



PORSCHE

IN FOCUS 聚焦保时捷

Issue 2, 2009

- Personalising your Panamera
- Porsche Carrera Cup Asia heats up in 2009
- Keeping your Porsche cool in Summer



Porsche Sport Driving School

Feel what your Porsche can really do.



Dear Porsche Enthusiast,

Greetings and a warm welcome to our second newsletter of 2009. The past three months have been another hugely successful period for Porsche in China. From the acclaimed World Premiere of the new Porsche Panamera at the Shanghai World Financial Centre, to the inaugural Fascination Porsche event in Beijing, there were numerous highlights for us all.

Now we are delighted to preview more products and events of interest to the Porsche enthusiasts in China. As the Porsche Panamera moves closer to release, we investigate the variety of personalisation options allowing drivers to make the new car their own. And for those looking to personally experience the motorsport heritage of their Porsche we have an action-packed schedule of Porsche Sport Driving School awaiting you.

Also enclosed is a questionnaire focussed on the Porsche Warranty programme – by returning your completed form, you are helping to ensure that we continue to provide the highest possible standards of customer service. In return, it is our pleasure to enter you in our next exciting Porsche prize draw.

Please feel free to contact your local Porsche Centre for more information on any product or event in this newsletter. Your Porsche Centre is your connection to the exciting world of Porsche. I am sure they look forward to hearing from you.

I wish you all safe driving.

Porsche (China) Motors Limited

Helmut Broeker
Chief Executive Officer

The new Cayenne Edition Style Sold Out!

Porsche China is delighted to announce that all 500 new Porsche Cayenne Edition Style cars have now been sold. Since its launch in 2003, the Porsche Cayenne has gone on to win the hearts of the Chinese people. As a tribute to this success, Porsche designed the Cayenne Edition Style exclusively for Porsche enthusiasts in China.

The new Cayenne was launched at Fascination Porsche in Beijing on 10 May 2009, and within days Porsche Centre's around China were receiving a staggering amount of interest from Porsche customers. With every car sold after only two months of release, the Porsche Cayenne Edition Style will now be remembered as a China legend.

First to Know. First to Arrive.

Why was the Porsche Cayenne Edition Style a remarkable success? Amongst a range of innovative new standard features, the Cayenne Edition Style included the new PCM 3.0 China navigation system. This invaluable

driving aid has advanced Porsche navigation to a new level of intelligence.

Featuring a cutting edge design, the Cayenne Edition Style was available in the exterior colours of Macadamia Metallic or Basalt Black Metallic, based on the successful V6 Tiptronic S. The interior featured two tone sports seats available in either Black/Havana or Black/Steel Grey, based on the Cayenne Turbo S. The entire design concept gave the Cayenne Edition Style a truly unique appearance.

The success of this model exclusively available in Mainland China, was yet another example of the Porsche China continuing to grow from strength to strength.



▲ The Porsche Cayenne Edition Style was the first car launched exclusively for Porsche enthusiasts in China.

The new Panamera: Endless Scope for Individuality.

The new Panamera has broken the luxury car mould and is being widely-acclaimed as the car to redefine the class. Combining the pure driving pleasure of a sports car with the comfort of a four-seater saloon, the Panamera is in a league of its own. But your potential for individuality does not end there. Choose from 16 exterior shades and six interior shades plus four two-tone finishes for the interior. And that is only the beginning!

Once you fall in love with the road, you'll never settle for second best.

When we designed the new Panamera, we created a new reality. Front, shoulders and tail – the Porsche style is instantly identifiable. Elegance without extravagance. The side air intakes behind the front wheels are a tribute to the Carrera GT. Sports car proportions – with room for four.



▼ Interior package Carbon with further customisation features



The wheel design allows for sport or classic style. Achieve that refined feel with a sporty touch with 18-inch Panamera S light alloy wheels on the new Panamera S and 4S models. The Panamera Turbo moves a step further with 19-inch Panamera Turbo light alloy wheels as standard, designed slightly wider for enhanced performance. Other 19-inch or 20-inch custom wheel designs are available on request. Every wheel offers a privileged glimpse of your brake system – another chance to express your sporty style.

Painting things in dull colours isn't your style.

Every Porsche is as individual as its driver's personality. Your car interior is a chance to voice your personality and individual taste. Choose from six interior shades and four two-tone combinations plus six interior packages in Aluminium, Carbon and a variety of wood finishes. Sophisticated pairings such as Yachting Blue/Crema or exclusive materials such as natural open-pored olivewood are also available.

The new Panamera is fluent in the language of the luxury class, both in exterior and interior. An optional hybrid TV tuner receives analogue and digital TV stations. If the sound of the engine isn't music enough to your ears, select a BOSE® surround-sound system. Alternatively, if your goal is sonic perfection, consider a Burmester® high-end surround-sound system featuring 16 speakers and output of over 1,000 watts.

Your Panamera – your personality.

The Porsche Car Configurator at www.porsche.com enables you to test your personalisation preferences – exterior and interior – in advance. Design your own Panamera and explore your individuality – in the fourth dimension.

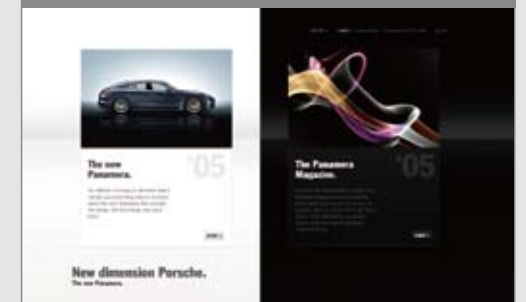


▲ Interior of Panamera Turbo in natural leather in shade Espresso, Walnut Burl



▲ Burmester® High-End Surround Sound System

For more information on the new Porsche dimension, visit the Panamera Web Special at: <http://www.porsche.com/microsite/panamera/china-en.aspx>



Sport or Comfort? The Choice is Yours.

The new Panamera Turbo features state-of-the-art air suspension and PASM (Porsche Active Suspension Management) – a dual system enhancing the dynamics and comfort of your driving. The Panamera S and 4S offer PASM as standard and adaptive air suspension as an option.

How PASM works.

The centre console enables selection of one of three modes: “Normal”, “Sport” or “Sport Plus”. Sensors record the bodywork movements that accompany powerful acceleration,

braking and rapid cornering or rough road surfaces, while simultaneously analysing signals such as lateral acceleration, steering angle, brake pressure and engine torque. PASM then continuously aligns the dampening forces of the suspension

system to the road conditions in accordance with your selected mode. Sounds complicated? Just press the button to feel the results: improved driving stability, improved comfort, improved performance.

Adaptive Air Suspension: The road to success is rarely a smooth one.

The new Panamera Turbo features adaptive air suspension as standard. The system includes automatic levelling plus ride height and spring rate adjustment functions. The levelling system automatically maintains vehicle level, whatever the load distribution. Manual ride height adjustment enables the vehicle height to be raised by 20 mm to minimise the danger of grounding. When the “Sport Plus” chassis programme is selected, your vehicle ride height is automatically adjusted to its lowest level (–25 mm), while air suspension is set to a harder spring rate. In just one touch, you can instantly have your own sports chassis.



▲ High level – 20 mm above normal level. For exceptionally rough road conditions. The chassis automatically returns to normal level at speeds of over 30 km/h.



▲ Normal level – Max. ground clearance 144 mm as per DIN unladen weight. The system's default setting.



▲ Low level – 25 mm below normal level, max. ground clearance 119 mm. For sporty driving when road-holding conditions are ideal.

Porsche Sport Driving School 2009

At the Porsche Sport Driving School, we aim to progressively improve your driving ability and understanding of your Porsche. To really know your Porsche, why not test your car in the most hazardous road situations?

Where cutting corners is a philosophy, not a fault.

Learn the driving dynamics of your sportscar and optimise your driving skills step by step. Starting with the basic principles of sport driving, Porsche Sport Driving School offers you the opportunity to graduate to advanced motor racing skills. You choose the location and the level of difficulty. Are you looking for a challenge?

The new season is now open.

Now you can drive your sportscar in its natural environment – on the racetrack, where our expert instructors await you. The Porsche Sport Driving School is divided into the consecutive skill levels of Precision, Performance and g-Force. Here are some details of our training courses.



Porsche Sport Driving School 2009 Schedule

Date	Programme	Duration	Location	Price (RMB*)
05 Sep - 06 Sep	Precision	2 days	Shanghai International Circuit	16,000
24 Sep - 25 Sep	Precision	2 days	Zuhai International Circuit	16,000
14 Nov - 15 Nov	g-Force	2 days	Shanghai International Circuit	23,000

* Prices excluding tax

Please note: 'All-in-One' packages are available on all courses excluding g-Force. The All-in-One option allows participants to drive the Porsche of their choice. For more information, see the Porsche China website.

Many courses still have places available. Interested drivers will find more details of courses and dates on the Porsche website at <http://www.porsche.com/china/en/motorsportandevents/porscheporstdrivingschools/drivingexperience/>

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Pressure mounts in Porsche Carrera Cup Asia

Competition is already extremely tight and the leader board crowded, after an electrifying opening six rounds to this season's Porsche Carrera Cup Asia (PCCA). With races held in Shanghai in April, Beijing in May, and Zhuhai in June – China was the centre of Porsche motorsport attention.

Shanghai.

Competition was intense during Rounds One and Two over the April 17–19 weekend, supporting the 2009 Formula 1™ Chinese Grand Prix at the Shanghai International Circuit. In the closely fought Class A battle, Gruppe M's Tim Sugden clinched the top spot in Round One with Team StarChase's Christian Menzel a nearby second place, while Macanese racer Rodolfo Avila of Asia Racing finished third. Sugden was delighted, but was quick to forecast a long battle during the season ahead. This battle continued in Round Two, reduced to 12 laps due to challenging, rainy conditions. On this occasion Menzel struck back to take the chequered flag.

The 22-year old series debutant Avila certainly made his mark in his first time ever race in a Porsche, "I took pole position and two podiums this weekend, so I expect to be on the pace for the rest of the season." A strong showing featured in Class B, where Corum ThunderAsia Racing's Melvin Choo blazed his way to victory twice, while Jacob & Co Racing's Philip Ma and OMAK Team's Mak Hing Tak each finished with a second and third place after two rounds.

Beijing.

Moving to Beijing's Goldenport International Circuit for Rounds Three and Four, there was no shortage of action over the May 8–10 weekend. Defending champion Darryl O'Young quickly forgot his poor start in Shanghai, blazing through the ranks in Round Three and earning a pole-to-flag victory. "I'm very happy to be back in Beijing" reflected O'Young, "It's the place where, in 2005, I took the first win for Team Jepsen and we made our podium debut." Round Four saw Menzel claiming victory, edging O'Young on the start, then conquering Beijing's notoriously demanding track. Only 0.371 of a second separated the two racers, with Sugden placing third for the second time of the day.

In Class B, Corum ThunderAsia Racing's Melvin Choo was unstoppable in his quest for the championship, dominating with two victories. Jacob & Co Racing's Philip Ma finished second in both rounds. Series newcomer Yuey Tan of Team PCS Racing performed well, earning his first podium by placing third in Round Three, but was stopped in Round Four after an epic battle with OMAK Team's driver Mak Hing Tak.

Zhuhai.

The tour arrived at Zhuhai International Circuit on the weekend of 19–21 June, and with more than 10,000 spectators and a packed leader board, a superb day of racing ensued. Keeping pressure on the Class A series leaders, Rodolfo Avila took his first ever Carrera Cup victory in Round Five, after Christian Menzel retired with mechanical issues. Tim Sugden finished a close second with Darryl O'Young securing the final podium position. In Round Six, the drama continued with previous victor, Rodolfo Avila spinning from the track as Darryl O'Young cruised to victory to keep his title defence alive. Tim Sugden and Christian Menzel took the remaining podium places.

Once again, Class B provided an enthralling subplot for the Carrera Cup action in Zhuhai. After dominating in 2009, Melvin Choo was not available in Zhuhai, and Phillip Ma emphatically took his chances to claim victory in Round Five and Six. Guest driver Tan Ian Mao of Team PCS Racing improved over the day, with third in Round Five and second in Round Six, while teammate Yuey Tan took a second place in Round Five. Meanwhile, Mak Hing Tak drove well to finish Round Six in third place.

So with six rounds remaining in the 2009 edition of the Porsche Carrera Cup Asia, the title is there for the taking. In Class A, any one of four drivers can achieve glory, with O'Young, Menzel, Sugden and Avila all within reach of the title. In Class B, Melvin Choo will be looking to return to the competition in Indonesia and regain top place from an inspired Phillip Ma. Whatever the results in Indonesia and Singapore, Porsche enthusiasts in China can be assured of a gripping final two rounds in Shanghai in October.



▲ The Porsche Carrera Cup 2009 has proven to be one of the most hotly contested in years



▲ Phillip Ma has raced consistently well to take a strong lead in Class B



▲ Christian Menzel, Darryl O'Young and Tim Sugden are again proving to be the men to beat in 2009

Standings Overall

Rank	Car No.	Driver	Team	Points
1	88	Tim SUGDEN	GruppeM Racing	106
2	99	Christian MENZEL	Team StarChase	93
3	55	Darryl O' YOUNG	Team Jepsen	80


Standings Class B

Rank	Car No.	Driver	Team	Points
1	98	Philip MA	Jacob & Co Racing	111
2	69	Melvin CHOO Kwok Ming	Corum ThunderAsia Racing	82
3	68	MAK Hing Tak	OMAK Team	80

Stay comfortable in Summer: Porsche Air Conditioning

No one can control the weather, but at least in your Porsche, you have a say on the internal environment in which you drive. The Porsche air-conditioning system is designed to meet the demands of baking-hot summers and the coldest wintry months, but to ensure everything functions perfectly, there are a few simple measures we advise you to take.

Tips to Use

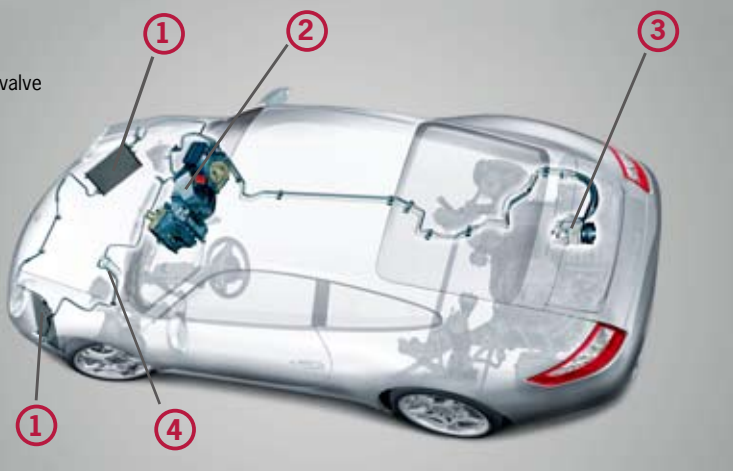
Porsche air-conditioning systems generally work best in Automatic mode (press **AUTO**), regulating temperatures according to the climate outside. But in heavy traffic, a switch to 'Recirculated air mode' (press ) will also prevent uncomfortable levels of CO₂ from entering your driving environment.

In the height of summer, cool the interior at a faster rate by turning the system to full power and leaving the side windows open for a couple of minutes. This will allow hot air to escape most quickly.

When temperatures are around 20 degrees and under, press the **ECON** button in your Porsche. This will disconnect the cooling function, allowing for normal ventilation without expending excess fuel on the system itself.

Remember to use your air-conditioning all year round this will ensure its longevity (especially in older cars) and even save fuel by reducing unwanted turbulence caused by leaving your windows open while driving.

1. Condensers
2. Evaporator and Expansion valve
3. Compressor
4. Dryer



Air conditioning is vital to enjoying the experience of a Porsche, filtering pollen, dust and unwanted odours from surrounding air. Porsche technicians recommend an air-conditioning system check at least every two years. This can be conducted separately or as part of a wider service. If you notice unusual noise levels or less than satisfactory performance, visit your local Porsche Service Centre to remedy the problem. Regular servicing not only optimises safety and comfort, but also maximises the resale value of your Porsche.

Porsche News

Porsche World Roadshow arrives in Shanghai

In June, the acclaimed Porsche World Roadshow delivered the thrill of Porsche to new enthusiasts in Shanghai. With over 740 guests and more than 100 media, covering 18 days of track driving at the Shanghai International Circuit, this was the largest and longest Porsche World Roadshow ever staged in China.

Porsche Centre Beijing Haidian Opens in Style

The 25th Porsche Centre in China officially opened its doors on 8 June 2009. More than 150 people attended a celebratory night of food, drinks and a variety of entertainment. Representing the continued popularity of

Porsche in Beijing, Porsche Centre Beijing Haidian is now the third Porsche Centre in the capital. General Manager, Ms. Vivian Wei remarked "On behalf of my team, I promise that this facility will bring unparalleled standards of customer care and more accessibility to the Porsche customers of Beijing and the surrounding area."

Maximum Efficiency in Panamera Production

Since beginning in April, the state-of-the-art Leipzig factory responsible for manufacturing the new Porsche Panamera has now reached full efficiency as it strives to finish the first production run of 20,000 cars. The 25,000 m² facility is currently manufacturing the Porsche Cayenne and Porsche Panamera, providing personalised cars for Porsche enthusiasts around the world.

Calendar 2009

Date	Event	Location
17 Jun – 19 Jun	Porsche Carrera Cup Asia, Rounds 7 & 8	Sentul International Circuit, Indonesia
29 Jun – 2 Aug	Auto Beijing	Beijing, China
3 Aug – 10 Aug	Harbin Auto Show	Harbin, China
19 Aug – 23 Aug	Dalian Auto Show	Dalian, China
5 Sep – 6 Sep	Porsche Sport Driving School, Precision Level	Shanghai International Circuit, China
10 Sep – 14 Sep	Wuhan Auto Show	Wuhan, China
19 Sep – 25 Sep	Chengdu Auto Show	Chengdu, China
24 Sep – 25 Sep	Porsche Sport Driving School, Precision Level	Zuhai International Circuit, China
25 Sep – 27 Sep	Porsche Carrera Cup Asia, Rounds 9 & 10	Marina Bay Circuit, Singapore
28 Sep – 5 Oct	Xi'an Auto Show	Xi'an, China
27 Sep – 2 Oct	Nanjing Auto Show	Nanjing, China
30 Sep – 6 Oct	Tianjin Auto Show	Tianjin, China
09 Oct – 16 Oct	Porsche World Roadshow	Chengdu, China
22 Oct – 26 Oct	Hangzhou Auto Show	Hangzhou, China
06 Nov – 08 Nov	Porsche Carrera Cup Asia, Rounds 11 & 12	Shanghai International Circuit, China
08 Nov	Asian Le Mans Series	Shanghai International Circuit, China

Please note: Some Auto Show dates are subject to change due to organisational issues.



Porsche Approved Warranty Questionnaire

At Porsche China your opinions matter greatly to us. We ask you to kindly take a moment to complete this questionnaire, and for your efforts, you will be entered into the Porsche China prize draw to win one of five model cars or one of five exclusive Porsche USB memory sticks. Prize draw closes 31 August 2009.

For over 60 years, the Porsche marque has stood for outstanding quality. That quality applies to the sportscar you buy and the service you receive. The Porsche Approved Warranty offers our world-class care to your world-class car.

Q1) How old is your Porsche?

- < 12 months 13 – 24 months 25 – 48 months > 48 months

All Porsche cars purchased in China are provided with an official two-year new car warranty, meeting strict international standards of quality. Before the expiry of your Porsche new car warranty, you have the option of purchasing a Porsche Approved Warranty Extension, renewing your existing warranty. If your Porsche warranty has already expired, you are able to restart your coverage with a Porsche Approved Individual Warranty.

Q2) Is your Porsche currently covered by a Porsche Approved Warranty?

- Yes No

Q3) How much do you know about Porsche Approved Warranty?

- I had never heard of Porsche Approved Warranty before reading this questionnaire.
 I had heard of Porsche Approved Warranty but I did not know specific details.
 I already understood most features of the Porsche Approved Warranty programme.

Q4) Where did you get your information about Porsche Approved Warranty from? (Tick all answers that apply to you)

- IN FOCUS Issue #2, 2009 (This issue) IN FOCUS Issue #1, 2009 (April issue)
 Official Porsche China website Friends and/or Family
 My local Porsche Centre staff Other: _____

Q5) Please tick one of the following comments:

- I am interested in the Porsche Approved Warranty.
 I am not interested in a purchasing Porsche Approved Warranty because I intend to replace my Porsche model before the expiry of my new car warranty.
 I am not interested in purchasing a Porsche Approved Warranty for other reasons.
If so, please state your reason: _____

Thank you for sharing your opinions with Porsche China. If you have any questions about the Porsche Approved Warranty programme please contact your Porsche Centre for more information.

Please fill in your personal details so we can contact you about the prize draw, then fax back this questionnaire to us on (021) 2308 0318, or use the postage paid envelope enclosed.

First & last name: _____

Contact tel. no: _____

Address: _____



The new dimension.

The new Porsche Panamera.

Since the World Premiere of the new Porsche Panamera at Auto Shanghai, the world has been captivated by a revolution in sportscar innovation. Four doors and four seats with exceptional luggage space, the Panamera is sportscar performance for four.

Would you like more information about the new Porsche Panamera?

If so, please provide your contact details below and return to us via fax (021) 2308 0311, or the postage paid envelope enclosed. Alternatively, you can register your interest in the Panamera by visit our Panamera Web Special at: www.porsche.com/microsite/panamera/china-en.aspx.

First & last name: _____

City & address: _____

Postal Code: _____

Home Telephone Work telephone Mobile: _____

E-mail: _____

Preferred Porsche Centre: _____

I am planning to buy my next car:

- In less than 6 months
 In 6 – 12 months
 In 13 – 24 months
 In over 24 months

Along with the Panamera, I am interested in the following:

- Boxster
 Cayman
 911
 Cayenne

Tell a friend:

If you have a friend or family member who is interested in buying a new Porsche, please fill in their details below and we will contact them to arrange an appointment.

Your name: _____ Preferred Porsche Centre: _____

Your friends name: _____ Your friends tel. number: _____

Porsche Centre Directory

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10 Dong Chang An Avenue, Beijing Tower,
Beijing, China, 100006

Porsche Centre Beijing Yizhuang

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Beijing, China, 100176

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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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