

# Porsche Centre Directory



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# IN FOCUS 聚焦保时捷

Issue 2, 2010

- Revealed: The new Cayenne S and Cayenne Turbo
- Porsche Intelligent Performance on the racetrack
- Enhancing customer care in China
- The Cayenne Collection from Porsche Design Driver's Selection



## To the point. The new Cayenne.

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. Porsche, the Porsche Crest, 911, Carrera, Boxster, Cayman, Targa, Cayenne, Tiptronic, Tequipment, PCCB, PCM and PSM are registered trademarks of Dr. Ing. h.c. F. Porsche AG, Porscheplatz 1, D-70435 Stuttgart.

## Porsche China

Porsche (China) Motors Ltd.  
3/F, 1215-1217 Dong Fang Road,  
Pudong District,  
Shanghai, P.R. China 200127

Dear Porsche Enthusiast,

We've changed everything – except the crest. Once again, the new Cayenne range offers a winning blend of dynamism, absolute practicality and outstanding sportiness. To this has now been added enhanced performance, with a reduction in fuel consumption and CO<sub>2</sub> emissions. Intelligent. But how? Find out more in this issue of *In Focus*, or see the new Cayenne for yourself at your nearest Porsche Centre.

In 1900, Dr. Ferdinand Porsche created the first hybrid car, the Lohner-Porsche-Mixte. This first spark has now been fanned into flame – a flame that burnt brightly in Beijing with the Asia Premiere of the concept study 918 Spyder at Auto China in April.

During May, we also hosted the second annual Fascination Porsche event at the Goldenport Circuit in Beijing. With almost 1,500 guests enjoying a day with a Porsche Carrera Cup Asia, plus a display of the finest vintage Porsche models to ever feature in China, this was a Porsche moment to remember. More information will follow in the next issue of *Christophorus*.

With summer beginning, I hope you all get a chance to get away with your Porsche – and I hope you enjoy reading this edition of *In Focus*.

Best regards  
Porsche (China) Motors Limited



Helmut Broeker  
Chief Executive Officer



A World Premiere at the Geneva International Motor Show, then an Asian Premiere at Auto China. The new Concept Study 918 Spyder. The goal: to combine ultra-high performance with ultra-low fuel consumption and emissions. The result: the Concept Study Porsche 918 Spyder. A high-performance hybrid with groundbreaking

consumption and CO<sub>2</sub> figures. Our answer to pressing environmental issues – for the 21<sup>st</sup> century. The underlying principle: Porsche Intelligent Performance.

For more information about the Porsche 918 Spyder, contact your Porsche Centre.





# We've changed everything – except the crest. The new Cayenne models.

Never before has the Cayenne been available in such a wide range of different models. And yet they all have one thing in common: performance, practicality and driving comfort have been further enhanced, while fuel consumption has been slashed by up to 23% and CO<sub>2</sub> emissions by up to 26%, depending on model.

These new, slimmer statistics were primarily achieved by significant weight reductions – up to 185 kg in comparison with previous models. And by the use of advanced technologies such as the Auto Start Stop function.

## The new Cayenne S.

The “S” principle. At Porsche, it's always been both the mark and the promise of enhanced performance and high power reserves. At the heart of the matter is a 4.8-litre V8-cylinder naturally aspirated engine with direct fuel injection (DFI), VarioCam Plus and variable intake manifold.

Once again, fuel consumption and emissions were slashed while performance was boosted. Eight-gear Tiptronic S transmission is now fitted as standard, including rotating gearshift buttons built into the steering wheel – harmoniously translating the power of the new Cayenne S into propulsion and enabling the driver to use the vehicle's mighty performance reserves to the full.



|                                  | <i>Cayenne S</i> | <i>Cayenne Turbo</i>    |
|----------------------------------|------------------|-------------------------|
| Engine                           | 4.8l V8          | 4.8l V8 Bi-Turbocharged |
| Max. Power                       | 294 kW (400 bhp) | 368 kW (500 bhp)        |
| Top Speed                        | 258 km/h         | 278 km/h                |
| 0-100km/h                        | 5.9 seconds      | 4.7 seconds             |
| Fuel consumption (l/100 km)*     | 10.5             | 11.5                    |
| CO <sub>2</sub> emissions (g/km) | 245              | 270                     |
| Starting price (incl. VAT)       | RMB 1,475,000    | RMB 2,035,000           |

\* Fuel consumption figures are for combined average of urban and extra-urban driving

## The new Cayenne Turbo.

Understatement that makes a statement: lower fuel consumption plus improved acceleration. Without a lot of hot air. The essence of Turbo.

The music made by the twin tailpipes is a statement in itself. It's the song of those 368 kW (500 hp) delivered by the 4.8-litre V8-cylinder bi-turbo engine with direct fuel injection (DFI), top speed of 278 km/h and acceleration of 0 to 100 km/h in 4.7 s. Here too, we've slashed fuel consumption and CO<sub>2</sub> emissions.



The new Cayenne range has moved closer to sportscar design than ever before.

Both inside and out.



#### Exterior

The front-end contours flow unbroken towards the observer, confirming the car's dynamism at a glance. The front is dominated by the extended bonnet, a clear nod to Porsche's racing cars from the 1960s.

The striking lines of the front wings and power-dome bonnet underpin the Cayenne's purposeful first impression – particularly marked in the Cayenne Turbo.

The curvature of the flanks is a characteristic Porsche hallmark. The new profile is defined with even greater precision, an even pattern of dynamic tension that's emphasised by the dynamic roof column and wedge-like shape of the flowing coupé-like lines. The rear wings echo the muscular outline of the front end. The rear spoiler with twin risers reveals the bloodline of the Carrera GT.

#### Interior

The interior has a further element in common with the Carrera GT: the centre console rises towards the front, integrating the driver more effectively into the vehicle – a typical sports car touch. The steering wheel and instrument panels now curve to face the driver – from the comfort of optional 18-way adaptive sport seats this offers a true sport driving experience.

But it's the rear that has most to show off, with extra space and versatility. With even more leg room and even greater comfort. And all created in the highest-quality materials. Optional Burmester® high-end

surround-sound system provides the perfect audio backdrop for those that love to take their music to the road. We've changed practically everything. But one thing still remains. The focus is still on you and your passengers.

When Michael Mauer, Director Style at Porsche AG and designer of the new Cayenne, was asked to describe the new Cayenne in three words, he remarked, "compact, muscular, athletic". As you see, we've focused on essentials. To the point: the new Cayenne range.





# Porsche Intelligent Performance on the racetrack. The 911 GT3 R Hybrid: From the Nürburgring to Zhuhai.

Porsche's performance in front of over 200,000 spectators at the 24-Hour Race at Nürburgring opened a new chapter in the 45-year racing history of the Porsche 911. The 911 GT3 R Hybrid features an all-new hybrid system that differs significantly from conventional hybrids in its structure and components. An electric front-axle drive unit with two 60-kW electric motors has been added to complement the 480-hp flat-six engine in the rear of the vehicle. And instead of the batteries commonly used in hybrid road vehicles, the new Porsche incorporates an electric flywheel located next to the driver which powers the electric motors.

New: Braking also enhances performance. During braking, the two electric motors on the front axle switch to generator operation and store power in the flywheel. The driver can use this store of power to

accelerate out of bends or provide a speed boost during overtaking – tapping braking energy that would previously have been converted into heat and dissipated. The hybrid drive is not only used to power up performance but also to control fuel consumption, increasing efficiency and performance by lowering tank weight or even lengthening the time between pit stops.

Winning was not the prime aim for the 911 GT3 R Hybrid at the 24-Hour Race at the Nürburgring. Instead, the vehicle serves to spearhead technology and act as a “racetrack laboratory”, researching “Porsche Intelligent Performance”: more performance on less fuel, more efficiency and lower CO2 emissions. Advanced technology that features in all our cars – on racetrack and road.



## Now, the 911 GT3 R Hybrid will be racing in China.

On 7 November 2010, Porsche will race the 911 GT3 R Hybrid at the season final of the new Le Mans International Cup, the six hour race in Zhuhai. Don't miss your chance to witness the finest in Porsche Intelligent Performance in action on the racetrack.



Porsche recommends Mobil

[www.porsche.cn](http://www.porsche.cn)

**Why reach for the stars,  
when you can have a dream in your garage.**

## The New Panamera

Realise your dream. The new Panamera and Panamera 4: four seats,  
four doors and a ground-breaking 3.6 litre V6 engine.

Starting at RMB 1,128,300. Find out more at your Porsche Centre now.

PORSCHE  
INTELLIGENT  
PERFORMANCE



PORSCHE

# The Ultimate in Customer Care with the New Porsche Warehouse Facility



A state-of-the-art new central warehouse facility in Shanghai has set a new benchmark for customer service in China. The expanded facility, in operation since February 8 of this year, now offers a full line of 8,000 Porsche-engineered components with an improved parts distribution system, expanded and refined to meet the huge upsurge of demand enjoyed by Porsche through its nationwide network of 27 Porsche Centres.

Spread over 5500 square meters, the new warehouse heralds a new era of heightened efficiency for Porsche in China. A designated staff of 13 trained experts manage a warehouse system designed to optimise the availability of parts and minimise customer waiting times. Innovative features of the new dealer delivery system include a GPS tracking system that allows accurate placement and tailing of shipments 24 hours a day, seven days a week.

Improved logistical features have also led to improvements in delivery execution. Emergency Vehicle Off Road (VOR) orders can now be distributed in record time, with next-day delivery before 9am on orders placed before 3pm. Overall, delivery times have been trimmed by an average of eight hours, despite increased capacity bringing warehouse output up to as much as 600 deliveries per day.

With the successful launch of this new warehouse, customers can rest assured that they will continue to receive the very best in customer care wherever they may be, and in the shortest possible time.



PORSCHE

SPORT DRIVING SCHOOL



## Performance Principles

Porsche Sport Driving School with Arnd Stollmann

Welcome to Performance Principles, as we look at some more questions from the Porsche Sport Driving School. In this issue, Chief Instructor Mr. Arnd Stollmann, takes a look at tyre pressure. Whether on the racetrack or the road, maintaining the optimum tyre pressure is crucial to safe and successful driving.

### My husband always asks me to check the air pressure in my tyres. Why is this important?

Ms. Li, Dalian, China

If you consider that your tyres are your only contact with the road, and the contact surface area is not much larger than four hands, then you begin to realise why it is important to get your tyre pressure right. With the correct air pressure, your tyres will wear longer, save fuel, enhance handling and prevent accidents. Correct air pressure in your tyres is as important as the tuning of your engine. The economic benefits are perhaps even greater! Incorrect air pressure will lead to poor mileage, loss of tyre life and bad handling – perhaps even a serious loss of control.

Because our tyres do so much without seeming to need any attention, we often overlook the need to check air pressure. But all tyres slowly lose pressure – even the very best tyres on your Porsche. Generally, each tyre will lose up to one or two kilopascals (kpa) of air per month in cool weather and even more in warmer weather. Additionally, performance driving will cause flexing and impacts that can further decrease air pressure in your tyres.

Other circumstances also necessitate a visit to the air pump. Seasonal changes or altitude changes

create a rise or drop in air pressure. For example, for every 10 degrees change in temperature, tyre air pressure changes approximately 7 kpa. High speed driving will also increase tyre pressure due to rising tyre temperatures.

Recommended air pressures can be found in the Porsche owner's manual or on the tyre placard located on the inside of the drivers side door. As an important guideline, front and rear tyres do not need to have the same tyre pressure, but it is extremely important that both front tyres and both rear tyres have the same pressure.



In every issue of *In Focus*, Arnd Stollmann answers a PSDS question from participant around China. To find out more about advanced driving and safety, join the Porsche Sport Driving School. For more information, please feel free to contact us at [sportdrivingschool@porsche.cn](mailto:sportdrivingschool@porsche.cn).



# PCCA 2010: Battle for Championship Reaches Early Climax



With summer arriving and temperatures rising, the PCCA once again powered across China in Rounds 3-6 of its 2010 season in May and June. Few could predict the storm of surprises that would turn this season into the most intense in the series' eight year history.

At Beijing Goldenport International Circuit on May 22, the drivers of the PCCA knew that they would be racing in front of one of the most passionate crowds of the season, with hundreds of enthusiasts from across China in the capital for the accompanying Fascination Porsche event. After an outstanding double win in Shanghai, reigning Champion Christian Menzel of Team StarChase continued a rich vein of form to claim pole position and quickly race into an early lead in round 3. However, in the midst of the competition, a spin from Hong Kong's Jacky Yeung drew an early end to the action after just 14 laps. Menzel, Team PCS Racing's Craig Baird and Red Bull Racing's Marchy Lee claimed the three spots on the podium.



After the morning's unprecedented melee, round 4 offered the drivers a better chance to prove their mettle over a full 25 laps. Another authoritative performance from Menzel earned him a flag-to-flag victory in a thrilling three-way battle. Craig Baird also demonstrated the kind of tenacity that is sure to capture great acclaim – if not silverware – at the close of this season. Japanese racer Keita Sawa for LKM Racing Team, claimed third place at the expense of Team Jebesen's Rodolfo Avila, who led him for much of the afternoon. This surprise served as a perfect forerunner of the dramatic nature of rounds 5 & 6.



The Zhuhai International Circuit was again the venue for a crucial race in the PCCA calendar, with a strong crowd, attending as part of the Pan Delta Super Racing Festival, enjoying a spectacular that will live long in the memory. With favourite Menzel boasting a 16 point lead at the head of the table, it was a great surprise for all to see a resurgent Avila qualify in pole position. However, more upsets were in store during the race, with a crash bringing an early end to the race for Avila, Menzel and Baird and throwing the championship wide open in the process. There to pounce on the opportunity was Marchy Lee, who powered to the flag ahead of an impressive Sawa and Class B driver Mok Weng Sun of Team PCS Racing. This extraordinary result marked the first ever victory for Lee in the series.

assurance. It was the battle for third place, however, that revealed most about the pedigree of a true champion. Making up for the disappointment of his exit in round 5, Christian Menzel surged forward to maintain an 18 point cushion at the head of standings. One thing is for sure, Menzel must be prepared to see off even more challengers in Korea on August 27 if he is to keep his title defence on track.



The stakes could not have been higher, then, for round 6. Lee, taking off from pole position, had to resist the challenges of Sawa for the entire duration, but claimed his second victory of the day with

## Upcoming Rounds:

- Round 7 & 8 August 27 – 29, 2010
- Round 9 & 10 September 24 – 26, 2010
- Round 11 & 12 October 22 – 24, 2010

- Jeonnam International Circuit, Korea
- Marina Bay Circuit, Singapore
- Shanghai International Circuit, China



# The new Cayenne Collection.

The new Cayenne. Synonymous with clarity, precision and conciseness. We applied these key characteristics to the new collection from Porsche Design Driver's Selection. Featuring authentic designs. And ultraauthentic colourways. The colour palette of the new collection clearly reveals the kind of inspiration the Cayenne provided: Asphalt Grey, Sand Yellow, Black and classic Silver Metallic. In fact, all Porsche fans will find something for their personal taste in the new collection. The new Cayenne casts a spell over more than its driver.



## [1] Boy's Rugby Shirt

2-in-1 look. Large Porsche logo on the back. 100 % cotton. In Brown-Grey. Sizes: 92/98, 104/110, 116/122, 128/134, 140/146.

**WAP 679 092 140 OB**  
**RMB 1,093.00**

## [2] Men's Rugby Shirt

With contrasting white collar. Concealed placket. Porsche logo on the chest and on the buttons. 100 % cotton. In Ice-Grey. Sizes: S, M, L, XL, XXL, 3XL.

**WAP 907 00S-3XL OB**  
**RMB 1,443.00**



## [3] Cayenne Shirt

Slightly tapered cut with seam on the front. Forward shoulder seams. Double-button cuffs with contrasting Porsche logo. 98% cotton, 2% elastane. In White. Sizes: S, M, L, XL, XXL, 3XL.

**WAP 757 00S-3XL OB**  
**RMB 1,880.00**



## [4] Boy's Polo Shirt

Stylish fold on the back. Sleeve cuffs in contrasting colour. Porsche logo on the buttons and sleeve. 100% cotton. In Crystal Blue. Sizes: 92/98, 104/110, 116/122, 128/134, 140/146.

**WAP 782 092 140 OB**  
**RMB 656.00**

## Porsche News

### New Chairman of the Porsche AG Board of Management

The Supervisory Board of Dr. Ing. h.c. F. Porsche AG, Stuttgart, has appointed Matthias Müller (57) the new Chairman of the Board of Management of Porsche AG. Mr. Müller moves from Volkswagen AG, and is following in the footsteps of Michael Macht (49) who has now been appointed a Member of the Group Board Management of Volkswagen AG. In the future, Mr. Macht will be responsible for the Production Division and the control and coordination of all plants within the Volkswagen Group.

### US customers verify Porsche's top quality

In the renowned new car quality study by US market research institute J.D. Power, Porsche once again reached the winner's circle. The first place overall ranking achieved by Porsche, was the fourth time in five years that Porsche has been declared the automotive maker with the most outstanding quality. The legendary Porsche 911 was ranked first in the "Premium Sporty Car" segment and second-best car in the entire study. The new Panamera claimed third place in the "Large Premium Car" segment against more established competitors.

### Landmark celebration for China's favourite premium SUV line

Porsche chose Shanghai, home of World Expo 2010, for the national launch of the new Cayenne range. From 24-26 June more than 100 journalists from across China arrived at the Sofitel Sheshan for an introduction to the latest Porsche. Based on the new Cayenne motto 'To the Point', guests were treated to artistic and athletic performances symbolising the groundbreaking design and incredible performance of the new Cayenne. The following day the Cayenne was on display at the Shanghai International Circuit – once again proving that it is the only SUV that combines luxury with performance across all driving conditions.



## Calendar 2010

| Date                      | Event  | Location  |
|---------------------------|--|---|
| Mon 2 Aug - Sun 8 Aug     | Harbin Auto Show                               | Harbin Int. Convention & Exhibition Centre        |
| Wed 18 Aug - Sun 22 Aug   | Dalian Auto Show                               | Dalian Xinghai Convention & Exhibition Centre     |
| Fri 27 Aug - Sun 29 Aug   | PCCA 2010 Round 7 & 8                          | Jeonnam International Circuit, Korea              |
| Fri 27 Aug - Mon 30 Aug   | Ningbo Auto Show                               | Ningbo  |
| Sat 11 Sept - Sun 12 Sept | Porsche Sport Driving School Precision Level   | Shanghai International Circuit                    |
| Sat 18 Sept - Thu 23 Sept | Chengdu Auto Show                              | Int. Convention & Exhibition Centre, Century City |
| Fri 24 Sept - Sun 26 Sept | PCCA 2010 Round 9 & 10                         | Marina Bay Circuit, Singapore                     |
| Sat 25 Sept - Sun 26 Sept | Porsche Sport Driving School Performance Level | Shanghai International Circuit                    |
| Tue 28 Sept - Wed 29 Sept | Porsche Sport Driving School Master Level      | Shanghai International Circuit                    |



# Porsche Sport Driving School Registration Form

Experience the thrill of your Porsche on an international racing circuit - while improving your speed, skills and safety on the road. Don't miss this great opportunity to take your Porsche driving skills to the next level.

## Step 1: Enter your Personal Information

|   |                      |
|---|----------------------|
| Please fill in the following necessary information.                           |                      |
| Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.               | Driving License No.: |
| Tel:  | Email:               |
| Fax:  | Address:             |
| Porsche model you will use for the event:                                     |                      |
| VIN number:   |                      |
| Have you participated in other driving trainings in the past?                 |                      |
| Have you participated in other Porsche Driving Experience events in the past? |                      |

## Step 2: Choose your Porsche Sport Driving School session

|                                  |   |
|----------------------------------|---|
| <b>Precision</b><br>RMB 17,000   | <input type="checkbox"/> Shanghai International Circuit, 2010.09.11 – 09.12 |
|                                  | <input type="checkbox"/> Chengdu International Circuit, 2010.10.23 – 10.24  |
| <b>Performance</b><br>RMB 20,000 | <input type="checkbox"/> Shanghai International Circuit, 2010.09.25 – 09.26 |
|                                  | <input type="checkbox"/> Zhuhai International Circuit, 2010.11.20 – 11.21   |
| <b>Master</b><br>RMB 23,000      | <input type="checkbox"/> Shanghai International Circuit, 2010.09.28 – 09.29 |

## Step 3: Do you wish to hire a Porsche model with the “All-in-One” programme?

| Please select the model you prefer to use during the event.<br>Allocation of cars is subject to availability and First-come, First-serve principle. |                                  |                                 |                              |                                  |                                   |
|---|----------------------------------|---------------------------------|------------------------------|----------------------------------|-----------------------------------|
| All-in-One Prices with Model  | Boxster                          | Cayman                          | 911                          | Cayenne                          | Panamera                          |
| All-in-One Precision  | RMB 31,600                       | RMB 31,600                      | RMB 34,800                   | RMB 34,800                       | RMB 36,900                        |
| All-in-One Performance  | RMB 38,000                       | RMB 38,000                      | RMB 41,300                   | RMB 48,800                       | RMB 52,800                        |
| All-in-One Master   | RMB 50,000                       | RMB 50,000                      | RMB 53,000                   | N/A                              | N/A                               |
| All-in-One g-Force  | RMB 51,000                       | RMB 51,000                      | RMB 55,200                   | N/A                              | N/A                               |
| Your first choice   | <input type="checkbox"/> Boxster | <input type="checkbox"/> Cayman | <input type="checkbox"/> 911 | <input type="checkbox"/> Cayenne | <input type="checkbox"/> Panamera |
| Your second choice  | <input type="checkbox"/> Boxster | <input type="checkbox"/> Cayman | <input type="checkbox"/> 911 | <input type="checkbox"/> Cayenne | <input type="checkbox"/> Panamera |

I accept the Porsche Sport Driving School “Conditions of Participation” and undertake to fully comply with them.  
I confirm that the details provided in this form are correct.

**Signature:**

**Date:**



# Zero Compromise: The new Panamera and Panamera 4

4 doors. 4 seats. Driving a four-seater sports car. With luggage, but without compromises. This is our contribution to the premium class. The new Panamera and Panamera 4 provide a new dimension of performance. And they offer an entry into the premium class as we have defined it.

**If you would like to have more information, please provide your contact details below and return to us via fax (021) 2308 0311, or the postage paid envelope enclosed. Alternatively, simply visit your local Porsche Centre.**

Please fill in your correct contact details in the box below:

First & last name: \_\_\_\_\_

City & address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Home Telephone     Work Telephone     Mobile:

\_\_\_\_\_

E-mail (please note: email address is compulsory):

\_\_\_\_\_

Preferred Porsche Centre: \_\_\_\_\_

### I am planning to buy my next car:

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

### I am interested in:

- Panamera Turbo     Panamera 4S     Panamera S  
 Panamera 4     Panamera

### Other Porsche models:

- Boxster     911     Cayman     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 friend's name: \_\_\_\_\_

Your friend's tel. number: \_\_\_\_\_