every sense of the word, and I will miss them with deep respect and affection. Under the leadership of my capable successor, Mr. Helmut Broeker, the team at Porsche China will surely enable many more Chinese people to realise their dreams of owning a Porsche.

Thank you all for making possible these remarkable three years, which have certainly been one of the highlights of my career. I take with me many fond memories of this nation, its people, and the exciting times I have shared with you – customers, dealers and Porsche China staff.

May your roads be open and always lead to success,

Mark Bishop



## **Embracing the Future: New Managing Director Helmut Broecker looks forward with great enthusiasm**



**Dear China Porsche Enthusiasts:**

I am greatly honoured to serve as your new Managing Director of Porsche China. Since I am responsible for all issues relating to your experiences with Porsche, I feel I should tell you a little about myself and my plans for the months ahead.

I have been in the auto industry for some two decades, working mostly in international business development. I have been posted in the U.S., Australia, Africa and, of course, my home country of Germany. I made my first visits to China while managing the Asian marketing and sales strategy for BMW from 1995 to 2000.

I bring with me to China my wife and two children of ages 11 and 13, and they are looking forward to exploring this vast and wonderful nation. Hopefully, I will find some time to accompany them, and maybe even find a little time for my hobbies: playing tennis, riding motorcycles and watching car races.

One of my primary goals as Managing Director will be to further raise awareness and understanding of the Porsche brand in China. To date, few Chinese clearly understand what a Porsche is, or what makes a Porsche unlike any other car. This is largely because car racing is still fairly new in China, and so people have missed out on a large part of the Porsche heritage.

We will address this issue by working closer with the Chinese media, and by continuing to promote Porsche events like the Carrera Cup in China. Expansion of the Porsche dealership network will also help people know our brand, and we aim to increase the number of China dealers to thirty within two years.

One of the great things about working in the auto industry is sharing with customers the excitement of buying a new car. Since a Porsche brings more excitement

than the ordinary auto, and since there are so many Chinese people who could enjoy driving a Porsche, you can understand why I feel so proud to join this great organisation. I am really looking forward to the coming years when we will also introduce new and innovative models such as the first Porsche hybrid vehicle, and the 4-door GT Panamera.

I am looking forward with great enthusiasm to getting to know more of you, and to listening to your ideas and feedback. I assure you that I and my staff here at Porsche China are dedicated to serving you, and we will be working as hard as we can to make your experience with Porsche as fantastic as the brand itself.

**Merry Christmas and Happy New Year to All!**

**Helmut Broecker**



At the Frankfurt Motor Show. Back row left to right: Mr. Gao, Michael Baumann, Mr. Wang, Mr Lv. Front Row: Porsche China's Joyce Zhang, Ms. Xu.

## **Journey to the Source: Two Porsche China customers visit the birthplace of Porsche cars**

**This last summer, Porsche China treated two of its customers to an all-expense-paid visit to the Porsche Stuttgart and Leipzig plants. There they immersed themselves in the richness of the Porsche heritage, and also had a chance to enjoy a little of the magnificent scenery and culture of Germany. The following photos and words capture some of the excitement of their trip.**

A visit to the Stuttgart-Zuffenhausen or Leipzig factory of Porsche AG, like a drive in a Porsche car, never fails to stimulate and excite. Both locations offer guided tours providing firsthand insight into the fascinating technologies and innovations used in Porsche vehicles. In Stuttgart, you can visit the Porsche Museum as well, with its displays of race cars that rewrote the record books, and complete model series. Leipzig's bonus attraction is the thrill of taking your Porsche driving skills to the limit on extremely challenging off-road and on-road tracks. These two production bases, the only place in the world where Porsche cars are made, are the places to go if you wish to experience the very essence of the Porsche spirit.



**A racing prototype inside the Porsche Museum in Leipzig.**



**Carrera GT in Porsche Museum, Leipzig.**

**Joyce Zhang of Porsche China in front of the Porsche Customer Centre in Leipzig.**



**A Reward for Sharing**

The trip came about as a result of an important market research study conducted by Porsche China. Some 226 Chinese Porsche owners participated in the study, knowing that two among them would win a trip to the German factories. The two winners would be allowed to bring a spouse or friend, and they were to also receive a legendary Porsche 550 Spyder model. While some may be surprised that a company would offer such extravagant prizes, it accurately reflects the importance that Porsche places on understanding customer needs and preferences.

At the prize draw on July 9th in Porsche China headquarters, Cayenne owner Ms. Xu from Hangzhou and Boxster owner Mr. Wang from Qingdao emerged as the lucky winners. Ms. Xu would later bring along with her on the trip her husband, Mr. Gao, while Mr. Wang would bring his good friend, Mr. Lv.

**An Experience of Cars and Culture**

The group met in Shanghai's Pudong airport early September 9 to catch their flight to Frankfurt. Upon touchdown they transferred to another plane that took them to Leipzig. By early evening local time they found themselves in Leipzig's Fuerstenhof Hotel, which is famous for its palatial architecture and immense spa.

The morning of September 10 began with tours of the Porsche Customer Centre and Leipzig plant. As the only Porsche factory besides Zuffenhausen, the Leipzig facility opened in 2002 in order to produce the new Porsche Cayenne. A limited number of Carrera GTs were assembled here, and the new Panamera will also be made in Leipzig

when production starts in 2009. Engines for all models are still made in Zuffenhausen.

The Porsche Customer Centre in Leipzig is a striking 32-meter tower shaped like a cut diamond. The ground floor of the building includes a 640 m2 reception area with lounge and bar, as well as a new vehicle



**The Group in front of the Fuerstenhof Hotel, Leipzig.**



**Mr. Wang and Mr. Lv look inside a Porsche.**



**Driving on the Leipzig on-road track.**



The jungle includes slopes of more than 40 degrees.



Cup car taxi ride around the on-road track in Leipzig.



Sightseeing in Leipzig.

collection. Porsche rents out parts of the impressive 5-level structure as a conference and meeting facility.

Exciting moments test driving Cayennes in 'the jungle', the name used for Leipzig's six-kilometre off-road track, followed the factory tour. The atmosphere truly does resemble a wilderness here, and Porsche has even brought in wild horses and cattle to help trim back the vegetation. The jungle includes ascending and descending slopes of more than 40 degrees.

The group next moved to the Leipzig on-road track for a bit of high performance driving on asphalt. Mr. Wang and Mr. Lv demonstrated their speed-loving nature here by asking their Porsche driving guide to increase speed. The two were later delighted to get a high-speed taxi ride around the track in a GT 3 Cup car. Ms. Xu likewise found the driving to be a thrill, saying, "it was a bit scary, but we trusted the car we were driving."

Invigorated by their drive, the group then had lunch back in the Porsche Customer Centre. In the afternoon they were taken on a guided tour of Leipzig, followed by dinner at Auerbachs Keller, Leipzig's most famous restaurant. Some two hundred years ago, the great German poet Johann Wolfgang von Goethe would often drink at this restaurant during his student days. He actually mentioned the eatery in his epic play, *Faust*.

#### Stuttgart and the IAA Frankfurt Motor Show

After dinner the group left for the airport to catch a 1-hour flight to Stuttgart. There they enjoyed a good night's sleep in the Hotel am Schlossgarten. The second day of the journey started with a tour of Stuttgart, including the city's impressive railway station and "King Street" – the main thoroughfare – famous for its shopping, bars and incredibly dense weekend crowds. The afternoon agenda included a tour of the Zuffenhausen factory, and a visit to the Porsche Museum.

The winners took an early morning flight to Frankfurt the next day, transferring directly from the airport to the IAA Frankfurt Motor Show where they met with Michael

Baumann, the Head of International Press for Porsche. The Frankfurt Motor Show was an outstanding success this year, drawing nearly one million visitors. The new Cayenne GTS, 911 GT2 and Cayenne hybrid concept were among the show's big attractions.

Following their afternoon at the Frankfurt Motor Show, Ms. Xu, Mr. Wang, Mr. Lv and Mr. Gao spent some further days enjoying more of the culture and scenic sites of Europe before heading back to China.



At the Porsche Museum in Stuttgart.



Mr. Wang and Mr. Lv in front of the Hotel am Schlossgarten in Stuttgart.



Ms. Xu and Mr. Gao next to a 911 GT2 at the Frankfurt Motor Show.

## Weekend Getaway: Qiandaohu

Ask any Porsche owner to list life's greatest pleasures, and driving will certainly come out somewhere near the top. Unless you are lapping a racetrack, however, driving is best enjoyed when you are headed towards an attractive and interesting destination. With that in mind, we've searched for some roads that can take you far from the noisy city and far from your daily worries. Places where you can, for example, let your burdens and responsibilities dissipate, if only temporarily, into clear lake waters and fresh mountain air.



The New Century Resort Qiandao Lake sits on an island.



Guest room at New Century Resort Qiandao Lake.



One of the Jade Islet villas.

Qiandaohu, which in Chinese means "Thousand Island Lake", is in the western suburbs of Hangzhou's Chun An county. As China's largest national forest park, Qiandaohu is actually an artificial body of water, created in 1959 as part of a massive hydroelectric project. Stretching over 573 square kilometres and averaging 34 metres in depth, the waters are transparent for up to 14 metres. The various odd-shaped islands of the lake number 1,078 in total. Green mountains, clear waters and unusual caves and rock formations have earned Qiandaohu a Chinese nickname that compares travel in the area to travelling through the scenery of a classical Chinese painting.

### Lodging: New Century Resort Qiandao Lake Hangzhou

This hotel is situated on several hundred acres of land. Each of its 227 rooms has a balcony, and the interior decoration reflects the natural greenery outside. The hotel also boasts an 800 m<sup>2</sup> swimming pool and lakeside spa, a luxury yacht and more.

Guests enjoy free broadband access in their rooms. A magnificent Presidential Suite is situated in a separate villa.

Address: Hangzhou Chun An, Qiandaohu, QiLin Peninsula  
 Zip Code: 311700  
 Tel: 86-571-65018888  
 Fax: 86-571-65018688  
 Email: qdhky@kaiyuangroup.com  
 Reservations: 0571-65018988

### Boating: Kai Yuan Yacht Club

Kai Yuan Yacht Club rents out all sorts of imported yachts, motorboats and jet skis, including China's largest luxury yacht, "SUNSEEKER Manhattan 56". Cruise in your very own boat to wherever your whimsy takes you, anywhere over Qiandaohu's vast expanse of water. The Club also provides yacht navigation training, onboard weddings and meetings and other special services.

SUNSEEKER Manhattan 56 is so named because it is 56 feet in length. It carries



**The SUNSEEKER Manhattan 56, one of China's largest yachts.**



**The Hawaii Café.**

a maximum of 11 people. If you would like to rent SUNSEEKER Manhattan 56 and its crew, the rate is 5,800 yuan / hour. A special 4-hour island tour costs 10,000 rmb, and can be extended at a rate of 2,900 rmb / hour.

Tel: 86-571-65018888-6602  
 Summer Hours: 08:00 - 18:00  
 Winter Hours: 08:00 - 17:00

**Luxury Villas:**

If you are interested in architecture or property investments, consider visiting Jade Islet, a collection of 180 lakeside villas nestled on the southeastern shores of Qiandaohu Lake. Designed by New York-based Philip Johnson Alan Ritchie Architects, the Jade Islet villas are located on one of the most scenic islands of Qiandaohu, which is connected to the shore by a 160-metre bridge. The island complex includes a yacht club, two lakeside swim clubs, tennis club, natural swimming pool and two piers.

**Dining:**

**Aroma Garden**

Located on the third floor of the New Century Resort Qiandao Lake, area B of the hotel, you will appreciate the elegant, classical interior of this restaurant.

Hours: 11:00 - 13:30, 17:00 - 20:30  
 Reservations: 86-571-65018888-6718

**Hi-Pearl Lou**

Situated besides Aroma Garden, this restaurant specialises in seafood, including sharks fin soup and other fine Chinese delicacies. Hi-Pearl Lou has 15 private dining rooms and can seat a total of 150 people.

Hours: 11:00 - 13:30, 17:00 - 20:30  
 Reservations: 86-571-65018888-6728

**Café Hawaii**

Located in the fifth floor of New Century Resort Qiandao Lake, the large (360 m<sup>2</sup>) interior of this restaurant is decorated in European styles. It has a good buffet breakfast with both Chinese and western dishes.

Hours: 07:00 - 01:00  
 Reservations: 86-571-65018888-6788

**Directions:**

If you are setting off from Shanghai early morning, you can easily arrive in Qiandaohu by noon. The drive takes approximately three hours. Take the Shanghai-Hangzhou Expressway from Xinzhuang and continue

on until reaching the "North Hangzhou" exit. Take the exit and enter onto Hangzhou's ring highway. About one hour and 40 minutes later you will arrive at Zhuan Tang, where you exit to get onto national highway #320. You will have to pass through the Lion Gate toll station before getting on #320. Two more toll stations follow, and keep driving until you reach Song Xi. Look for signs for provincial highway #05 and get on it. Two more toll stations follow, and Qiandaohu lies right after the second (Chun An toll station).

**Road conditions:**

Highway #320 and provincial highway #05 are in good condition. You should be able to maintain a speed of 80-110 km/ hr throughout.



**Route from Shanghai to Qiandaohu.**



体验新款Cayenne GTS, 请登陆[www.porsche.cn](http://www.porsche.cn)或亲临时捷中心。

## 生命在于运动

### 全新保时捷Cayenne GTS, 将于明年初迅势登场!

一切都为运动而存在: 奔放的红色外观、富有运动感的时尚内饰、为贴地飞驰而调降

20毫米的悬挂系统; 而特别选配的21英寸Cayenne Sport车轮, 更能尽情发挥于6,500rpm时

达至405bhp的澎湃动力。全新Cayenne GTS, 全面激发Cayenne车系的运动生命力。



PORSCHE

北京保时捷中心 (010) 65211 911  
杭州保时捷中心 (0571) 87088 911  
大连保时捷中心 (0411) 82883 911  
温州保时捷中心 (0577) 88155 911  
香港保时捷中心 (852) 29262 911

北京保时捷3S中心 (010) 67869 911  
青岛保时捷中心 (0532) 86679 911  
厦门保时捷中心 (0592) 2393 911  
南京保时捷中心 (025) 52458 911  
澳门保时捷中心 (853) 28211 911

上海保时捷中心 (021) 53838 911  
成都保时捷中心 (028) 87592 911  
重庆保时捷中心 (023) 63674 911  
天津保时捷中心 (022) 24359 911

广州保时捷中心 (020) 37199 911  
沈阳保时捷中心 (024) 25120 911  
武汉保时捷中心 (027) 82669 911  
西安保时捷中心 (029) 86289 911

## China Milestone: New Porsche Centre opens in Nanjing

Nanjing has played a central role in Chinese history. The city's economy is developing rapidly these days, and a new Porsche Centre there is already finding strong demand.



Porsche Centre Nanjing owner Mr. Yaw and Porsche China Managing Director Mark Bishop.



Porsche China Managing Director Mark Bishop addresses Nanjing's Porsche fans.

Together with Beijing, Xi'an and Luoyang, Nanjing ranks as one of the four ancient capitals of China. The city first became a seat of dynastic power under Emperor Sun Quan (182 – 252), ruler of the Kingdom of Wu. With a history of over 2,400 years, Nanjing is sometimes called 'the capital of ten dynasties'. Nowadays it is one of Eastern China's boom cities and the capital of Jiangsu province.

Porsche further strengthened its presence in China with the opening of a new Porsche Centre in this historic city on September 21. The new Porsche Centre Nanjing provides a full range of services to customers across Jiangsu Province, and includes a state-of-the-art showroom as

well as extensive after-sales service and maintenance facilities.

As usual, the opening celebrations for the new Porsche Centre were attended by a host of government officials, loyal customers, Porsche enthusiasts and representatives from the media.

Charles Li, General Manager of Porsche Centre Nanjing, spoke enthusiastically about the prospects for the new Centre. "We are very excited to be a part of the Porsche family," he stated.

Mr. Li has more than ten years experience in the auto industry, working first for Mercedes-Benz in Taiwan. He says that



A jazz band and models beside a Cayman at the opening ceremony.

“given Porsche’s premium brand and exclusive image, I am not surprised to find that our customers’ expectations are extremely high.” Trying to meet those expectations is obviously something that he enjoys, however. “I am glad to have this opportunity to take on the challenges,” he says.

The Porsche Centre Nanjing has already sold a number of cars, having delivered its first at the end of August after opening for trial operation. Mr. Li says that the Cayenne SUV has been the most popular model so far, but he adds, “I personally see ample room for our sports cars in the future. What we need to do is to enhance the awareness of the general public on our sports cars’ features”.



Exterior of the new Porsche Centre Nanjing.



Models stand beside a 911 Targa at the opening ceremony.



Inside the Nanjing Porsche Centre.

**Porsche China**  
**Jebsen & Co. (China) Motors Ltd.**

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

**Mark Bishop**  
**Managing Director**

**Contact person for China:**  
**Jasmin Rawlinson**  
**Marketing Manager**

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

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