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PORSCHE

IN FOCUS 聚焦保时捷

Issue 3, 2011

- The Return of Porsche to Le Mans in 2014
- Climax Approaches for Porsche Carrera Cup Asia 2011
- The Porsche Experience at Sanlitun



HYBRID TECHNOLOGY: THE PORSCHE VISION FOR THE FUTURE

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Dear Porsche enthusiasts

I am delighted to announce that the moment we have all been looking forward to, arrived on Tuesday 13 September at the IAA Frankfurt Motor Show: The World Premiere of the new Porsche 911 – and the latest display of Porsche Intelligent Performance.

Porsche Intelligent Performance represents our dedication to providing more fuel-efficient sports cars, without sacrificing the trademark sportiness and elegance that has made Porsche loved around the world. The Hybrid models illustrated in this issue of *In Focus* are the perfect example, introducing revolutionary hybrid drive concepts that offer unrivalled performance levels with incredible efficiency. We will not waver from this commitment to Porsche Intelligent Performance and we are demonstrating this on the race track.

The new 911 GT3 R Hybrid recently raced again at the 24 Hours of the Nurburgring, and this July saw the announcement that Porsche would return to Le Mans in 2014 with a works-run LMP1 sports prototype. Motorsport has always been an essential part of the Porsche brand and it was only a matter of time before Porsche returned to the top league of racing. I look forward to sharing more of these victories with you in the future.

This Golden Week holiday, we hope you enjoy a chance to relax with your family – and your Porsche.

Best regards

Porsche (China) Motors Limited

Mr. Helmut Broeker
Chief Executive Officer

RAISING THE BAR EVEN HIGHER AT THE FRANKFURT MOTOR SHOW.

One of the most significant new performance cars debuting this year – the new Porsche 911 – celebrated its World Premiere at the 2011 Frankfurt Motor Show in September. This completely redeveloped seventh generation of the sports car classic sets new standards in performance and efficiency. Stepping into the limelight with its flat, stretched silhouette, exciting contours, and precisely designed details, the sports car icon still remains unmistakably a 911 from the first glance. True to the 911 tradition, the distinctive Porsche design language exudes power and elegance.

The new Porsche 911 Carrera and Carrera S will premiere in China at the Guangzhou Auto Show from 22–26 November 2011.

HYBRID TECHNOLOGY: THE PORSCHE VISION FOR THE FUTURE

Leadership is all about vision. 111 years ago, no one could anticipate the importance of carbon efficient vehicles today; Prof. Ferdinand Porsche was no exception. But he did have a vision – long before anyone else – that efficiency would be the order of the future. Hence the creation of the Semper Vivus, the world's first fully functional hybrid car.

Proud traditions are carried on at Porsche, and now today we see an exciting new line of Porsche models with cutting-edge hybrid technologies. As we all know, the racetrack is the only true proving ground for new technology, where ideas can be tested and pushed to their limits – and that is where the 911 GT3 R Hybrid stunned the motorsport world. Equipped with an electric flywheel accumulator that can store energy released during braking in a matter of seconds and transmit it to the front wheels during acceleration, the hybrid race car showcased unparalleled efficiency and performance at the legendary Nürburgring 24-hour race and claimed a momentous victory in Zhuhai in 2010.

But hybrid technology does not only belong on the racetrack; after all, Porsche develop sports cars for everyday use, a point demonstrated clearly by the Cayenne S Hybrid and Panamera S Hybrid. Both are quipped with a parallel full hybrid drive featuring a 3.0-litre V6 supercharged engine and a 34 kW electric machine, the combination of which offers levels of acceleration that are comparable with a V8 unit, but with a substantial reduction in both fuel consumption and CO₂ emissions.

Porsche not only maintains its leadership in hybrid technology at present, but will also extend it into the future, with the new creation of the 918 Spyder.

Combining a high-rev V8 engine with electric motors on the front and rear axles, this new plug-in hybrid boasts a top speed of over 320 km/h, while managing to reduce the fuel consumption to as low as 3.0 litres per 100 km.

Efficiency and performance, perfectly balanced, on the highest level – a Porsche tradition that is very clearly alive and well.

CAYENNE S HYBRID	Tiptronic S
Engine	3.0 litre V6 supercharged engine, supported by electric motors
Maximum Power	279 kW (380 hp)
Top Speed	242 km/h
0-100 km/h	6.5 s
Fuel Consumption (l/100 km)*	8.2
CO ₂ Emission (g/km)	193

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

PANAMERA S HYBRID	Tiptronic S
Engine	3.0 litre V6 engine supported by electric motors
Maximum Power	279 kW (380 hp)
Top Speed	270 km/h
0-100 km/h	6.0 s
Fuel Consumption (l/100 km)*	6.8
CO ₂ Emission (g/km)	159

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



PORSCHE
INTELLIGENT
PERFORMANCE



**RANGE EXTENDED.
THE NEW PANAMERA S HYBRID.**

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 3 months In 3 – 6 months
 In 6 – 12 months Over 12 months

I am interested in:

- Cayenne S Hybrid
 Panamera S Hybrid

Other Porsche models:

- Cayenne Boxster 911
 Panamera Cayman 918 Spyder

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 recommends **Mobil 1**

www.porsche-faith.com

**The heritage of the past.
The car of the future.**

The new Panamera S Hybrid.

Over a century ago, the Lohner-Porsche amazed the world with its advanced hybrid technology. Now we're taking the next step. With a dedication to Porsche Intelligent Performance, the new Panamera S Hybrid is carrying the Porsche legend into the future.

信仰志造
MADE IN FAITH



**STRENGTH OF CHARACTER.
THE NEW PANAMERA TURBO S.**

The Panamera, when it was created, was already a four-seat sports car legend. Now, the legend has taken another step, with the emergence of the Turbo S. A name which symbolises more at Porsche. More than just an extended equipment package and unique design features. Superiority in power and performance is also guaranteed.

Powered by a new 4.8-litre twin-turbo V8 engine featuring direct fuel injection (DFI), VarioCam Plus and air-charged cooling, the Panamera Turbo S achieves a maximum output of 550 bhp and completes the benchmark sprint from 0 to 100 km/h in an incredible 3.8 seconds. No other rival comes close. Fitted as standard is seven-speed Porsche Doppelkupplung (PDK), Porsche Traction Management (PTM) active all-wheel drive, all ensuring the outstanding performance of the Panamera Turbo S.

With its perfect combination of driving dynamics, versatility and comfort, the new Panamera Turbo S brings the experience of the highest levels of Porsche sportiness. Not just for one, or two. But four, and all at once.



Find out more about the Panamera Turbo S at: www.porsche.cn



PANAMERA TURBO S	PDK
Engine	4.8 litre twin-turbo V8 engine
Maximum Power	405 kW (550 hp)
Top Speed	306 km/h
0-100 km/h	3.8 s
Fuel Consumption (l/100 km)*	11.3
CO ₂ Emission (g/km)	270

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

**THE POWER OF ATTRACTION.
CAYMAN BLACK EDITION.**

This is not a mere cosmetic revisions. When we created the Porsche Cayman Black Edition, we wanted to return to the essence – a return to the uncompromising, unadulterated essentials. An automotive masterpiece of the highest sophistication.

Dressed in classic black all over – the only dash of difference allowed: The full-colour Porsche Crest on the front bonnet and the wheel centres. A striking design language that also extends to the interior: a dashboard trim in black, along with the gear lever and instrument dials, all of which accentuate its muscular appearance.

Under the black hood of this thoroughbred sports car is a powerful 2.9-litre six-cylinder boxer engine that produces 195 kW (265 bhp) at 7,200 rpm. With Porsche Doppelkupplung (PDK) and the optional Sports Chrono Package, the latest Cayman requires just 5.5 seconds to reach 100 km/h and can achieve a maximum speed of 263 km/h. Thanks to its low-lying mid-engine, the Cayman Black Edition boasts the renowned low centre of gravity and excellent weight distribution, bringing the outstanding agility and cornering dynamics that has made the Cayman loved around the world.

Limited to only 188 units, the Cayman Black Edition is truly a model for a stylish few.



CAYMAN S BLACK EDITION	PDK
Engine	2.9 litre flat-six engine
Maximum Power	195 kW (265 hp)
Top Speed	263 km/h
0-100 km/h	5.7 s
Fuel Consumption (l/100 km)*	9.1
CO ₂ Emission (g/km)	214

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



With an unprecedented 26 cars contesting 11 races in 2011, the premier single-make motorsport series in Asia anticipated fiercer competition than ever – and sure enough, it has lived up to, if not exceeded expectations. In the first eight rounds, numerous adrenaline-pumping moments have been brought to motorsports fans across the region.

Blasting off from the grid at Shanghai International Circuit on 15 April, the opening round of the series saw new Team StarChase driver, Alexandre Imperatori, overtake the pole position winner, Keita Sawa of LKM Racing Team to claim victory in his championship debut. The Swiss ace also dominated the second round, building a gap of more than six seconds over Team Jebsen’s Rodolfo Avila by the flag. Sawa and his teammate Darryl O’Young picked up punctures as a result of their close struggle, while in the B class, Ringo Chong of Team Kangshun won the first round, with Wang Jianwei, the Chinese driver of Team BetterLife, giving enthusiastic local spectators plenty to cheer about as he took his first victory the next day.

The battle continued in Zhuhai in May, with Imperatori once again conquering the racetrack with a formidable performance, beating Sawa in both rounds. “I knew the competition would be higher this weekend than in Shanghai, but I too, have improved,” he said confidently after the race. “My strategy is not to target the win, but to target my best.” Wang of Team Betterlife overpowered the in-form Francis Tjia of OpenRoad Racing to collect B Class victories in Round 3 and 4, while Ringo Chong came third twice.

Four consecutive wins undoubtedly placed Imperatori high on the leaderboard, but were not high enough to be clear of Avila, who, who had also earned podium positions in each of the rounds completed and would avidly grab any chance to overtake Imperatori. And the competitions in Ordos offered him just what he had been waiting for.

The dusty July winds of Inner Mongolia, along with the unique undulation of the racetrack, created many challenges to racing at the Ordos International Circuit – making for more intense and thrilling action.

In a dramatic turn of events, Imperatori, the leader during the majority of the Round 5 race, lost to Sawa as a result of a clash with O’Young. “I thought I would wait and see if something would happen – and it did!” said Sawa. “I saw the incident and thought something like that was possible as Darryl and Alex were very close together. But that is racing.” The result saw Imperatori finish off the podium and with Avila coming second on the day then claiming his first victory of this season in Round 6, the Macau-based Team Jebsen driver shot to the top of the Overall championship leaderboard. Woyo Racing driver, Davide Rizzo, also a newcomer in the series, beat Wang twice in his own pursuit of the B Class title.

One month later, the struggle for championship moved south again, on to the Sepang International Circuit in Malaysia. Imperatori, with a strong determination to reclaim first place on the leaderboard, prevailed in both rounds, while Sawa and O’Young took up, successively, the other two positions on the podium. In B Class, Davide Rizzo took his third and fourth victory in a row,

further closing the gap on Wang, who still managed podium positions to retain his leadership of the B class.

With the Singapore races approaching in September, the series is far from over. Competition is heating up in the final sprint toward the ultimate championship. Once again, the thrills of the Porsche Carrera Cup Asia 2011 will continue to keep us on edge – possibly until the last hundredth of a second.

OVERALL			
NO.1	Alexandre Imperatori	Team StarChase	144
NO.2	Rodolfo Avila	Team Jebsen	132
NO.3	Keita Sawa	LKM Racing Team	125

CLASS B			
No.1	Wang Jianwei	Team Betterlife	146
No.2	Ringo Chong	Team Kangshun	113
No.3	Francis Tjia	OpenRoad Racing	102
No.3	Wayne Shen	Modena Motorsports	102

O'YOUNG VALIANTLY BATTLES THE "GREEN HELL".

Few drivers have passed 52 cars in a race, but that's exactly what Porsche China driver Darryl O'Young did. That is just one of the exciting stories making 25 June 2011, a day long remembered in racing history as the date of the inaugural Porsche Carrera World Cup. The race saw over 100 Porsche 911 GT3 Cup cars compete on the Nürburgring-Nordschleife circuit – a challenging track affectionately dubbed the "Green Hell" for its esteemed beauty and unmatched challenge.

"The Nordschleife is a very tricky track," says Uwe Brettel, General Manager Motorsport Sales at Porsche, "The Carrera World Cup is the link between two very successful motorsport platforms: Porsche's one-make race series and the Nürburgring-Nordschleife."

O'Young is the most successful driver in the eight-year history of the Porsche Carrera Cup Asia and a two-time champion. Both man and car were well prepared for this race and entered with a strong shot at the title – when the unthinkable happened.

During the qualifying heat, O'Young locked up on a corner and ran against the wall. Nonetheless, he still managed to finish the heat, though due to his error and time lost was forced to start near the back of the pack in 92nd place. In a truly heroic effort, undaunted and with his many years of racing in Asia and abroad, he managed to finish 40th. Incredibly, passing 52 other entries.

The Porsche 911 GT3 Cup car entered by Porsche China tells a special story of its own. The car's livery was specially designed to bring Chinese culture and tradition to the acclaimed race track, with the background formed by the Qilin in jade green, with a Chinese dragon, a symbol of power, excellence and courage, adorning the sides and proudly sporting the Chinese flag on the roof. It could not have been more appropriate – O'Young and his Porsche certainly demonstrated power, excellence and courage on that famed Saturday.



PORSCHE PROVES INTELLIGENT PERFORMANCE AT THE NÜRBURGRING.



Founded in 1970, the 24 Hours Nürburgring is a touring car and GT endurance racing event on the Nürburgring Nordschleife in Germany's Eifel Region, with laps of the 25 kilometre circuit, challenging drivers and machines in a grueling test of endurance, skill and speed. And 26 June 2011, marked another exciting and dramatic Nürburgring race – with another triumph for Porsche.

At this 39th edition of the long distance endurance challenge, Porsche works drivers Marc Lieb (Germany), Timo Bernhard (Germany), Romain Dumas (France) as well as Lucas Luhr (Switzerland) brought their Porsche 911 GT3 RSR to victory in front of 220,000 spectators lining outside the legendary Nordschleife.

This was the fifth victory in this race for the Porsche Team Manthey and driver Timo Bernhard

in the last six years. With the Porsche 911 GT3 RSR continuing to prove itself amongst the world's most successful GT race cars, Porsche took the lead on Saturday at 23.25 hours and maintained its edge until the end, 108 laps and 16 hours and 35 minutes later. On one of the most challenging circuits racing has to offer, the Porsche team set a new distance record of 3,958.968 kilometres over 156 laps.

Also fielded by Porsche Team Manthey, was the Porsche 911 GT3 R Hybrid, with works drivers Joerg Bergmeister (Germany), Richard Lietz (Austria), Marco Holzer (Germany) and Patrick Long (USA), the innovative race car with its ground-breaking hybrid drive concept, which embodies Porsche Intelligent Performance, took the lead four hours into the race, only for mechanical difficulties to put an end to the efforts. The

Hybrid system had performed with perfection – only the traditional differential technology had succumbed. Nonetheless, it was another valuable opportunity to test the future of sports car technology.

"This is the first time I've been to a 24-hour race for Porsche and I certainly hadn't anticipated it being so emotional," said Matthias Müller, CEO of the Executive Board at Porsche AG. "It was a very great weekend for the Porsche enterprise. All the employees at the track have proven what Porsche Intelligent Performance really stands for."



RETURN OF THE KING: PORSCHE RETURNS TO LE MANS IN 2014.

Great news for sports car racing fans: Porsche is returning to the LMP1 Class of Le Mans in 2014. And when Porsche enters, the intent is to win! Porsche is the most successful car marque at Le Mans, garnering 16 wins since 1970, when Porsche first claimed overall victory in this most prestigious race. With some time passing since the last overall victory claimed by a Porsche 911 GT1 in 1998, excitement is building as Porsche develops new power plant and drive train technologies in anticipation of 2014.

Held annually since 1923 near the town of Le Mans in France, the 24 Hours of Le Mans is the world's longest running endurance sports car race. Commonly known as the Grand Prix of Endurance and Efficiency, teams balance speed against the endurance of their automobile to perform at its peak on a mix of closed public roads and specialist motor racing circuit, over a 24 hour period. As peak performance and quality are the hallmarks of Porsche, the Stuttgart sports car marque has traditionally excelled in this race.

"Motorsport was always an essential part of the Porsche brand," emphasises Matthias Müller, Chief Executive Officer of Porsche AG. "So for us it was

only a matter of time before we returned as a factory to the top league of racing. Porsche's successes in Le Mans are unrivalled. We want to follow up on this with the 17th outright victory."

Porsche has dominated the LMP2 class with the Porsche RS Spyder sports prototype, taking victories in 2008 and 2009. Briefly, the LMP2 allows a 5-litre engine but restricts performance enhancements while the LMP1 restricts engines to 3.4-litres, but has fewer limits regarding performance enhancements.

Learn more about Porsche LMP1 victories on page 14 of this issue.



PORSCHE DESIGN DRIVER'S SELECTION

Join Porsche Design Driver's Selection on page 18 of this issue to celebrate the first stunning overall victory by the Porsche 917 at Le Mans in 1970.

The historic Porsche 917 K driven by Hans Herrmann and Richard Attwood, claims the first overall victory by Porsche at Le Mans. In 2014, Porsche will return again.

PORSCHE AT LE MANS. THE BRILLIANCE OF MAN AND MACHINE.

In 1970, Le Mans rule changes required a reduction of maximum engine size from a 7-litre to a 5-litre engine. As a leading high performance sport car manufacturer, Porsche rose to this challenge with its standard 4.5-litre engine in a Porsche 917 Kurzbeck, which became known as the 917 K.

Challenging roads and rainy conditions caused numerous accidents and removed several entries, while other drivers pushed their cars to mechanical failure. Driven by Stuttgart's own Hans Herrmann and Englishman, Richard Attwood, the Porsche 917 K completed 343 laps – five more than the Porsche 917 L in second place – to claim a momentous first victory for Porsche.

driving a 4.9-liter flat-12 powered 917 K to victory. After 1971, a further rule change restricted larger racers like the 917 and the Ferrari 512, the only car that could occasionally match the Porsche 917 in 1970 and 1971. For the 1976 Le Mans, Porsche developed the Porsche 936 LMP1 Prototype to meet the revised standards and notch another win.

The next year, 1971 saw several more Porsche entries with Helmut Marko and Gijs van Lennep

These victories were only the beginning to a long line of triumphs for Porsche at Le Mans. Here is a selection of the winning cars and drivers.



**1970
PORSCHE 917**
HANS HERRMANN - RICHARD ATTWOOD
4,607.810 km at 191.992 kph



**1971
PORSCHE 917 K**
HELMUT MARKO - GIJS VAN LENNEP
5,335.313 km at 222.304 kph



**1976
PORSCHE 936**
JACKY ICKX - GIJS VAN LENNEP
4,769.923 km at 198.746 kph



**1977
PORSCHE 936**
JACKY ICKX - JÜRGEN BARTH - HURLEY HAYWOOD
4,671.630 km at 194.651 kph



**1979
PORSCHE 935 K3**
KLAUS LUDWIG - BILL & DON WHITTINGTON
4,173.930 km at 173.913 kph



**1981
PORSCHE 936/81**
JACKY ICKX - DEREK BELL
4,825.348 km at 201.056 kph



**1982
PORSCHE 956**
JACKY ICKX - DEREK BELL
4,899.086 km at 204.128 kph



**1983
PORSCHE 956**
AL HOLBERT - HURLEY HAYWOOD - VERN SCHUPPAN
5,047.934 km at 210.330 kph



**1984
PORSCHE 956**
HENRI PESCAROLO - KLAUS LUDWIG
4,900.276 km at 204.178 kph



**1985
PORSCHE 956**
KLAUS LUDWIG - PAOLO BARILLA - JOHN WINTER
5,088.507 km at 212.021 kph



**1986
PORSCHE 962 C**
DEREK BELL - AL HOLBERT - HANS-JOACHIM STUCK
4,972.731 km at 207.197 kph



**1987
PORSCHE 962 C**
DEREK BELL - AL HOLBERT - HANS-JOACHIM STUCK
4,791.777 km at 199.657 kph



**1994
962 DAUER LE MANS GT**
YANNICK DALMAS - HURLEY HAYWOOD - MAURO BALDI
4,685.701 km at 195.238 kph



**1996
WSC PORSCHE**
MANUEL REUTER - DAVY JONES - ALEXANDER WURZ
4,814.400 km at 200.600 kph



**1997
WSC PORSCHE**
MICHELE ALBORETO - STEFAN JOHANSSON - TOM KRISTENSEN
4,909.600 km at 204.186 kph



**1998
PORSCHE 911 GT1 98**
ALLAN MCNISH - LAURENT AIELLO - STÉPHANE ORTELLI
4,783.324 km at 199.324 kph

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 finer points of driving your Porsche in wet conditions.

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 things should I consider when driving in rainy conditions?

~ Mr. Tang, Chongqing, China



Every Porsche is a sports car, designed to offer you the highest levels of performance – but you must still always pay attention to the conditions around you. During wet weather, it is not possible to drive the same as in dry conditions. There are still some factors that you must consider.

- First and foremost, remember to slow down! It takes up to 30% longer to stop or adjust in wet weather.
- Stay toward the middle lanes, as water tends to gather in outside lanes.
- Drive in the tracks of a car ahead of you, and do not drive on the lane markings, as these are often most slippery.
- Turn your headlights on, even in a light rain, or in foggy or overcast conditions. Not only do they help you see the road, but they will help other drivers see you.
- Watch out for standing water and never drive through moving water if you can not see the ground below – you may be swept off the road!

Your Porsche is an incredibly safe sports car – but it is still important that you take good care of all its safety features. You should always ensure that your tyres have enough profile, or tread. Bald tyres significantly reduce your traction on wet roads, and offer little resistance to aqua-planing. When your tyres run over water, the water is displaced and needs somewhere to go quickly. The best place is between the treads of your tyres, but if your tyres are bald, the water has no place to go and you end up “aqua-planing” on a layer of water, like a boat. Do not presume that your four-wheel drive Porsche will make this impossible.

Finally, also remember to be careful that you replace old or brittle windscreen-wipers. Wiper blades in bad condition do not remove water from the windshield very well and will distort your view. If you follow this and all the other tips listed above, I am confident you will enjoy a safer drive this Autumn.



SHARPEN YOUR PENCIL AND YOUR DRIVING SKILLS. WITH THE PORSCHE SPORT DRIVING SCHOOL.

Who said learning couldn't be fun? With the Porsche Sport Driving School, it can be downright thrilling.

The aim of the Porsche Sport Driving School is to systematically improve your driving skills on an ongoing basis, enabling you and your Porsche to drive more safely and to more effectively deal with the hazards of the road.

This coming October in Shanghai, for the first time ever, drivers can access three levels of the Porsche Sport Driving School spanning over five days at the Shanghai International Circuit. From 15 - 19 October, world-class instructors will cover Performance, Master and Telemetric levels, offering every Porsche driver the chance to progressively improve all aspects of their driving on China's most celebrated driving circuit.

PERFORMANCE

This two-day course concentrates on improving vehicle control skills, such as effective braking while entering a corner and the use of efficient steering during vehicle control. This is also the first training that offers a free session of driving on the entire track.

MASTER

Following Performance, is the two-day Master class, primarily devoted to an introduction to the world of motorsport. Participants learn correct race etiquette, the art of the racing line, precision braking, controlled acceleration, and safe overtaking manoeuvres. For the first time, the Master Level now offers the opportunity to qualify for the International C-Class Racing License – allowing you to compete in international motorsport, such as the Porsche Carrera Cup Asia.

TELEMETRIC

Telemetric training introduces data recording and analysis to scientifically improve your driving performance. During this intensive one-day course, our cutting-edge GPS data recording equipment allows you to perform detailed video analysis of your driving style with the aid of multiple camera angles and overlaid graphical data.

Porsche does not only care about the development of our cars – but also our drivers. For an opportunity to improve your performance with the best instructors in China, visit us online at www.porsche.cn/sportdrivingschool, email us at sportdrivingschool@porsche.cn, or enquire at your nearest Porsche Centre.

GET THE MOTORSPORT LOOK

Your Porsche carries its motorsport spirit not only on the racetrack – but also in everyday life. Now you can enhance the motorsport look of your sports car with these authentic stickers offered by Porsche Tequipment – proving that the Porsche passion for racing can be extended far beyond the circuit. Available now for all models, excluding the Porsche Panamera.



RACE STRIPE

To create the motorsports look, there is now a **race stripe set**. The set includes a “PORSCHE” logo on a decorative stripe for the front lid that runs over the roof to the rear wing. The race stripe is available in the colours Black, Guards Red, Carrara White and Aluminium Look.

Available: Immediately
No.: 997 044 850 10..13



WINDSCREEN LOGO “PORSCHE”

A matching **decorative logo for the windscreen** is also available. The windscreen sticker with “PORSCHE” logo is a real eye-catcher and is available in the colours Guards Red, Carrara White, Aluminium Look and GT3 RS Green.

Available: Immediately
No.: 997 044 850 06..09



“PORSCHE” SIDE LOGO

The **“PORSCHE” side logo** also contributes to the authentic racing look. The decorative side logo is available in the colours Black, Guards Red, Carrara White and Aluminium Look.

Available: Immediately
No.: 997 044 850 14..17

917

FASHION
917 SALZBURG

Relive the First Le Mans Victory: The 917 Salzburg Collection!

Porsche. A motorsport history spanning more than 60 years. Synonymous with uncompromising sportiness and timeless designs. Facts reflected in the new "917 Salzburg" Collection from Porsche Design Driver's Selection – celebrating the Porsche Motorsport spirit beyond the car. Inspired by Porsche's first overall success at the legendary 24 Hours of Le Mans, this new collection celebrates the birth of a legend.



917 Salzburg Chronograph, Limited Edition

This Swiss made stop-watch features 917 lettering on dial. Quartz movement and waterproof up to 100m. Comes with set of two straps. Limited to 917 units.

WAP 070 004C
RMB 8148.00



Collector's Cup No.11

In the same design as the Porsche 917 Team Salzburg. Limited edition, serially numbered. In Red.

WAP 050 008 0C
RMB 262.00



917 Glass Coasters

In the same design as the Porsche 917 Team Salzburg. Set of four coasters.

WAP 050 050 0C
RMB 714.00

917 Salzburg Computer Mouse

In the same design as the Porsche 911. With printed Porsche logo. Designed in the design studio of Porsche Weissach. PC- and Mac-compatible. Aluminium scroll wheel, high-resolution 2,000 dpi sensor, 2.4 GHz technology and plug & play installation. In Red. With a tiny and very powerful dongle for wireless use.

WAP 040 811 0C
RMB 1297.00

917 Salzburg Bag

With all-over design inspired by the Porsche 917 Team Salzburg. Large main compartment with two-way zip. Inside pocket with 917 Salzburg print. With shoulder strap. Made of PU material. In Red. 55 x 37 x 25 cm.

WAP 035 007 0C
RMB 2172.00

Printed T-shirt

With large 917 Salzburg print on the front. In White.

Men Sizes: S, M, L, XL, XXL, 3XL.
Women Sizes: XS, S, M, L, XL, XXL.

WAP 881 00S-3XL 0C
WAP 882 0XS-XXL 0C
RMB 714.00



YOUR PORSCHE SERVICE CENTRE. YOUR SAFE CHOICE.

You've invested in your Porsche for a reason: you appreciate the highest levels of performance. Your Porsche Service Centre also shares this passion – with a dedication to highly-skilled maintenance services with customer care excellence that is second to none. Our one-stop-service offers the convenience of a full range of services, including tyres, brake service, maintenance, and repairs. Our service team is committed to keep your Porsche at peak performance and safety levels.

It is not just our commitment that makes the difference. It is also a matter of expertise. You're your Porsche Service Centre has qualified technicians with detailed knowledge of every Porsche car, no matter how complex the

technology or how sophisticated the electronics. And for all the latest technology, the state-of-the-art PIWIS system ensures that your technician is always in touch with the engineers that created your acclaimed sports car.

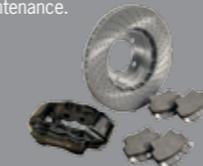
With Porsche Service, you can rest assured that you can enjoy your Porsche safely for years to come.

On www.porsche.cn, go to **Personalisation & Service**, and click on **Porsche Service** to find out more.

Give your brakes a break.

In high performance vehicles like your Porsche, the braking system is critical for maintaining safety and performance. Only genuine Porsche Service Centres can assure proper function of the entire system, including brake pads, discs, rotors, and other components. We suggest that you consult your Porsche Service Centre to ensure proper functioning of the entire system at all times.

For example, brake fluid must be changed every two years according to the Porsche maintenance schedule. This is because over time brake fluid can absorb moisture and its viscosity level decreases, adversely affecting braking performance. The Service Advisors in your Porsche Centre will know when to replace the brake fluid and advise you during scheduled maintenance.



Celebrating the 75th Birthday of a Design Icon: F.A. Porsche!

A tribute to the iconic figure behind the proud tradition and continuous innovation of the world-renowned sports car marque. This special collection, created by the Porsche Design studio in honour of the 75th birthday of Ferdinand Alexander Porsche, offers a range of textile and lifestyle items with unique and historical designs. Sporty symbols of heritage. Must-have for every Porsche fan.



Leather Jacket 75 Years, Limited Edition

Elaborately designed lining with 75 years F.A. Porsche print. High class batch with 75 years F.A. Porsche emblem on left sleeve. Jacket: 100% lambskin. Lining: viscose/acetate. Limited to 750 pieces. Sizes: S, M, L, XL, XXL, 3XL. WAP 107 00S-3XL OCFAP RMB 13045.00



Sports Bag 75 Years

With 75 years F.A. Porsche emblem and autograph print. Big main shed and side shed with zip. With carry handles and removable shoulder belt. Measure: 62 x 30 x 30 cm. WAP 106 000 OCFAP RMB 2114.00



Baseball Cap 75 Years

Exquisitely crafted baseball cap in a muted shiny look with bicoloured bill. High class batch on front and autograph piping on bill. Silver applications on back. Metal plug with Porsche lettering. WAP 101 001 OCFAP RMB 364.00



Collector's mug 75 Years

In design of the 75 years Porsche emblem that is included with a very fine sandblasted engraving. The soft touch finish adds a mat look to the cup. Volume: 0.5 l. Measure: 11 cm height, diameter: 9.6 cm. WAP 105 000 OCFAP RMB 364.00



Grillbadge (Poster) 75 Years

Embossed 75 years F.A. Porsche emblem in black in a mat silver plated fire-enameled layout. Measure: 9.5 cm diameter. Limited to 901 pieces. WAP 103 000 OCFAP RMB 1239.00



Polo Shirt 75 Years

75 years F.A. Porsche emblem on breast and silver 75 years print on the back. Buttons with Porsche lettering. 100% cotton. Sizes: S, M, L, XL, XXL, 3XL. WAP 102 00S-3XL OCFAP RMB 1093.00



T-Shirt 75 Years

Big silver 75 years lettering on breast. High class batch with 75 years F.A. Porsche emblem on left sleeve. 100% cotton. In black. Sizes: S, M, XL, XXL, 3XL. WAP 104 00S-3XL OCFAP RMB 656.00



SHARE OUR FAITH: AT THE PORSCHE EXPERIENCE.

In 10 years in China, Porsche has been well-received across China, but only a lucky few get the opportunity to experience the thrills of the Porsche brand from behind the steering wheel – until now. From September through November, the people of Beijing and visitors to the national capital will have an unprecedented opportunity to share a truly unique “Porsche Experience” in the heart of the stylish Sanlitun Village.

“This will be a great opportunity for people from across China to come and experience the Porsche brand,” said Mr. Helmut Broeker, Chief Executive Officer of Porsche China. “It is also an opportunity for Porsche to get closer to the community and share our history and our values. We also want to share the excitement and enthusiasm we have for the China market.”

Covering two spacious floors in the heart of the bustling district, a variety of truly unique Porsche models will be on display, including interactive exhibits and multimedia displays covering topics as

diverse as Ferry Porsche, Porsche Motorsport, and the latest technological innovations from Weissach. Combined with customary Porsche hospitality and a children’s area, the Porsche Experience will provide a destination for the whole family in the heart of Beijing.

The coming months will bring wine tastings, art displays, and the chance to meet drivers from the Porsche Carrera Cup Asia, among other entertainment. Don’t miss this chance to take part in Porsche history in Beijing – it will be a true Porsche Experience.



CAN’T TRAVEL TO BEIJING? THE WORLD OF PORSCHE IS COMING TO YOU.

On 15 – 16 October 2011, at Porsche Centres around China, the ‘World of Porsche’ series of events will provide you with another unique experience – an opportunity to become more familiar with Porsche and your local Porsche Centre.

A visit to a Porsche showroom is always a memorable experience, with a display of the finest new sports car models tempting the eager driver – but with the World of Porsche event series, there will be even more awaiting you. Activities will include guided tours and demonstrations, quizzes and puzzles, racing simulators, mini golf and the Porsche Kids Driving School. Participate in all the activities and claim your gift prize, while the most avid enthusiasts will receive gifts from the Porsche Design Driver’s Selection.

Come down to experience more from the world’s most popular sports car marque. The World of Porsche is open to everyone – and we look forward to seeing you there.

For more information, contact your nearest Porsche Centre.



2ND ANNUAL ART CONTEST EMPOWERS FUTURE YOUNG ARTISTS



Porsche is once again collaborating with the Sichuan Fine Arts Institute for the second annual “Empowering the Future” Art Contest. On 21 October in Chongqing, three young talented artists will be awarded the opportunity to visit renowned art institutions in Germany and showcase their work in Porsche Centres throughout China. The art contest is an extension of the “Empowering the Future” initiative that was launched in partnership with UNICEF in 2008 to improve the access of resource teachers and learning materials to earthquake affected areas of Sichuan and Gansu Provinces. Since its launch, the programme has trained over 3,000 teachers and helped more than 55,000 students.



HIGHLY ANTICIPATED BOXSTER E PROTOTYPE MAKES ELECTRIFYING DEBUT

Porsche sparked the interests of car enthusiasts and environmentalists in May with the unveiling of two Boxster E prototypes at the Michelin Challenge Bibendum in Berlin. When completed, the all-electric model will sprint from 0 to 100 km/h in 5.5 seconds – proving that when Porsche engineers are at work, electric mobility and sports car performance are natural partners.

WEISSACH CENTRE EXPANSION MARKS INVESTMENT IN THE FUTURE



Porsche recently strengthened its competitive edge by investing 150 million euro in the expansion of the Research and Development Centre in Weissach. Work began on 28 July on the state-of-the-art design studio, high-tech wind tunnel and electronics integration centre to create the ideal conditions for engineers to further develop electric and hybrid technology and the next generation of Intelligent Performance. The expansion is expected to be completed by mid 2014.



“PORSCHE – MADE IN FAITH.” NOW AT YOUR FINGERTIPS.

Porsche enthusiasts can now experience a digital world of Porsche with the newly released “Porsche – Made in Faith” Apple App*. Dedicated to celebrating the 10 Year Anniversary of Porsche in China, this App features:

- Selected pictures and video clips of the latest Porsche models
- Explanation of the Made in Faith philosophy
- Details and 360 degree view of the 911 “10-Year Anniversary Edition”
- Interactive maps to find Porsche Centres in China
- Films, wallpapers, and games from the world of Porsche

*This free App is now available from the Apple App Store (China). You can find the App at: <http://itunes.apple.com/cn/app/id458348508?mt=8>

Please note, this App is currently only available for the Apple iPad. The Apple iPhone version is coming soon.

2011 CALENDAR

PORSCHE CARRERA CUP ASIA: ROUND 9 & 10

Date: 23 – 25 September 2011

Location: Marina Bay Circuit, Singapore

With Rodolfo Avila of Team Jebesen and Keita Sawa of LKM Racing jostling to take the championship lead from Team StarChase’s Alexandre Imperatori, we can expect fireworks on this legendary street circuit. For more information, visit us at www.carreracupasia.com.

PORSCHE SPORTS DRIVING SCHOOL PERFORMANCE LEVEL

Date: 15 – 16 October 2011

Location: Shanghai International Circuit

A two day course focused on improving your vehicle handling, vision control, braking and steering during corners, and response to a vehicle that threatens to oversteer.

MASTER LEVEL

Date: 17 – 18 October 2011

Location: Shanghai International Circuit

Building on what has already learned in the Performance course, with special motorsport-focused training. Identifying the racing line, learn precision braking and study ‘standing’ and ‘flying starts’.

TELEMETRIC LEVEL

Date: 19 October 2011

Location: Shanghai International Circuit

This one-day training, takes you into the details of data recording and analysis, under the personal guidance of an international and local instructor.

For more information about the Porsche Sport Driving School, visit us online at www.porsche.cn/sportdrivingschool, email us at sportdrivingschool@porsche.cn.

WORLD OF PORSCHE

Date: 15 – 16 October 2011

Location: Porsche Centres around China

The ‘World of Porsche’ series of events will provide you with another unique experience – an opportunity to become more familiar with Porsche and your local Porsche Centre. For more information, contact your nearest Porsche Centre.

PORSCHE CARRERA CUP ASIA: FINAL ROUNDS ROUNDS 11 & 12

Date: 21 – 23 October 2011

Location: Shanghai International Circuit

The 2011 Season of the Porsche Carrera Cup Asia is sure to provide a thrilling conclusion in Shanghai. For more information, visit us at www.carreracupasia.com.

GUANGZHOU AUTO SHOW

Date: 22 – 26 November

Location: Pazhou Complex, China Import and Export Fair

Join us to see the latest from the world of Porsche on display at the largest annual Auto Show in China.