



PORSCHE

IN FOCUS 聚焦保时捷

Issue 4, 2010

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- “Empowering the Future”
With Sichuan Fine Arts Institute
- 25 Years of Making Dreams Come True



**True To Myself:
The 911 Edition Style**

CAYENNE S HYBRID

Dear Porsche enthusiasts

The final months of 2010 have brought a wide array of exciting new models to the Porsche world. From thrilling new high performance cars such as the 911 Carrera GTS, to the latest evolution of the celebrated 911 Speedster, there has always been one commonality – Porsche Intelligent Performance. And now, we are proud to unveil the latest new model exclusively designed for the sports car enthusiasts of China, the new 911 Edition Style.

Joining these exciting new sports cars is the Cayenne S Hybrid – a model that has been achieving widespread acclaim around the world. With China now the world's largest Cayenne market and more people than ever before seeking greater performance and improved efficiency from their cars, this ground-breaking new model is sure to be a success. In this issue of *In Focus*, we take a closer look at the extensive efforts of our Porsche Service Centres, ensuring the cutting edge skills and equipment that enable this new model to run as perfectly as every other Cayenne.

With winter now upon us and so many great new Porsche models to choose from, there is no better time than the present to take to the open road. This will be my New Year resolution – I hope it is yours too!

Best regards

Porsche (China) Motors Limited



Mr. Helmut Broecker
Chief Executive Officer

THE FUTURE OF THE SPORTS CAR

Building upon its sports car heritage, the Cayenne S Hybrid combines uniquely smart Porsche hybrid technology, design and performance.

Low fuel consumption and high-performance are not conflicting concepts for Porsche – and certainly not the Cayenne S Hybrid. Benefitting from a parallel full hybrid drive, the Cayenne S Hybrid is configured with a V6 engine with electric motor for an impressive output of up to 380 hp and 580 Nm torque – high-performance output comparable to a V8 power unit. Fuel consumption is equally as impressive: 8.2 litres per hundred kilometres, a reduction of 24% from previous models. In addition, purely electric drive is possible at up to 60 km/h. The Cayenne S Hybrid has also the lowest emission in the line of models from Porsche, with an emission of 193g/km.

And despite a focus on performance and environmental technology, like all Cayenne models, no sacrifice has been made to comfort and safety. Standard equipment includes an 8-speed Tiptronic S transmission for even smoother control, and intelligent drive systems that continuously adapt to the driving conditions for maximum comfort and energy efficiency. A car that offers a maximum 156 km/h as well as zero fuel consumption cruising – who said it was only a fantasy?





TRUE TO MYSELF: THE 911 EDITION STYLE

Outstanding colour and design schemes create a captivating visual experience for the new Porsche 911 Edition Style. Coupled with a luxurious configuration and amazing performance, this is undoubtedly the high-performance luxury sports car that only few lucky drivers can call their own. The reason is simple: only 188 are produced worldwide. The good news: all 188 are available exclusively in China.



Exterior

The 911 Edition Style is available in Basalt Black Metallic, Macadamia Metallic and Ruby Red Metallic exterior, in both the coupé and cabriolet models. The impressive appearance is further highlighted with matt aluminum exterior mirror trims and front air intake grilles. Equipped with dynamic 19-inch Turbo II wheels, or with the classic 18-inch Carrera IV optional wheels, this is a model with an emphasis on sports driving comfort.

Gearbox and Chassis

At the heart of the 911 Edition Style is its engine: a 3.6-litre engine with an impressive 345 hp output, enabling both models to reach a top speed of

287 km/h. High-performance acceleration with optimal driving comfort and comparatively low fuel consumption – all achieved with direct fuel injection (DFI) and Porsche Doppelkupplung (PDK). For those seeking a slightly more dynamic tuning of the chassis and engine, there is the optional upgrade to the Sport Chrono Package Plus.

Interior

The stainless steel door sills illuminated with a “911 Edition Style” logo mark the entrance to a distinguished interior – an all black interior offset against Sand Beige or Terracotta front and rear seat centres and door mirrors. A three-spoke sports steering wheel offers racing-style shift driving

while the dashboard trim, gear selector and air vents complete 911 Edition Style’s comfortable and stylish driving experience. Impressive. Dynamic. Exclusive.

911 EDITION STYLE	COUPÉ	CABRIOLET
PDK	standard	standard
Engine	6 cylinder	6 cylinder
Max. Power	254 kW (345 hp)	254 kW (345 hp)
Top Speed	287 km/h	287 km/h
0-100 km/h	4.7 s	4.9 s
Fuel Consumption (l/100 km)*	9.8	9.9
CO ₂ Emission (g/km)	230	233

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

Find out more about the 911 Edition Style at: www.porsche.cn



911 CARRERA GTS	PDK
Engine	6 cylinder boxer
Max. Power	300 kW (408 hp)
Top Speed	304 km/h
0-100 km/h	4.4 s
Fuel Consumption (l/100 km)*	10.2
CO ₂ Emission (g/km)	240

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

CLARITY. THE NEW 911 CARRERA GTS



Three numbers, 911, that have kept the world of sports car talking since 1963, coupled with three remarkable letters, GTS, creates the sportiest 911 Carrera we've ever built.

Engine

With power-tuned 3.8-litre 6-cylinder rear engine with direct fuel injection (DFI) and VarioCam Plus, the new 911 Carrera GTS delivers even more direct responsiveness, sportier acceleration, and 23 more horsepower than the 911 Carrera S – all achieved by redesigning the intake system, modifying cylinder heads and optimising the engine control unit.

Design

The design is no less impressive. Dynamically accentuated air

intakes in the front apron, additional black-finish spoiler lip and black sideskirt trims at the sides betray a distinct sportiness.

A 44 mm wider rear axle and 32 mm widened rear track boost roll stability and improve steering behaviour.

The result is loud and clear: power, performance, dynamism. Just simply three numbers and letters to convey the incredible sportiness of a 911 Carrera S, and the performance of a racing car.

Find out more about the 911 Carrera GTS at: www.porsche.cn



STREET OF DREAMS: THE NEW 911 SPEEDSTER

A limited edition that brings unbounded freedom. Retaining some of its classic purist lines and incorporating new features, the 911 Speedster closes the gap between retro and modern.

Technology

A typical 911 6-cylinder flat engine in light metal gives the benefit of lower fuel consumption while packing more power than the 911 Carrera S range.

Design

The 911 Speedster's black gloss windscreen frame is raked back by 4 cm, giving it a sleeker, lower-slung appearance and making the driving experience more open, more immediate. Retaining its signature classic "double-bubble" design, it also has details that make it uniquely Porsche Exclusive: an exterior finish of a rich, clear Pure Blue (Carrera White available on request), bi-xenon adaptive headlights framed in black, an illuminated 911 Speedster logo and limited-edition number on the entry guards, and new-design adaptive sports seats with heating. To top it off, a right wing bearing "25 Years Porsche Exclusive" commemorates the anniversary of the limited edition programme at Porsche.

Experience the 911 Speedsters to take you back to where the dream began.



Speedster convertible top compartment lid

911 SPEEDSTER	PDK
Engine	6 cylinder boxer
Max. Power	300kW (408 hp)
Top Speed	305 km/h
0-100 km/h	4.6 S
Fuel Consumption (l/100 km)*	10.3
CO ₂ Emission (g/km)	242

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

Find out more about the 911 Speedster at: www.porsche.cn





911 Turbo slant-nose, 1982



911 Turbo S lightweight, 1992



911 Turbo S, 1997



911 Sport Classic, 2009



911 Speedster, 2010

25 YEARS OF MAKING DREAMS COME TRUE

Cars created with passion and customized to the highest standards to fit your personal style and freedom. That is the inspiration behind Porsche Exclusive.

Back in the early 1980s, we started developing a “special order programme” and its success proved to us that there is a demand for a car that’s built to the state of the art, and finished in line with your personal tastes and needs. In 1986, Porsche Exclusive was launched. Since then, we have released both ultra-small runs at customers’ requests as well as small series with a broad range of customisation options, such as the 250-vehicle production of the 911 Sport Classic in 2009 that sold out almost instantly.

Heralding the Porsche Exclusive 25th anniversary, we continue the tradition with a small series release of the new 911 Speedster, at a production run of 356. Dreams may really come true in 2011.



25 years Porsche Exclusive

THE NEW
CAYMAN R.
RADICALLY
PORSCHE.

CAYMAN R	PDK
Engine	6 cylinder
Max. Power	243kW (330 hp)
Top Speed	280 km/h
0-100 km/h	4.9 s
Fuel Consumption (l/100 km)*	9.3
CO ₂ Emission (g/km)	218

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



Maximising by minimising. The new Cayman R sheds an extra 40 kg of weight to gain even more horsepower. Attaining a perfect blend of mass and power. The result: outstanding agility and unbeatable performance.

The Chassis

An indication of the attention paid to purposeful lightweight construction is provided by its aluminium doors and lightweight 19-inch wheels. With a 20 mm lower bodywork than the Cayman S, the Cayman R has lightweight spring strut axles, anti-roll bars on the front and rear axles, and four tightly tuned shock absorbers to yield enhanced driving dynamics and uncompromising proximity to the road. Our engineers have refined an already sporty car – even further.



The Design

A fixed rear spoiler teamed with the clear-cut front spoiler lips lower aerodynamic lift and enhance direct road contact for a more substantial, intense and rampant driving experience. Twin black-finish tailpipes are set off against its standard Peridot Metallic colour. With the centre console and trim strip reflecting the exterior paint colour, the rest of the interior is in black. Every detail about the Cayman R has one goal: to create the most authentic driving experience.

Find out more about the Cayman R at:
www.porsche.cn



PORSCHE “EMPOWERS THE FUTURE” WITH SICHUAN FINE ARTS INSTITUTE

Opening Ceremony and Exhibition on 11 November mark another success in the Porsche “Empowering the Future” initiative.

192 pieces of artwork. One month of critical review. Three selected finalists. The “Empowering the Future” art contest gave young artists an opportunity to showcase their talent and artwork. “It is the first collaboration between Porsche and Sichuan Fine Arts Institute, two parties that encourage creativity and innovation and share a long-held commitment to excellence and education,” said Mr. Helmut Broeker, CEO of Porsche China.

The exhibition was designed to raise awareness of the “Empowering the Future” initiative to bring educational support to the youth of China, and was attended by Porsche dealers,

customers and the general public. In attracting greater publicity and funding for the cause, Porsche was able to achieve its goals of assisting in the education of children from reconstructed schools in earthquake-affected areas, while celebrating the talents of China’s best student artists.

Top three prize-winners Yansha Zi’an, Zhu Qing and Li Fangxue were awarded a trip to Germany sponsored by Porsche. They will have the opportunity to visit the country’s most renowned art schools, galleries, and exhibitions, along with a side-trip to the

Porsche factory in Zuffenhausen and the Porsche museum in Stuttgart. In addition, the top ten winners each received cash prizes.

The success of the art contest, and the wider “Empowering the Future” initiative further demonstrates the commitment of Porsche to supporting the education of youth in China.

Read more about the “Empowering the Future” art contest in an upcoming issue of *Christophorus*.

An observer ponders third prize winner Li Fangxue’s painting: *Child Faces*.



保时捷推荐 Mobil 1

请登陆 www.porsche.cn 了解详情

唯我

全新保时捷 911 Edition Style

唯我格调，一瞥摄人心魄。全新保时捷911 Edition Style限量登台。

专属自我的宝石红金属漆车身，洋溢热情风格；配以19英寸Turbo II车轮。

静可凝聚目光，动则流露个性。内饰及缝线，运用黑与赤土色。

沙褐色构成视觉冲击力，展示自成一格的动感荣耀。

PORSCHE
INTELLIGENT
PERFORMANCE



PORSCHE



TRUE TO MYSELF. THE NEW 911 EDITION STYLE.

A limited edition model of the sports car that has been in the dreams of generations.
A limited edition model for those that value the finest in style – and only available in China.
The new 911 Edition Style.

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:
<input type="checkbox"/> Home Telephone <input type="checkbox"/> Work Telephone <input type="checkbox"/> 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:

- 911 Edition Style Boxster
 911 Carrera Cayman

Other Porsche models:

- Cayenne Cayenne S Hybrid Panamera

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:

PORSCHE DESIGN
DRIVER'S SELECTION



Leather Jacket

An ideal gift this holiday season, this leather jacket with 100% nappa lambskin is the perfect choice. Keep him warm and comfortable this Winter.

**WAP 974 00S-3XL 0B
RMB 12,972.00**

Celebrate this Holiday in Porsche Style.

**What better way
to show the holiday
spirit than with
Porsche Design
Driver's Selection?**

Kids Bike

Would you like to give your little Porsche enthusiasts something very special during the holidays? Right at the top of all children's wish list is a bike – especially this model, featuring an exclusive design from Porsche Design Studio.

**WAP 040 300 0B
RMB 4,358.00**





CUTTING-EDGE TECHNOLOGY REQUIRES THE FINEST QUALITY SERVICE

Porsche vehicles like the new Cayenne S Hybrid use sophisticated technology to drive greater performance, efficiency and comfort; Porsche Service Centres ensure that these high standards are maintained.

Advanced technology in the Cayenne S Hybrid includes components of its “single axis parallel hybrid drive system” with an electric motor powered by a 288 V NiMH battery. The

battery recharges during braking and powers the car when not in combustion engine mode or when in boosting mode during acceleration. In addition, it powers electric auxiliary systems such as electric air conditioning compressor, electric servo pump for powersteering and electro-hydraulic steering, allowing for reduced emissions and fuel consumption.

Maintaining the unique internal structure of these Cayenne S Hybrid systems demands hybrid-specific state of the art equipment and a team of extensively trained and certified High Voltage Technicians.

These Porsche Service Centre technicians are trained to handle the specific needs of the Hybrid, and are continuously updated on the latest technical information directly from the Porsche factory.

In addition, each Porsche Service Centre implements specific safety and quality processes to ensure that the highest standards of customer and technical services are met. You can rest assured that your car is always in the best of hands.



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 some of the latest technology in the world of sports car driving: data recording devices.

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.



What is data recording and how does it help me to improve my driving?

Mr. Shen, Zhuhai, China

GPS enhanced video logging is fast becoming an essential tool for drivers and vehicle development. These systems not only produce exciting in-car video footage – they also allow you to carry out in-depth driver and vehicle analysis. With multiple camera angles and overlaid graphical data, we can gain extensive information about your driving and vehicle performance, allowing you to improve both areas with one tool.

There are a range of in-car video systems available, with every system offering a different degree of video quality, flexibility, update rate, graphics resolution and reliability. However, all high-quality systems give a driver and coach the opportunity to make objective analysis of braking pressures, longitudinal and latitudinal g-forces, and the ideal racing line.

Data recording systems are increasingly used around world – including by a wide variety of professional drivers and driver coaches. Some examples include Anthony Davidson, former F1 driver and 2010 Peugeot Works driver at Le Mans, rally driver Kristian Sohlberg, and Porsche test driver and rally legend Walter Rohrl.

The Porsche Sport Driving School is now offering data recording as an optional tool. To maximise success, a Personal Instructor is required for the duration of the course, serving to provide constant feedback and evaluation of your data recording. The system is simple for us to install, requiring only an additional half hour of your time. And of course, at the conclusion of your training, we will provide you with a USB stick to take home your high performance memories.



FINAL SHOWDOWN OF THE 2010 PORSCHE CARRERA CUP ASIA

The 2010 Porsche Carrera Cup Asia concluded in dramatic style, with Christian Menzel of Team StarChase once again standing atop the winners podium.

Earlier in September at Singapore's Marina Bay Circuit, Menzel relinquished the overall lead to Craig Baird of SC Global Racing as the latter dominated Round 7 and 8. He suffered a huge setback in Round 7, finishing only 13th as a result of using wet-weather tyres based on the damp weather forecast.

But his reply was swift, the defending Champion making a strong comeback at the Shanghai

International Circuit in October, winning both Round 9 and 10 in comprehensive fashion.

Although Menzel was second to Allan Simonsen of Open Road Racing to finish Round 11 at Zhuhai International Circuit, it was good enough to begin popping the champagne bottles. And unwilling to rest on his laurels, he thundered to his first victory in Zhuhai in Round 12.

Meanwhile, the Class B series for 2010 was dominated by Mok Wen Sung of Team PCS Racing, who clinched the title with two rounds remaining. While he was absent from the Zhuhai stop, Francis Tjia of Open Road Racing claimed victories in both races, stating his credentials to take over from Mok Wen Sung when Asia's leading one-mark series returns in 2011.



THE PORSCHE RACING REVOLUTION SHINES IN ZHUHAI

The 911 GT3 R Hybrid made its long-awaited debut in China, showcasing unparalleled efficiency and performance at the 2010 International Le Mans Cup race at the Zhuhai International Circuit on 7 November, 2010.

Chinese guests of Porsche had the exclusive opportunity to visit the GT3 Hybrid team in pit lane, with a select few even getting a chance to visualise the interior from the drivers' seat perspective. Porsche Works Drivers, Patrick Long and Joerg Bergmeister, were also available to chat and answer questions, giving lucky fans a chance to understand some of the thrill of taking a Porsche to its performance limits.

In addition to the conventional combustion engine in the rear, the Hybrid features an additional front-axle drive via two electric motors which draw power from the recovery of kinetic energy stored in a flywheel. Thanks to its ground-breaking drive concept, the 911 GT3 R Hybrid made one less pit stop and completed three more laps than the next GT opponent.

Looking ahead to the 2011 season, Hartmut Kristen, Head of Porsche Motorsport promised fans that the car would be back on the track in China: "This was definitely not the last race for the 911 GT3 R Hybrid." And this was definitely not the last time that we would be stunned by this revolution in motorsport technology.



ONE MORE SIGN OF COMMITMENT TO DESIGN AND INNOVATION

Porsche has invested 150 million euros towards expanding its research and development facility in Weissach, Germany. The expansion plan announced in November 2010 includes a new high-tech wind tunnel facility, a design centre, and electronic equipment research and development centre.

The technology implemented in the new wind tunnel will, "help us maintain Porsche's top position in the fields of aerodynamics and design and to further extend our lead," stated Wolfgang Dürheimer, Porsche AG Board of Management Member for Research and Development. "Outstanding design with optimal aerodynamic efficiency have always been classic Porsche strongholds," he added.

Adjacent to this new wind tunnel are a state-of-the-art design studio offering much needed space for its designers, and an integrated centre for electronics experts, suppliers and colleagues to collaborate closely, all under one roof. In addition, around 100 new engineers will be recruited to join the Porsche team in its first phase of expansion. All these are testament to the engagement of Porsche in research and development for excellence.



TRIBUTE TO BADEN-WUERTTEMBERG.

On Baden-Wuerttemberg Day at the German Pavilion of the Shanghai World Expo, Porsche paid tribute to its home region by displaying the much celebrated 911 and attracted many visitors. It was not the first time that a nod has been given to its home country: look closely and you will find Baden-Wuerttemberg's coat of arms incorporated into the Porsche logo.



2011 CALENDAR

Auto Shanghai 2011

Date: 19 - 28 April 2011

Location: Shanghai New International Expo Centre

Porsche Carrera Cup Asia – 2011 Season Opening

Date: 15 - 17 April 2011

Location: Shanghai International Circuit

10 Year Anniversary Gala Dinner

Date: 20 - 21 May 2011

Location: Beijing

Fascination Porsche

Date: 21 - 22 May 2011

Location: Beijing Goldenport International Circuit

EXCLUSIVE MODEL. SPARKLING CITY. GRAND OPENING OF PORSCHE CENTRE TAIYUAN.

The Grand Opening of Porsche Centre Taiyuan on 8 November 2010 marked a milestone for Porsche, with the first Porsche Centre in Shaanxi Province. More than 130 invited guests celebrated the opening and admired up-close the 911 Carrera S Porsche Carrera Cup Asia – one of only 30 produced exclusively for the Porsche drivers of China.



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