



PORSCHE

# PORSCHE NEWS

Issue 3, 2015

保时捷新闻

- Chengdu Motor Show 2015
- Porsche Carrera Cup Asia 2015 Round 7 & 8
- Porsche Sport Driving School Zhuhai



**THE 911 CARRERA STYLE EDITION  
& BOXSTER STYLE EDITION  
OBJECT OF DESIRE.**



Dear Porsche enthusiast,

I hope you enjoyed your summer and are now looking forward to a relaxing Golden Week break. The coming months are as busy as ever, bringing an exciting array of new Porsche products and events, many of which are featured in this issue of Porsche News.

At the Chengdu Motor Show 2015 which is taking place from 4 to 13 September, we are delighted to present our latest line up of Porsche cars, including the new 911 Carrera Style Edition, Boxster Style Edition and 911 Targa 4 GTS. These models incorporate the latest cutting-edge designs and sportscar technology typical of Porsche, which will now grace the roads of China.

For the Porsche Carrera Cup Asia, the tension continues to build as we count down to the final rounds of the 13<sup>th</sup> season. Taking place in Shanghai from 30 October to 1 November, Rounds 13 and 14 will be held in collaboration with the World Endurance Championship for the first time. Adding to the thrill of Porsche motorsports, the China Rally will also take place on two weekends next month, where select Porsche drivers will race heritage Porsche cars from Shanghai and Beijing through designated routes.

With the cooler months approaching, there is no better time to take a driving adventure with Porsche. Porsche Sport Driving School, Porsche Travel Club and Porsche World Roadshow each have exciting activities in store throughout the Autumn to fulfill your every desire — be it to conquer advanced vehicle control, or new and exciting destinations. More details on upcoming Porsche Driving Experience events can be found within this edition of Porsche News.

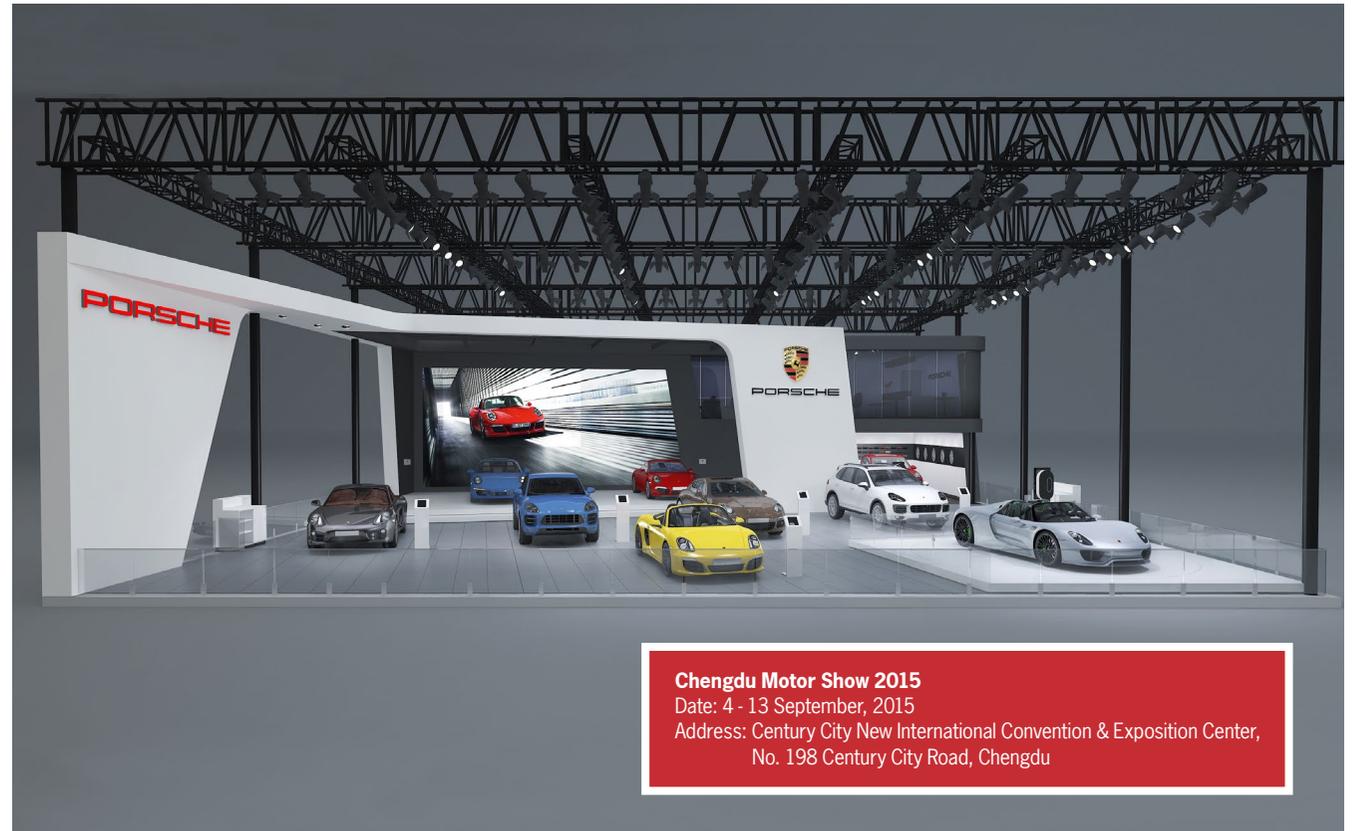
Finally, I am delighted to announce that Porsche Centre Xuzhou was opened on 20 August. With this new facility, the Porsche China network now holds 80 Porsche Centres in operation.

I wish you an Autumn of safe and pleasant driving in your Porsche.

Yours sincerely,

Mr. Franz Jung

President and Chief Executive Officer of Porsche China



#### Chengdu Motor Show 2015

Date: 4 - 13 September, 2015

Address: Century City New International Convention & Exposition Center,  
No. 198 Century City Road, Chengdu

## THE CUTTING-EDGE, REDEFINED. CHENGDU MOTOR SHOW 2015

Witnessing the latest model line up from Porsche at the Chengdu Motor Show 2015 from 4 to 13 September, visitors can peruse the latest editions from the Porsche brand with the 911 Carrera Style Edition, Boxster Style Edition and 911 Targa 4 GTS, which are being showcased for the first time in South China since their premiere at Auto Shanghai last April. Adding to the impressive line-up on the Porsche stand, two exemplars of the brand's unadulterated motorsports DNA - the 919 Hybrid and the 918 Spyder - are also displayed. The 919 Hybrid, which claimed an astounding one-two finish at the 24 Hours of Le Mans 2015, is being showcased on the Press Day, while the super sports car and collector's item, the 918 Spyder, is being showcased on the Public Day. Meanwhile, the sportiest Porsche concept on the road - the GTS - is also showcased, giving visitors the chance to experience the wide variety of configurations, designs and colours on offer with Porsche Exclusive.



The 911 Carrera Style Edition is now available in all Porsche Centres throughout China. For more information, please contact your preferred Porsche Centre or scan the QR code.

## The 911 Carrera Style Edition

The 911 Carrera Style Edition enhances its timeless and iconic design with an impressive new equipment package. With wings that are higher than the bonnet, round headlights, a roof line tapering down into a well-developed and even wider rear with seamless tailpipe strip, the 911 Carrera Style Edition further demonstrates how the 911 became a legend. Thanks to a 3.4-litre engine supplying 350 hp (257 kW) of power, the 911 Carrera Style Edition reaches a top speed of 287 km/h and delivers unmatched precision and agility at every turn.

Beyond class and beauty, the 911 Carrera Style Edition also promises pure driving pleasure with its impressive equipment package.

### Price:

911 Carrera Style Edition: CNY 1,327,000 incl. VAT  
 911 Carrera Cabriolet Style Edition: CNY 1,449,000 incl. VAT



1. 20-inch 911 Turbo wheels
2. Sports tailpipes
3. Electric Sport Seats
4. Door sill guards with 'Style Edition' logo

## THE 911 CARRERA STYLE EDITION & BOXSTER STYLE EDITION OBJECT OF DESIRE.

The ultimate object of desire is yours for the taking. Unveiled at Auto Shanghai 2015, the 911 Carrera Style Edition and Boxster Style Edition models offer an enhanced design and more equipment for even greater driving pleasure. With style, class and a certain amount of sex appeal, the Style Edition concept combines the art of engineering with the art of modern design.



The Boxster Style Edition is now available in all Porsche Centres throughout China. For more information, please contact your preferred Porsche Centre or scan the QR code.

## The Boxster Style Edition

The Boxster is a symbol of freedom, beckoning you to awaken your senses on the open road. Combining dynamic driving with stylish elegance, the new design of the Boxster Style Edition features large air inlets, wings with signature Porsche shape, side air inlets behind the doors, longer wheelbase and tapering silhouette. With a 2.7-litre engine delivering 265 hp (195 kW) of power, the Boxster Style Edition reaches a top speed of 262 km/h and accelerates from zero to 100 km/h in 5.7 seconds.

More than a roadster, the Boxster Style Edition and its entire equipment package has been optimised for a dynamic, yet elegant driving experience.

### Price:

Boxster Style Edition: CNY 747,000 incl. VAT



1. SportDesign steering wheel
2. Door sill guards with 'Style Edition' logo
3. Bi-Xenon main headlights including Porsche Dynamic Light System (PDLS)
4. Roll-over bars painted in exterior colour

# ENJOY A NEW CAYENNE WITH EASE WITH NEW SERVICES AVAILABLE

The Cayenne is a pure sports car in the SUV segment which offers unrivalled performance, agility and safety. After a stunning premiere at last year's Auto Guangzhou, the new generation Cayenne demonstrates a perfect balance between sportiness and comfort with a sharper design and an extensive set of standard features.



Built to perform, the new Cayenne is equipped with a 3.0-litre V6 supercharged engine and Direct Fuel Injection (DFI) enabling it to run from zero to 100 km/h in 6.9 seconds, and reaching a top speed of 239 km/h. Comfort and safety has been enhanced throughout with air suspension and Porsche Active Suspension Management (PASM) which comes as standard. Not only does the new Cayenne deliver improved power, comfort and efficiency, it has also been awarded with

"Model with the Best Residual Value" at the 2015 Global Automotive Forum.

If you are planning to purchase a new Cayenne, Porsche China is delighted to announce that a Cayenne promotion campaign is being rolled out across China. The aim of the new campaign is to ensure the process of owning a new Cayenne is as smooth and enjoyable as possible for you.

## Unbeatable Services With the Purchase of a New Cayenne

Between now and the end of October, the opportunity will be available to select Porsche customers to enjoy a test drive in the latest Cayenne model line by private invitation from participating Porsche Centres. Customers who partake in the by-invitation-only test drive, will also be given a Gift Voucher valued at 2,000 RMB to purchase a gift of their choice from the range of Porsche Driver Selection products.

If you own a Cayenne and are interested in purchasing a new one, we are offering an exclusive service package which will make your maintenance experience hassle free. In addition, if you trade in your original Cayenne for a new model between now and the end of November, you can enjoy a complementary 4 year/ 60,000 km Porsche Scheduled Maintenance Plan (PSMP) specially designed for your new car. In case your Porsche Centre does not offer the PSMP service package, Porsche China will support you with a 2-year Porsche Approved Warranty (PAW) as an alternative.

For more information on this campaign, please contact your preferred Porsche Centre.

## Porsche Financial Services

For customers or new buyers who wish to buy a new Cayenne, three attractive financing options with unbeatable interest rates are also available until the end of 2015.\*

### Porsche Credit Class

30% down payment, no balloon payment

Interest Rates

**12 month 1.99%**

**24 month 2.99%**

**36 month 3.99%**

### Porsche Credit Plus

30% down payment min, 25% balloon payment max

Interest Rates

**12 month 1.99%**

**24 month 2.99%**

**36 month 3.99%**

### Porsche Credit Supreme

50% down payment, 50% balloon payment max

Interest Rates

**12 month 1.99%**

The Porsche Financial Services products are provided by Volkswagen Finance China Company Limited. \* These rates depend on the participating Porsche Centres.

For more information, please scan the QR code or alternatively call us on our Hotline: **(010) 65897 911**, or email us at [porscheservices@porsche.cn](mailto:porscheservices@porsche.cn).





## A THUNDEROUS RETURN TO THAILAND PORSCHE CARRERA CUP ASIA ROUNDS 7 & 8

Porsche Carrera Cup Asia 2015 made a thunderous return to Thailand for the first time since 2005 for Rounds 7 & 8 of the competition, delivering a series of spectacular victories captured in the final seconds of racing. With a stunning finish that shuffled positions on the leaderboard, the Land of Smiles delighted motorsport fans and presented the drivers a hard-charging battle for the win. The path to victory was paved with the roar of cheering crowds—and a blazing trail of fierce competition among the field of champion racers.

Round 7 & 8, Chang International Circuit, Thailand, 31 July - 2 Aug

Kamlung Racing's unstoppable Chris van der Drift claimed his fifth and sixth consecutive Porsche Carrera Cup Asia wins, taking the top spot in both Round 7 and Round 8. The youngest racer in the competitive field of drivers, 17-year-old Nico Menzel of PICC Team StarChase, also won a dramatic double victory with second place podium finishes in both rounds and set the fastest lap in Round 8. Craig Baird of Clearwater Racing took third in Round 7, while Budweiser Absolute Racing's Tung Ho-Pin of China claimed the third place in Round 8.

And motorsport fans won't want to miss the thrilling season finale in Shanghai, with Round 13 & 14 hosted in collaboration with the World Endurance Championship on the Shanghai International Circuit—in the ultimate quest for victory.



In Class B, Evan Chen had an impressive debut performance with the Porsche Carrera Cup Asia, speeding past the chequered flag to win a first place podium finish in both Round 7 and Round 8. Local hero Vutthikorn Intraphuvasak of est Racing Team took second place in both rounds on his home track, and OpenRoad Racing's Francis Tjia roaring over the finish line to claim third in both rounds.

Round 7 proved particularly challenging with two Safety Car periods and fewer racing laps, while Round 8 delivered a full 13 laps of high-speed competition. From start to flag, the talented field of drivers delivered striking performances in hot pursuit of a spot in the coveted winner's circle.

Looking ahead to the next round of action-packed races, Porsche Carrera Cup Asia continues full throttle in Singapore, where Round 11 & 12 will be hosted on the challenging Marina Bay Circuit as a Formula 1 support

To stay in the loop, please scan the QR code or follow the Porsche Carrera Cup Asia Wechat account: CarreraCupAsia.



### Chang Internationals Circuit, Thailand

The Chang International Circuit is a motorsport race-track in Buriram, Thailand. This 4.5-kilometre-long track is designed by Hermann Tilke. Opened in 2014, this is the first FIA Grade 1 circuit in Thailand and is noted for its two long straights and 12 challenging turns, featuring a particularly thrilling hairpin turn.

## INTO THE LAND 'SOUTH OF THE CLOUDS' PORSCHE TRAVEL CLUB TOUR OF SHANGRI-LA



This coming October, Porsche Travel Club will set off again for a new adventure, to the land 'south of the clouds' in Yunnan province. Exotic vistas feature the region's stunning natural beauty, diverse local cultures and historical towns and villages, all connected by the winding roads only a Porsche will feel at home on. We will guide you through mountain paths full of exciting twists and turns and picturesque scenery, visiting the vibrant cities of Dali, Lijiang and the mysterious Shangri-La, where you can taste local specialties and relax in natural hot springs. You are guaranteed an unforgettable experience, especially with Porsche as your travelling companion.

**Date:** 10 - 14 October, 16 - 20 October



To book, please call the Porsche Driving Experience Hotline: **400 8205 911**.  
For more details, email us at [drivingexperience@porsche.cn](mailto:drivingexperience@porsche.cn) or scan the QR code.

PORSCHE  
SPORT DRIVING SCHOOL  
保时捷运动驾驶体验

## YOUR OPPORTUNITY TO TRAIN WITH THE BEST PORSCHE SPORT DRIVING SCHOOL



If you are wondering how to make the most out of your Porsche this autumn season, why not head back to school?

This November, Porsche Sport Driving School will take your performance to the next level, this time on the renowned Zhuhai International Circuit, with two of our expert-led driving courses: Compact and Precision.

Participants new to Porsche Sport Driving School can enroll in the one-day Compact Programme, a specially tailored course designed to improve vehicle control one element at a time, all in one day. Our professional instructors will introduce you with the basic laws of physics relating to driving and vehicle handling. You will practice how to improve handling, manage over-steer and understeer, and master braking effectively and with full control. The course also covers various Porsche electronic driving aids and how these should be used correctly.

If you are after more of a challenge, test yourself with the two-day Precision Programme where you can receive a personalised driving assessment that builds your unique vehicle control. Participants will undergo a full day of instruction focusing on how to handle the vehicle and respond correctly in hazardous situations, such as how to approach and tackle bends, speed estimation, and a host of other fundamentals you'll need to optimize your Porsche experience. The second day includes plenty of practice time on the circuit with full laps.

Master the full potential of your Porsche and take full advantage of testing your expertise on a racetrack in the world's most elite sports car.

With courses like these, you will never want school to end.

**Dates:**  
Compact, 13 November, Zhuhai International Circuit  
Precision, 14 - 15 November, Zhuhai International Circuit



To book, please call us on the Porsche Driving Experience Hotline: **400 8205 911**.  
For more details, email us at [drivingexperience@porsche.cn](mailto:drivingexperience@porsche.cn) or scan the QR code.

## PERFORMANCE PRINCIPLE ENGINE OIL

Welcome to Performance Principle, where the Porsche Sport Driving School provides driving tips to help make your journeys more safe and more enjoyable in your Porsche. In this issue we look at the engine oil.



The engine oil light on my dashboard is on. What does it mean? And what should I do?

*Mr. Che, Shanghai*

An ample level of engine oil in your Porsche plays an integral part in achieving optimal performance. Enough oil increases the reliability, longevity and fuel economy of your Porsche's engine, all the while facilitating its everyday operation.

If an issue arises with the engine oil in your vehicle, the engine oil light will illuminate on the dashboard to notify you. This can mean one of two things: either there is too much oil in the engine, or too little. If you are driving when this happens, safely get off the road, make sure your Porsche is on level ground, and turn the engine off to properly determine the engine's oil level.

In the event of too much oil, simply take enough out until the engine oil light turns off. If the oil level is low, add more and check to see if the light turns off. If it does not turn off, either there is a leak in your engine or it may be

consuming more oil than it should. To ensure the safety of your vehicle, we recommend that you drive to your nearest Porsche Center, where our certified technicians will be able to rectify the issue for you.

Regular maintenance and upkeep goes a long way in preventing situations like these. As such, we recommend you change your engine oil once a year or every 10,000 km. We also recommend that you use Mobil 1 high-performance engine oil, tailored for your Porsche.

For those times when the unavoidable happens, you can call the Porsche Assistance Hotline on **400 8100 911**, where the Porsche team will be happy to assist you.

For more information about the engine oil, please contact your local Porsche Centre. Our professional staff would be delighted to assist you.

*If you have any queries or require more information, please feel free to contact us at [sportdrivingschool@porsche.cn](mailto:sportdrivingschool@porsche.cn).*



## MAINTAIN YOUR PEACE OF MIND PORSCHE SCHEDULED MAINTENANCE PLAN

Absolutely nothing compares to the quality engineering of a Porsche. While winding roads and extreme weather pose no challenge, time can. As such, ensuring your Porsche always stays in optimal condition year after year is a priority for us at Porsche.

With the Porsche Scheduled Maintenance Plan (PSMP)<sup>[1]</sup>, which has been carefully crafted for your peace of mind, not only will you feel secure with Porsche certified technicians maintaining your vehicle, but their expertise will ensure your Porsche receives the premium care for which Porsche is renowned for. With tailored maintenance packages to suit your Porsche, the Porsche Scheduled Maintenance Plan is designed to preserve the value, beauty and exceptional performance of your Porsche to ensure optimum use.

The Porsche Scheduled Maintenance Plan is available with a single payment that guarantees no future price increases and the complete transparency of maintenance

costs during the plan period. It is offered in two parts and customised to cover critical mileage periods for the Cayenne and Panamera:

**Plan A:** 4 years / 60,000 km<sup>[2][3]</sup>

**Plan B:** 6 years / 100,000 km<sup>[2][3]</sup>

The Porsche Scheduled Maintenance Plan is currently available at 39 participating Porsche Centres. For more information, please contact your preferred Porsche Center.

### Note:

- [1] PSMP is available up to 10,000 km or 12 months after purchase of your new Porsche, and before its first oil change.
- [2] Duration or mileage, whichever is sooner.
- [3] Wear and tear parts are not covered. Vehicle warranty is not affected.



## DESIGN YOUR OWN PORSCHE WITH PORSCHE EXCLUSIVE



direct from the factory. No matter what distinctive touches you desire, they are executed with fine craftsmanship and duteous attention to detail, a tradition which has been part of our brand since the very beginning. The result is a Porsche handcrafted to reflect the absolute best. Our overriding principle is to make full use of the traditional talents of our expert craftsmen so that your Porsche becomes something unique, something representing a particular lifestyle. In short: something truly yours.

Porsche Exclusive boasts a range of personalisation options as vast as your desires and as creative as your imagination. Deck the exterior out in Flamenco Red or Speed Yellow, and choose from exclusive interior trim packages with contrasting leather or contrasting stitching, and more. Or, bring in your favourite colour and Porsche Exclusive will match it for the ultimate personalisation experience. Luxurious materials like leather, Alcantara, carbon, wood and aluminum are always a perfect fit with Porsche's dedication and passion in every step, right down to the last stitch.

In addition to these exclusive options, we also offer exclusive advice. With our specially trained Sales Consultants, you can create the ultimate design for your Porsche, from rich colours and stitching options to stylish limited edition parts, all tailor-made and personally crafted to design a sports car with the imprint of your unmistakable character.

Porsche Exclusive is the ultimate expression of individuality and style. An exclusive Porsche made exclusively for you.

For more information, please contact your preferred Porsche Centre. Our professional staff will be more than happy to assist you.



## Porsche Driver's Selection



**NEW. Baseball cap – Sport.**  
Breathable and lightweight nylon material.  
In white with acid green accents.  
WAP 540 001 OG  
CNY 446



**NEW. Visor – Sport.**  
Breathable and lightweight nylon material. In white with acid green accents.  
WAP 540 002 OG  
CNY 369



**NEW. Men's polo shirt – Sport.**  
Functional mesh material. Fast-drying and breathable.  
In acid green.  
WAP 544 00S-3XL OG  
CNY 955



**NEW. Men's jacket – Sport.**  
Completely wind and waterproof. Detachable hood.  
In black/acid green.  
WAP 543 00S-3XL OG  
CNY 3,680



**NEW. Women's polo shirt – Sport.**  
Functional mesh material. Fast-drying and breathable. In white.  
WAP 541 0XS-XXL OG  
CNY 955



**Golf trolley.**  
Made of aluminium and stainless steel. Foldable. Features umbrella holder. Dimensions: approx. 73 x 45 x 20 cm.  
WAP 060 041 0B  
CNY 10,017

**NEW. Golf cart bag.**

10.5-inch. With 14 compartments. Ultra-light and water-proof. With padded straps, umbrella holder and rain hood. In black/grey/acid green.  
Weight: 2.3 kg. Golf clubs not included.  
WAP 060 042 OG | CNY 5,081



## THE GOLF COLLECTION

Precision. Performance. Values shared by Porsche and the game of golf. Whether you are taking part in the Porsche Golf Cup or simply playing a few holes with friends, the golf course is home to the ultimate display of focus. When the only thing standing between you and victory is your own handicap, having equipment that enables you to perform at your best is nothing less than essential. Porsche Driver's Selection prides itself on offering everything you need on your quest to top your personal best. Each piece in the new Golf Collection combines top Porsche performance with cutting-edge and high-tech materials, all finished with design features that come with unmistakable Porsche style. With a clean, functional look and a streak of passion, you can be sure of achieving the perfect drive, every time.

## NEW APPOINTMENTS ANNOUNCED BY PORSCHE CHINA



Mr. Fabio Staelzel has 15 years of experience in the automotive industry, most of it gained in China. He will be fully responsible for the strategic set-up and steering of the After Sales operation and business for Porsche China, and the implementation of all processes, standards and procedures to ensure the highest customer satisfaction and brand image in the market.

As the Director Public Relations and Press, Ms. Jojo Tang will be responsible for corporate, brand and product communications at Porsche China. She has a profound wealth of experience in a broad range of corporate and brand communications strategies, corporate social responsibility, content creation, social communications and press relations.

Porsche China is delighted to announce the recent appointment of two new members of the Porsche China management team. Fabio Staelzel is appointed Vice President After Sales and Jojo Tang is appointed Director Public Relations and Press, effective 3 August, 2015.

## THE 6<sup>TH</sup> PORSCHE “EMPOWERING THE FUTURE” ART CONTEST KICKS OFF IN CHONGQING

Porsche China and the Sichuan Fine Arts Institute (SFAI) have announced that the 6<sup>th</sup> Porsche “Empowering the Future” Art Contest had officially commenced. “With a Youthful Heart, With Inspiring Love”, this year’s Art Contest aims to deliver the love and care of young Chinese artists to the children in underprivileged areas through the artworks. By leveraging the Art Contest for the 6<sup>th</sup> year, Porsche further showcases its long term commitment to youth education and development in China.



## GRAND OPENING OF PORSCHE CENTRE XUZHOU

On 20 August, 2015, Porsche Centre Xuzhou celebrated its grand opening. As the 6<sup>th</sup> authorised Porsche Centre in Jiangsu Province and the first in the city, this brand new facility will offer customers and enthusiasts in Xuzhou and the surrounding area convenient access to the full range of Porsche sports cars, world-class service and supreme customer care. With the opening of the Porsche Centre Xuzhou, Porsche is further developing its networks and deepening its influence in the luxury car segment in the Yangtze River Delta region of China.



## PORSCHE CHINA DEALER NETWORK

Dedicated to premium customer service, Porsche Centres are the foundation of Porsche's growth and success in China. With additional Porsche Centres planned to open in the coming months, Porsche continues to deliver outstanding first-class care to even more loyal customers throughout the country.



For further information on Porsche Centre locations or any other queries, please visit our website [www.porsche.cn](http://www.porsche.cn) or scan the QR code.



# CALENDAR



To book, please call us on the Hotline: **400 8205 911**. For more details, please scan the QR code or email us at [drivingexperience@porsche.cn](mailto:drivingexperience@porsche.cn).

## PORSCHE SNOW FORCE 2016

**2 - 24 January 2016**, Snow Force, Yakeshi, Inner Mongolia      **27 - 30 January 2016**, Snow Force RS, Yakeshi, Inner Mongolia  
**25 - 28 January 2016**, Snow Force S, Yakeshi, Inner Mongolia



To book a trip, please call us on the Hotline: **400 8205 911**. For more details, please scan the QR code or email us at [travelclub@porsche.cn](mailto:travelclub@porsche.cn).

## PORSCHE TRAVEL CLUB

**18 - 23 September, 25 - 30 September**, Tibet      **10 - 14 October, 16 - 20 October, 22 - 27 October**, Shangri-La  
**9 - 14 October, 22 - 27 October**, USA



To book, please call us on the Hotline: **400 8205 911**. For more details, please scan the QR code or email us at [drivingexperience@porsche.cn](mailto:drivingexperience@porsche.cn).

## PORSCHE SPORT DRIVING SCHOOL

**7 September**, Compact, Shanghai      **14 September**, Telemetric, Shanghai  
**8 - 9 September**, Precision, Shanghai      **15 - 16 September**, Performance, Shanghai  
**10 - 11 September**, Performance, Shanghai      **13 November**, Compact, Zhuhai  
**12 - 13 September**, Master, Shanghai      **14 - 15 November**, Precision, Zhuhai



For more information, please scan the QR code.

## PORSCHE CARRERA CUP ASIA

**18 - 20 September**, Marina Bay Circuit, Singapore      Rounds 11 & 12      Formula 1 Support Race  
**30 October - 1 November**, Shanghai International Circuit, China      Rounds 13 & 14      FIA World Endurance Championship



Porsche recommends **Mobil 1** |  **MICHELIN**

Visit [www.porsche.cn](http://www.porsche.cn) for more information

## Object of Desire

## The new Style Edition models



**PORSCHE**