

# Porsche Centre Directory

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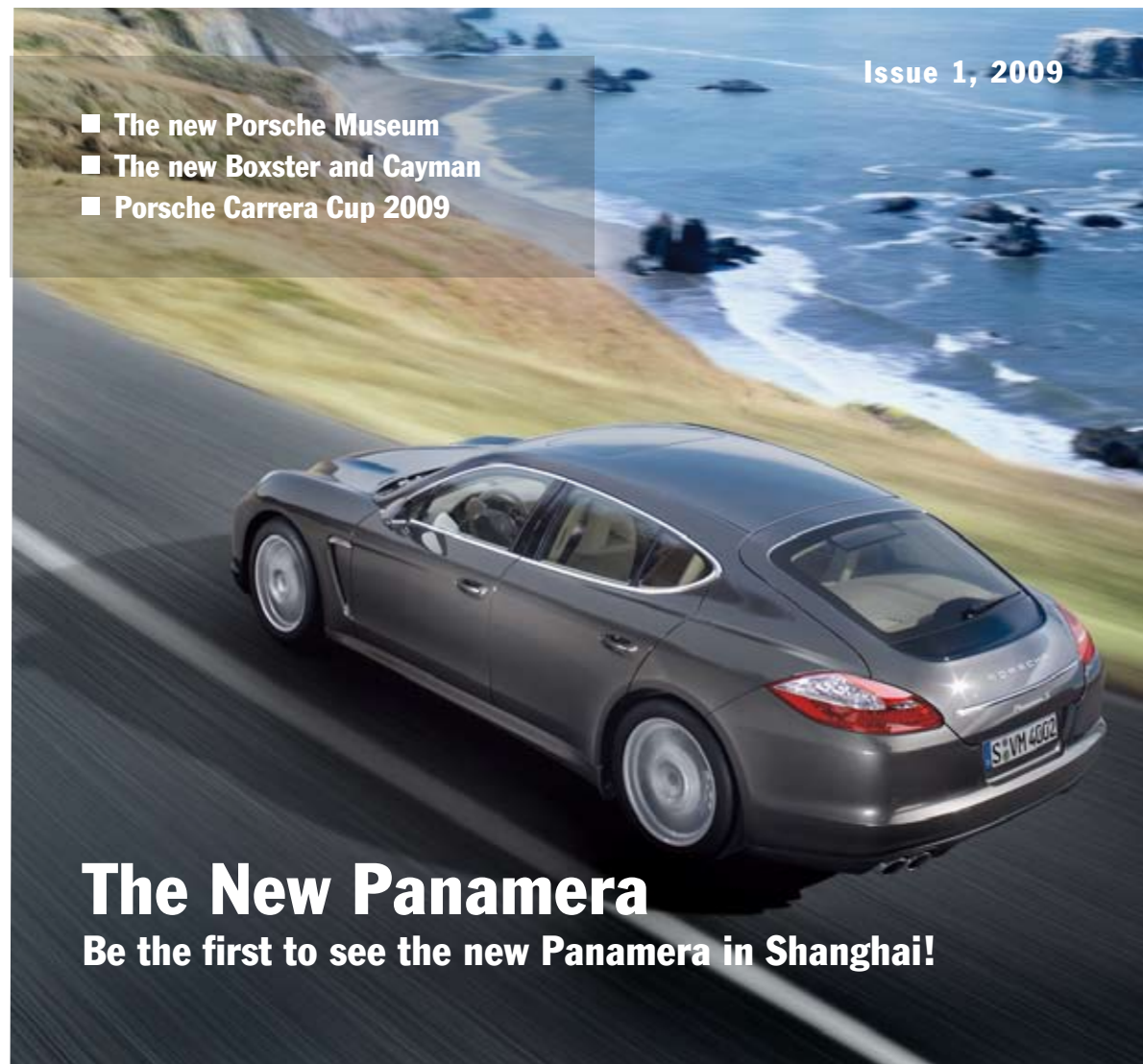


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# IN FOCUS 聚焦保时捷

Issue 1, 2009

- The new Porsche Museum
- The new Boxster and Cayman
- Porsche Carrera Cup 2009



## The New Panamera

Be the first to see the new Panamera in Shanghai!

Some models or equipment items are not available in various countries due to country-specific regulations and requirements. For more information about the exact equipment specifications, please consult your Porsche Centre/dealer or your importer. Porsche reserves the right to alter design, equipment and delivery package without prior notice. Colours may differ from those illustrated. Errors and omissions excepted.

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## Porsche China

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Dear Porsche enthusiast,

Hello and a warm welcome to the first Porsche newsletter of 2009. In the pages that follow, we have details on a number of exciting Porsche events we wish to share with you.

Auto Shanghai is running from April 20 - 28, where the highlight of the largest ever Porsche exhibition in China stand will be the much-anticipated world premiere of the new Panamera. There will also be impressive showings from the latest Cayman and Boxster models, together with the Cayenne S Transsyberia and Cayenne GTS Porsche Design Edition 3.

In addition to this stand-out event of 2009, April also sees the beginning of the new season for Porsche Carrera Cup Asia. Here we provide an overview of all the races you can attend, as well as your invitation to a very special "Fascination Porsche" event offered at the Beijing round in May.

Do contact your local Porsche Centre to find out more information on these fantastic days out for both you and your family. Please also take the time to complete the quiz questionnaire at the back of this newsletter, where you will be entered automatically into our exciting prize draw.

Safe driving to you all.  
Porsche (China) Motors Ltd.

Helmut Broeker  
Managing Director

# A new dimension for Auto Shanghai

**Moments such as these are few and far between. Ever since it was announced that Auto Shanghai would host the global premiere of the Panamera, a profound sense of excitement has gripped the motoring world. It's hardly surprising really. Given the array of highlights adorning the Porsche stand, this is an occasion none of us will want to miss.**

From April 20 - 28, estimated crowds of more than 600,000 will arrive at the halls of Shanghai's New International Expo Centre, eager to be among the first to glimpse this new dimension in Porsche evolution and design. The Panamera will be among 15 iconic sports cars from across the model range, marking the largest gathering of Porsche cars to appear at an exhibition in China, with two floors and more than 1500 square metres devoted to the passion we share.

Lighting up the Porsche stand, the Panamera is joined by an exciting new set of 911 sports cars, as well

as the recently launched Cayman and Boxster models, equipped with all the latest technical innovations from Germany. Meanwhile, the Cayenne S Transsyberia will sit alongside Cayenne GTS Porsche Design Edition 3, in addition to an impressive showing from the most popular Porsche SUV of all time.

Inevitably, the highlight of the week will be the historic unveiling of the brand new Panamera, a wholly original concept in the history of Porsche. As our first ever Gran Turismo, the Panamera offers supreme driving comfort, with the same sports car dynamics that push us to the very forefront of our field. Boasting four doors and four seats, yet all the agility and performance you expect from a Porsche, the Panamera looks set to take the world by storm - but not before the crowds in Shanghai have seen it first.

Auto Shanghai indeed promises to be the stand-out event for Porsche in 2009. Few can forget the scenes at the world premiere of the 911 in Paris back in 1964, and since then, Frankfurt, Geneva and Detroit have been chosen for most events of this scale. Now comes the turn

of Shanghai to take the centre of the international stage, a fitting tribute to the growing prominence Porsche has enjoyed in China in recent years.

Come and find us in Hall W5 of the New International Expo Centre. Thousands of journalists and Porsche enthusiasts from all over the world have long since booked their flights, as they look to join senior management from Porsche AG, and a host of VIPs from the motoring industry at large. With the launch of the fourth dimension in the Porsche model lineup, we are delighted to share such a defining moment with our enthusiasts in China, and we sincerely look forward to welcoming you there.





## Breaking all conventions: the new Porsche Museum is open

**It's clear at first glance that the new Porsche Museum is a cut above the rest. It doesn't try to blend in, but instead to stand out with its breathtaking architecture. It has just opened its doors and invites you to see things through Porsche's eyes.**

As the new annex to the main factory in Stuttgart-Zuffenhausen, Porsche's museum is an architectural wonder, resembling a detached and dynamically formed body that seems to float over one storey height

above the earth. The 5,600-square-metre exhibition hall is constructed on a foundation of three cores of reinforced concrete.

Like the exhibition hall itself, the structure of the new museum's content is based on three pillars, the chronological Porsche product history being the central guide to help visitors find their way around. Accompanying this are a number of exhibits focused on different epochs, which direct visitors' attention to

Porsche's most important vehicles, racing rankings and technical innovations.

The historical development and the exhibits devoted to individual themes are connected by a number of small exhibits that revolve around the distinctive characteristics of the brand – the "Porsche idea". They speak of the spirit and passion that Porsche stands for and honour both the corporation and the people who develop and manufacture its products.

A total of 80 or so vehicles and numerous small exhibits are on display. In addition to classic Porsches like the 356, 550, 911 and 917, the engineering efforts of Professor Ferdinand Porsche from the early years of the 20th century are also commemorated.

Immediately on entering the foyer, visitors to the new museum will encounter the fascination of the Porsche brand. In addition to the snack bar, café and museum shop, you can also take a look into the museum workshop for historic Porsche vehicles. Here, expert Porsche mechanics carry out maintenance both on valuable antiques owned by private customers as well as on the more than 400 museum vehicles driven around the world as a "museum on wheels". With its spacious conference areas and its exclusive catering, it can also be used flexibly, even outside working hours, for conventions and business-related or private events.

You can find more information in our web special at:  
[www.porsche.com/china/zh/aboutporsche/porschemuseum](http://www.porsche.com/china/zh/aboutporsche/porschemuseum)

# Peace of mind from Porsche

## Introducing the Porsche Approved Warranty Programme.

**With over two thirds of models ever built still on the road, it is clear that owning a Porsche is nothing less than a lifetime partnership. Thanks to the Porsche Approved Warranty programme, you can make sure that it will be a long and happy alliance.**

Available at Porsche Centres throughout China, a Porsche Approved Warranty offers total coverage in addition to your original two-year new car warranty for a period of up to ten years. You can either choose to supplement an existing contract with a Warranty Extension, or sign a new Individual Warranty for a vehicle that has already surpassed its original guarantee.

Whichever warranty is for you, Porsche pledges that you will never be without support. In the event of immobilisation, Porsche Assistance will dispatch staff to repair your vehicle and make any arrangements

necessary to minimise the inconvenience to you. With centrally trained technicians, and using only Porsche manufactured components, your warranty offers you an international standard of service, no matter where you are in Asia.

Every Porsche manufactured up to nine years ago with less than 200,000 kilometres on the clock is eligible for this exclusive and award-winning programme, ensuring you can maintain your Porsche in peak condition for years to come.

Customers interested in the Individual Warranty option are invited to come down to their nearest Porsche Service Centre for a basic check, or contact our staff for further details. The Porsche Approved Warranty yet again proves that great customer service and fine engineering are a marriage made in heaven.



Of course, careful preparation is the best way to prevent a crisis. By keeping your windscreen spotless and topping up your cleaning fluid tank before every journey, you can optimise driver visibility and reaction times.

Follow these simple guidelines to enjoy the very best from your Porsche this spring season, with the promise of many more driving pleasures further on up the road.

# Spring driving tips

## Driving safely this spring season.

**The spring climate demands driving with authority and confidence, as intermittent wet weather can make traction difficult to judge. Steering with caution and anticipating the dangers that lie ahead is the key to safe and satisfying driving.**

In the event of an emergency, the high-performance Porsche Antilock Braking System allows you to keep full control of your Porsche when making an emergency brake, secure in the knowledge that your vehicle will come to a safe stop, and while keeping Porsche Stability Management system activated at all times, ensures your car remains under control without ever compromising performance.



# A hat-trick for Porsche China

**In an active start to 2009, Porsche has further signalled its commitment to the people of China with the unveiling of three brand new Porsche centres.**

Following the triumphant inauguration of centres in Fuzhou on January 9 and Changsha on January 16, car lovers can now look forward to the imminent arrival of Porsche Centre Beijing Haidian.

Beijing Haidian will be China's 25th Porsche Centre and the third dealership to open in the capital; the most Porsche Centres of any city in the country. In coming weeks this rapid growth will continue with the opening of new showrooms in Zhengzhou and Jinhua; yet again strengthening the relationship between Porsche and the people of China.

# A spoiler makes racing history

**It was premiered on 5 October 1972 at the Paris Motorshow. Its distinctive rear spoiler made this new Porsche unmistakable, and it became the basis for a new generation of sportscars in the world of motorsport: the Porsche 911 Carrera RS 2.7.**

Porsche has always used the name "Carrera" to describe those models that demonstrate exceptional performance and presentation. With this type, the first model range – the 356 – reached its height and its end in 1965 with the advent of the 356 C Carrera 2. Its successor, the new Porsche 911, was premiered in 1963 at the IAA in Frankfurt. But it was to be nine years until an "elevener" would appear with the name "Carrera". The year 1972 saw the introduction of the Carrera RS 2.7, which, in order to be admitted to what was then called Group 4, was produced in a limited series of just 500. A distinctive feature of the exterior – and one that marked its success – was the completely redesigned spoiler, referred to with affection as the "ducktail". It

seemed to give the RS wings. After the success of the first series, another 1,000 vehicles were produced, thus placing it in Group 3.

Precisely 1,580 RS 2.7 had been produced by the end of 1973. Of these, 217 were "sport versions" – lightweight street versions. The Group 4 version (RSR) of the RS 2.7 – which was also sold to private customers – found itself on the assembly line 55 times. Modelled on the equipment of the Porsche 911 S, 1,308 vehicles – and thus the majority of all sportscars – found their way onto the streets of Europe, thus proving their suitability for day-to-day usability. The six-cylinder boxer engine with 2.7-litre displacement generated 210 hp. As the fastest massproduced German car, the Carrera RS was able to reach speeds of 240 km/h.

Hailed by the press as "Dream Car of the Year", it continues to arouse the same emotions in Porsche enthusiasts worldwide as it did in its first year.





## The new Boxster and Cayman: heirs to the throne

**As Porsche open up new frontiers in China, they bring with them the latest versions of two classic Porsche sports cars. The new Boxster and Cayman are the latest incarnations of the revolutionary mid-engine design that made the Porsche name famous in the world of motor sport.**

Both models employ the mid-engine concept to ensure neutral weight distribution and outstanding driving dynamics. Based on the iconic type 550 Spyder, the Boxster sacrifices none of its forefather's agility as the best performing roadster in its class. Likewise the Cayman, a sporty design rooted in the legendary Le Mans Coupe of the 1950s, yet possessing all the sophisticated finesse of an ultra-modern sports coupe.

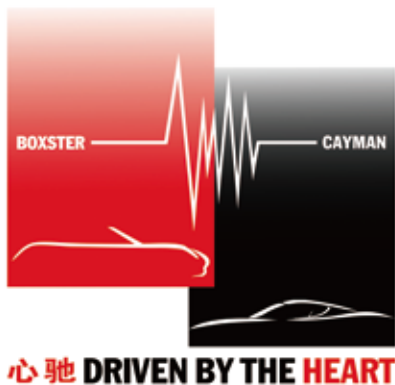
In terms of performance, there is no mistaking the racing pedigree of the Boxster and Cayman. Both models come with the option of the new 7-speed Porsche Doppelkupplung gearshift technology; allowing

fluid gear changes with no interruption. The latest six-cylinder engines also offer increased fuel efficiency and lower CO2 emissions, especially accompanied by the direct fuel injection capacity of the S models.

Even though the exterior of these two sleek new models betray their esteemed heritage, these latest models are distinguished by redesigned front and rear sections. Striking Bi-xenon headlights, coupled with new fog lights and LED brake lights cut an impressive dash.

Within uncluttered and stylish interiors, the Boxster and Cayman both boast state-of-the-art anti theft devices and the upgraded Porsche Communication Management 3.0 touch screen system as an option.

With the Boxster and Cayman, Porsche demonstrates once more a total commitment to development. Whatever Porsche models take from their predecessors, their true inheritance is the spirit of innovation.



## Tyres for life

**Attention to detail makes all the difference. So while tyres may not appear as the most technical component of a Porsche, we should remember how vital they are to the car's overall performance. More than sixty years of success in racing pays testament to this fact, and as the Porsche technicians will tell you, there is more to tyres than meets the eye.**

Porsche firstly ensures the quality of all our tyres by integrating them fully into the design process, where they undergo extensive testing to confirm the required levels of grip, durability and performance. If they meet the premium standard Porsche expects, they are awarded an N-specification, clearly visible on the tyre wall, and our technicians will advise you on nothing else.



The story does not end there - finding the correct wheel and tyre combination is equally crucial in terms of both safety and performance. Form has always followed function with Porsche, so when you opt for a certain size of wheel, we recommend you consider not only its appearance, but also what you ask of your Porsche on a daily basis.

Larger wheels are essentially intended more for on-road and track-based use. Just as a sprinter selects running shoes with a broader base, the larger wheels stretch the tyres to offer greater grip on the smooth surface of the road. In appearance, a visibly reduced tyre wall also suggests a sportier feel, yet while there are benefits in choosing larger wheels on your Porsche, the smaller alternatives have distinct advantages as well.



Porsche owners who drive regularly on poorer quality roads, or those who require their Cayenne perform equally well off road as it does on, often favour the smaller wheels. In the same way cross-country athletes prefer more padding in their running shoes, a smaller wheel provides a higher sidewall, offering greater security and comfort to the everyday drive. As a case in point, the success of the Cayenne Transsiberia in last year's rally showed such benefits, where the 18" wheels responded remarkably to more than 6,000 kilometres of gruelling off-road terrain.

Selecting the correct tyre and wheel combination is essential to the performance of your Porsche, and your local Porsche Centre will be happy to help you make the decision that is right for you. With so much dependent on just four relatively small contact points on the road, it's worth making sure your tyres are suitable both for your Porsche, and the varying conditions in which you drive.

# Porsche Carrera Cup Asia: the race track awaits



Ask anyone who attended a Porsche Carrera Cup Asia (PCCA) event last year – this premier ‘one make’ racing series from Porsche strikes to the very heart of what motorsports is all about. Now, with the new season getting underway in April, China’s enthusiasts can again look forward to an array of thrilling contests out on the track.

Such was the intensity of competition throughout 2008, Darryl O’Young of Team Jebesen had to wait until the very final race to become the first double champion in PCCA history. Yet this new season promises even greater excitement, as a number of other Chinese teams aim to challenge for that ultimate prize.

Among the leading drivers is 2007 champion Tim Sugden, of GruppeM Racing, Qingdao, whilst Christian Menzel of Team StarChase, Nanjing, will be eager to claim the title he missed out on by a mere two points last year. They join a host of professional and gentlemen drivers from Porsche Centres across Asia, ensuring there is again plenty for China’s PCCA fans to get excited about.

Expectations will be running high on the starting grid of the Shanghai International Circuit, as April 19 marks the kick-off to the new season in support of the Formula 1 Chinese Grand Prix, an ideal setting for the PCCA series to begin.

From China’s Eastern seaboard, to the capital city itself, May 10 sees the PCCA travel to Beijing’s Goldenport Circuit, with Porsche laying on a very special “Fascination

Porsche” event to mark the occasion. Here, invited guests and their family members can enjoy the benefits of an exclusively reserved Porsche stand, allowing them to get up close to the action, and experience the thrill of PCCA racing at its very best.

Southern China’s Zhuhai International Circuit then plays host to the Porsche GT3 Cup cars in June, with the drivers battling it out at the renowned Pan Delta Super Racing Festival, a celebration in track racing of the most exhilarating kind.

As the leader board finds its shape in July, the PCCA moves to take in Indonesia’s Asian Festival of Speed weekend, held at the Sentul International Circuit, before making its way to the stunning Marina Bay Street Circuit in Singapore. It was here in 2008 that Porsche contributed to another flagship event for motorsports. Supporting the first ever night-time Grand Prix in the history of Formula 1, the PCCA teams raced magnificently that evening, and the drivers cannot wait to take to the floodlights again this coming September.

The 2009 season genuinely looks set to go down to the wire, and for the penultimate race of the season, the PCCA returns in October to Shanghai’s International Circuit, where the leaders will all be determined to secure those precious points that still remain.

Although the venue for the final race in November is yet to be announced, China’s Porsche enthusiasts can feel certain of one thing – the 2009 PCCA season will continue to offer unforgettable track-side experiences, in a series more hotly-contested than ever before.

## New heights for PSDS

**Porsche lovers across the land have been honing their driving skills ever since PSDS arrived in China back in 2006. Yet if Precision training whets the appetite for what can be achieved in a Porsche car, our brand new Performance training offers an even more advanced experience out on the track.**

Performance training is a two-day course designed specifically to take your driving skills to the next level. Armed with the experience gained in Precision training, groups of participants complete multiple laps under the expert gaze of the Porsche instructors, improving their performance at every turn. The emphasis is very much on learning by doing - with prolonged free-driving sessions and one-to-one tuition, this new course provides the ideal environment in which to appreciate

your Porsche, and develop yourself at the same time.

The benefits of this Performance training are not restricted to the race track either. As Arnd Stollmann, Chief Instructor for PSDS in China, recently commented, ‘The standard is that much higher, and knowing how the car behaves when closer to the limit makes it easier to handle when driving at normal speeds.

You also gain in confidence, both in yourself and the Porsche you drive.’

Performance training will be offered in Shanghai from June 6 - 7, with a further showing in Zhuhai this coming September. To experience the thrill of driving your Porsche on the race track, whilst taking your own individual performance to unscaled heights, contact your local Porsche Centre for more details.



Date	Event
10 May	Fascination Porsche - Beijing Goldenport Motor Park

Date	Porsche Diary
09 - 12 April	2009 Wenzhou Auto show - Wenzhou International Expo Center ( <a href="http://www.donnor.com/china/car/">www.donnor.com/china/car/</a> )
20 - 28 April	2009 Shanghai Auto show - Shanghai New International Expo Center ( <a href="http://www.autoshanghai.org">www.autoshanghai.org</a> )
08 - 09 May	PSDS Precision - Beijing Goldenport Motor Park
10 May	Fascination Porsche - Beijing Goldenport Motor Park
13 - 24 May	Porsche World Roadshow - Beijing Goldenport Motor Park
21 - 25 May	2009 Qingdao Auto show - Qingdao International Expo Center ( <a href="http://www.autoqingdao.com">www.autoqingdao.com</a> )
30 - 31 May	PSDS Precision - Shanghai International Circuit
06 - 07 June	PSDS Performance - Shanghai International Circuit
10 - 15 June	2009 Shenzhen Auto show - Shenzhen Convention and Exhibition Center ( <a href="http://www.szautoshow.com">www.szautoshow.com</a> )
10 - 30 June	Porsche World Roadshow - Shanghai International Circuit
24 - 25 Sept	PSDS Performance - Zhuhai International Circuit