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IN FOCUS 聚焦保时捷

Issue 3, 2010

Born on the Racetrack.

The Porsche 911 Carrera S

Porsche Carrera Cup Asia



- Zero Compromise: The new Panamera and Panamera 4
- Lightweight Revolution. The Porsche 911 GT1 98
- Genetic Code: The Porsche 911 and Boxster
- The Legend of Martini Racing

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

Porsche (China) Motors Ltd.
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Pudong District,
Shanghai, P.R. China 200127

Dear Porsche enthusiasts

At the Chengdu Auto Show in September we unveiled our latest model – the Porsche 911 Carrera S Porsche Carrera Cup Asia – a creation born on the racetrack. Inspired by a history of motorsport success, offering a top speed of 300 km/h and acceleration from 0 to 100 km/h in just 4.3 seconds, this is a model for those seeking unbridled Porsche performance. Limited to only 30 models in China, more information follows in coming pages.

Ferry Porsche once said “There’s no such thing as the perfect car. But we engineers have to do our utmost to achieve it.” These words are still the bedrock of Porsche today – and it’s the art of engineering that moves us forward. We say it’s in our genes and this issue you can find out how it is reflected in the Boxster and 911.

With so many new Porsche sports cars, we also take a moment to look at the latest in Porsche Tequipment innovation available for our performance cars in China. At the same time, our resident performance driving expert, Arnd Stollmann reflects on fuel efficient driving.

Then rounding out our sports car coverage, we preview the upcoming action in the final rounds of the Porsche Carrera Cup Asia for 2010.

With Golden Week just around the corner, there is no better time of year to get outside for a drive in the open air. We hope that some of these high-performance creations can provide you with the inspiration!

Best regards
Porsche (China) Motors Limited



Mr. Helmut Broeker
Chief Executive Officer

Zero Compromise:

The new Panamera and Panamera 4 – Available Now

So, you have responsibilities, but who says that you can't follow your heart and combine practicality with pleasure at the same time? For us at Porsche, there is no conflict. Why? Because of one principle: efficiency.

It's not about maximum engine power, but intelligent performance. The new Panamera and Panamera 4 are equipped with the new 3.6-litre naturally-aspirated V6 engine. Efficient and sporty, thanks to direct fuel injection (DFI) and VarioCam Plus fitted as standard, it generates 220 kW (300 hp) and 400 Nm of torque.

The interior features all the comfort and space for which the Panamera has become known. With individual seats capable of folding separately or jointly, luggage capacity can reach 1,263 litres. Automatic climate control is standard and three interior colours are available for the smooth-finish leather interior.

The new Panamera and Panamera 4 models offer the best of both worlds: performance and practicality. Comfortable, luxurious, fit for long journeys, and every bit a Porsche.

The Panamera and Panamera 4 are now available at your Porsche Centre.



Only a few will ever drive it.

30 to be precise.

The 911 Carrera S Porsche Carrera Cup Asia



Porsche is motorsport. From the start – the first sports car to carry the Porsche name was winning races back in 1948. Since then, we can count over 28,000 victories. Being at the front is simply in our genes, because we won't settle for compromise. And we certainly didn't with our latest limited edition model – the 911 Carrera S Porsche Carrera Cup Asia – exclusively available in China.

In motorsport, not everyone can win. With the new Carrera S Porsche Carrera Cup Asia, not everyone can have one. Because there are only 30 – so it's reserved for drivers with a winning mentality.

Exterior

The 911 Carrera S Porsche Carrera Cup Asia displays its confidence with the choice of colours: Carrara White, Black and Guards Red. Also, with elements from motorsport: the high-quality race car decals, exterior mirrors and the 911 logo in a contrasting colour.

The Aerokit Cup emphasises the close ties between the 911 Carrera S Porsche Carrera Cup Asia and the racetrack: a front apron with dynamic air intakes, an extra spoiler lip and an engine cover with rear spoiler and fixed wing profile. The result is reduced upforce on both axles, and perceptibly improved driving dynamics. The essence of motorsport.

Drive

The 3.8-litre Boxer engine develops 283 kW (385 hp), a top speed of 300 km/h, and acceleration from 0 to 100 km/h in just 4.3 seconds. Thanks to the Porsche Doppelkupplung (PDK) and Sport Chrono Package Plus.

The Sport Chrono Package Plus makes the engine sharper, more racecar-like, and stiffer damping brings increased agility. The result? Best find out for yourself: the stopwatch on the centre console stores your best time.

When we say motorsport, we mean motorsport. As you can see from the 19-inch SportDesign wheels painted Black with rims in Guards Red. And as you can hear from the sports exhaust of the 911 Carrera S Porsche Carrera Cup Asia, with its throaty growl.

Interior

At Porsche, we find harmony in contrast: in this case extreme performance and maximum comfort. From the outside you can see it, from the inside you can also feel it.

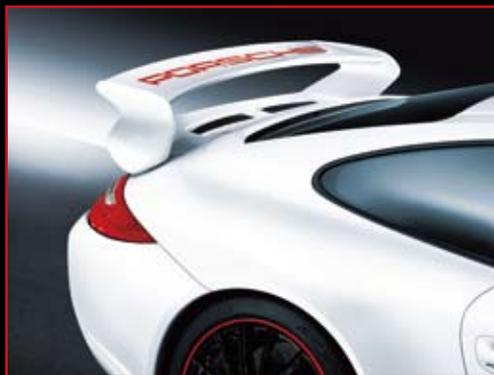
A 'Carrera S' logo uniquely illuminated in Guards Red in the carbon fibre door sill guards and Sports bucket seats with carbon fibre finished backrests for the firm support you need on the track. Adaptive sports seats with seat centres in Alcantara for high comfort and side support are also available as an option for every 911 Carrera S Porsche Carrera Cup Asia.

Carbon fibre and Alcantara dominate in the interior, reinforcing the sporting impression. The dials, gear selector trim painted, seat belts, door openers and floor mats edging and inlay are in Guards Red, and provide a contrast typical of motorsport. Striking.

One of 30: The limit

Porsche will manufacture only 30 units of the 911 Carrera S Porsche Carrera Cup Asia vehicles. And no more. The limited edition badge on the inside of the door says it clearly: whoever drives this stunning expression of speed and performance belongs – amongst the winners.

Find out more about Porsche 911 Carrera S Porsche Carrera Cup Asia at <http://www.porsche-event.cn/911carreraspcca/en/>



Lightweight revolution: The Porsche 911 GT1 98.



In autumn 1997, Norbert Singer and his team of Porsche engineers pooled all the experiences they had gained from the 1996 and 1997 race seasons to create an all-new 911 GT1. While the first two generations of the GT1 had still incorporated the front end of the series vehicle (1993), Porsche now debuted a carbon-fibre monocoque shell.

On 23 February 1998, Porsche works driver Bob Wollek fired up the six-cylinder turbo engine on its first roll-out in Weissach. The improvement offered by the lightweight monocoque shell was immediately obvious. Combined with other features, the weight of the new 911 GT1 98 was slashed to around 950 kg – a saving of 100 kg. The new monocoque design offered increased rigidity and optimised aerodynamics plus significantly modified weight distribution.

After further weeks of work in the wind tunnel, changes were made to the chassis dimensions, resulting in a length of 4.89 m (+ 20 cm), width of

1.99 m (+ 5 cm), and height of 1.14 m (- 3 cm). The wheelbase was extended to 2,700 mm, with aerodynamic balance and total downforce improved as a result.

A host of details were also changed in the 3.2-litre six-cylinder flat engine. The goal was already set for lower weight, greater endurance, lower consumption. The twin-turbo engine pumped out 550 hp (365 kW) at 7,200 rpm and delivered maximum torque of 630 Nm at 4,250 revs.

The climax of the development phase, was the 24-hour Le Mans race in 1998 where the new GT1 would have to win its spurs. As so often happens, an all-new Porsche racing car came out on top – the perfect success at a classic race and celebrating the 50th anniversary of Porsche.

Thanks to Porsche Intelligent Performance, the 911 GT1 98 was demonstrating the perennial ability of Porsche to combine elegant design, high function and racing heritage into a successful entity.

Looking purposefully to the future – without forgetting our genetic heritage.

It is the art of engineering that enables us to constantly advance our technologies. It's no coincidence that the academic title of "engineer" has been part of our company name since our foundation by Dr. Ing. h.c. Ferdinand Porsche. More than 60 years experience proves that innovation must be based on tradition – and sports design only makes sense when form follows function. When it does, the fascination of Porsche becomes reality. All thanks to our genetic code: Engineering.

Our DNA is particularly apparent in two concepts: Boxster and 911. Two series that blend tradition and progress.

The Porsche 911

The classic design and the groundbreaking technology under the bonnet. The efficiency of the engine. For low fuel consumption and emissions. In a nutshell, we focused on essentials. Sportiness and comfort. Function and design. Virtues that stand for the original sports car feeling. And the intelligent inspirations of our engineers. Our genetic code. Dr. Ing.

The Porsche Boxster

Reinventing oneself and pushing boundaries without breaking with tradition. The Boxster is based on the concept of the 550 Spyder: Mid-engine, lightweight construction, low centre of gravity: a true roadster. Proof that our engineers' always make the most of what they are given. A principle that's embedded in the DNA of all our vehicles: Porsche Intelligent Performance.



Another Step Forward for Porsche in China

Porsche will confirm its commitment to the China market on Friday 24 September 2010, with the official opening of Porsche Centre Shanghai Pudong in the financial district of Lujiazui. Reflecting the importance of the occasion, important guests from across China and the wider Porsche world will be in attendance.

Construction of the custom-built three storey facility began in July 2008, as Porsche entered a partnership with the Lujiazui Finance and Trade Zone Development Co., Ltd., developing a 3000 square-metre plot of land in the centre of Pudong. Conveniently located on Dongfang Road, just a short distance from World Expo 2010, the new facility marks a genuine milestone in the successful story of the car producer since its arrival on the mainland in 2001.

As the largest facility in the country and a flagship in the second largest Porsche market worldwide, Porsche Centre Shanghai Pudong is set to uphold a national commitment to providing the highest-levels of products and services to valued customers across China.



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The legend of Martini Racing

It is 1971 at the 24 Hours of Le Mans. Helmut Marko and Gijs van Lennep cross the finishing line at an average speed of 222 km/h (138 mph) to give them certain victory. It marked the beginning of a defining success story in the history of Porsche and MARTINI RACING. Reason enough to devote a whole collection to them – a collection with many fans. This new season brings new sporty and more exciting products, once again uniting lifestyle with legend.



[2]

[1] Women's MARTINI RACING T-shirt
 Large MARTINI RACING logo printed on the back. Embroidered Porsche logo on the chest. Various racing labels. 95 % cotton, 5 % elastane. In Red. Sizes: XS, S, M, L, XL, XXL.
WAP 771 OXS-XXL OB
RMB 656.00



[3]

[2] MARTINI RACING polo shirt
 MARTINI RACING stripe sewn onto the front. Various racing labels. Sleeve cuffs and collar in contrasting colour. 50 % cotton, 50 % polyester. In White. Sizes: S, M, L, XL, XXL, 3XL.
WAP 764 00S-3XL OB
RMB 948.00

[3] MARTINI RACING sweat jacket
 Two side pockets. Various racing labels. Porsche logo on the front. Contrasting inside collar. MARTINI RACING stripes sewn into cuffs. Decorative contrast stitching on the shoulders and pockets. 100 % cotton. In Dark Blue. Sizes: S, M, L, XL, XXL, 3XL.
WAP 571 00S-3XL OB
RMB 1,880.00



PORSCHE DESIGN
 DRIVER'S SELECTION

Bring your motor-racing passion to life. Every metre of the way: Porsche Tequipment.

Looking for a sportier touch for your beloved Porsche sports car? At Porsche, your individuality is limited only by the bounds of possibility. And almost everything is possible.

Take the Sport Mode Retrofit for example – an even sportier setup of the drive system, working with PASM to bring sport-racing enhancements to your chassis. Activated by additional buttons in the centre console and in combination with PDK, the SPORT PLUS button additionally allows activation of the thrilling Launch Control racing start function.

But the thrills don't end there. Here are some other ideas for your Boxster, Cayman, 911 Carrera and Targa models available from September 2010.

Sports Exhaust System



The typical Porsche sound – powerful, robust, sporty. Better still, it can be further enhanced with the sports exhaust system. Your driving sounds will vary according to your driving behaviour, ranging from a robust output during normal road driving, to a distinctly more aggressive tone during performance use. The package also includes specially designed tailpipes as standard.

Find out more about Porsche Tequipment sportscar accessories at <http://www.porsche.com/china/en/accessoriesandservice/personalisation/tequipment/>



19-inch 911 Turbo II Wheels



These forged alloy wheels are both imposing and dynamic. Furthermore, with a reduction in unsprung mass, these wheels will make an important contribution to the driving stability of your Porsche.

Three-Spoke Sports Steering Wheel and Gearshift Paddles



This leather steering wheel with gearshift paddles behind the right- and left-hand spokes will appeal to anyone who wants the motorsport feel. The right-hand paddle shifts up, the left-hand paddle shifts down, confirming that optimum comfort and sportiness needn't be mutually exclusive. Only in conjunction with PDK transmission.

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 the art of fuel efficient driving. Whether on the racetrack or the road, driving efficiently is important for every driver with a high-performance Porsche car.

With fuel costs rising each year, how do I get maximum fuel efficiency from my car?

Mr. Pang, Beijing, China

Every time we drive our Porsche, a wide range of features combine to ensure a high-efficient high-performance journey. Seven-speed Porsche Doppelkupplung, Direct Fuel Injection, Auto Stop-Start function, lightweight construction and a styling that offers the lowest air drag in the sports car class are just some of the reasons behind 'Porsche Intelligent Performance' – but more can still be done.

Maintenance:

Regular visits to your Porsche Service Centre will keep your car running efficiently. Service and maintenance checks are conducted according to international Porsche standards improving safety and fuel

efficiency. By simply replacing an air filter according to guidelines your fuel efficiency can improve by up to 10%!

Tyres:

Under-inflated tyres need more energy to roll. Keeping air pressure at the correct level can increase economy by up to 3.5%. Properly inflated tyres also provide optimum levels of grip and safety, so remember to check this periodically.

Driving Style:

Using higher gears where possible is one easy way to save fuel. Keeping your revs low – but not so low that your engine starts to struggle – is a good habit to get



into when cruising. While sportier gear ratios in your Porsche provide thrilling driving, these also burn more fuel. Limit unnecessary braking and use the momentum and energy of the car wherever possible.

These factors, combined with a safe driving style that leaves ample space between you and the car in front, is all you need to do. Your Porsche will do the rest!

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.

Porsche Carrera Cup Asia 2010: Bright Lights of Singapore & Shanghai Beckon



The region's premier GT championship heads to the challenging Marina Bay street circuit in September and the famous Shanghai International Circuit in October for the Porsche Carrera Cup Asia 2010.

Since a sensational debut in the Lion City at the FIA Formula One World Championship's inaugural night Grand Prix in 2008, Singapore has been a favourite stop for the series. Past winners include Darryl O'Young and Christian Menzel – both of which are included in the stellar line-up of 23 leading GT specialists from Asia Pacific and Europe.

Menzel of Team StarChase has notched up four victories in six races this season, giving him an 18 point advantage over nearest challenger New Zealand's Craig Baird racing with SC Global Developments. Red Bull Racing's Marchy Lee of Hong Kong will arrive in Singapore on top form having clinched both victories in Zhuhai, China in June to put him fourth on the leaderboard, while Team Jebesen's

new driver Rodolfo Avila of Macau who, at just 23, is the youngest driver in the field, is also expected to put in a strong challenge for the win.

In the Class B Category, Singapore's very own Mok Weng Sun of Team Porsche Club Singapore Racing has had a phenomenal season, dominating the non-professional racers. His perfect record of six victories in six races has put him third in the overall championship standings, just six points adrift of seasoned professional Baird.

With the title race still open as we close in on the final races for the season, the excitement is heating up. And there is no better way to celebrate than races at the two most celebrated tracks in Asia!



Porsche News

The 911 GT3 R Hybrid faces the Nürburgring 24-Hour Race



The Nürburgring 24-Hour Race is notorious as Germany's most punishing motor race. Yet incredibly, it was the very race chosen by Porsche to test the incredible 911 GT3 R Hybrid. Thanks to a hybrid drive with cutting-edge fly-wheel system, the Porsche only needed to refuel every ten laps, while competitors made a pit stop every eight laps on average. This competitive edge in fuel consumption ensured the hybrid racer stayed at the head of the field for more than eight hours. However, within sight of the finish line, engine damage halted the dazzling progress after 22 hours and 15 minutes.

Green light for series development of the 918 Spyder

The Supervisory Board of Dr. Ing. h.c. F. Porsche AG, have given the green light for series development of the Porsche 918 Spyder. Following an overwhelming public response after the debut at the 2010 Geneva Motor Show and Auto China, the Supervisory Board gave the Porsche Board of Management the mission to develop an ultra-high-performance mid-engined sports car with plug-in hybrid technology. As Michael Macht, President and Chairman of the Board of Management of Porsche AG commented, "Production of the 918 Spyder in a limited series proves that we are taking the right approach with Porsche Intelligent Performance featuring the combination of supreme performance and efficient drivetrain concepts."

Porsche Donates 100,000 Euros to Flood Victims

Stuttgart. Dr. Ing. h.c. F. Porsche AG of Stuttgart and its employee representatives are donating 100,000 Euros to the German Red Cross to assist victims of the flood catastrophe in Pakistan. Around 20 million people are affected by the floods and as Michael Macht, Chairman of the Board of Management of Porsche AG said: "As a globally-active company it is important for us to assume responsibility in the affected areas. With our efforts, we are helping ease the hardships of the victims in Pakistan."

Calendar 2010

Date	Event	Location
22 Oct - 24 Oct	Porsche Carrera Cup Asia 2010, Round 11 & 12	Shanghai International Circuit
23 Oct - 24 Oct	Porsche Sport Driving School, Precision Level	Chengdu International Circuit
20 Nov - 21 Nov	Porsche Sport Driving School, Performance Level	Zhuhai International Circuit
21 Dec - 27 Dec	Auto Guangzhou 2010	China Import & Export Fair Pazhou Complex, Guangzhou