



PORSCHE

# IN FOCUS 聚焦保时捷

Issue 3, 2012

- The New Boxster Arrives in Style
- Come and Discover the World of Porsche
- Porsche Experience Tour Commences



**A Symbol of Independence,  
The New Boxster**



Dear Porsche Enthusiasts,

I am delighted to announce that the new Boxster has finally arrived. This classic and powerful pure-bred roadster now runs on increased power and enhanced efficiency with a markedly lighter and sleeker design. A flawless equation of style and functionality, the new Boxster is ready to be unleashed on the open road.

This issue also looks at the upcoming China Final of the Porsche Golf Cup 2012, which will take place from 26 to 28 October in Sanya. Once again, customers will have the unique opportunity to compete on one of the most beautiful and challenging golf courses. This exclusive event, which is now in its second successful year, will undoubtedly be an exceptional and unforgettable experience for all those who will take part. Good luck to all the finalists!

Finally I am thrilled to announce three more openings of Porsche Centres across China. Porsche Centre Lanzhou, which opened in July, firmly placed us as one of the first premium automakers to enter Gansu province. Our presence in Northern China is now even more prominent, with Porsche Centres opening in Tangshan and Hohhot. As ever, Porsche continues to grow and build stronger roots across the mainland, providing optimum and accessible services to all of our loyal customers.

I wish you a season of pleasant and safe driving with your Porsche.

Best regards,

**Porsche (China) Motors Limited**

**Mr. Helmut Broeker**  
Chief Executive Officer



## THE NEW BOXSTER ARRIVES NATIONWIDE

Throughout September, Porsche Centres across China hosted a series of POS Launches for the new Boxster, where hundreds of attendees witnessed the arrival of the new roadster by Porsche. Sleeker, lighter and faster, the new Boxster pays homage to its rich racing history whilst embracing the marque's vision for the future. Indeed, the completely redefined roadster drives with character and independence, and is a true representative of pure freedom and autonomy on the road!



## A HYBRID OF PAST AND FUTURE, THE NEW BOXSTER

### EXTERIOR

Following its Asia debut at Auto China in April, the recent national launch of the new Porsche Boxster caused quite a stir amongst those who harbour a passion for Porsche. Porsche first released the Boxster back in 1996, and it has been making headlines ever since. Launched with a classic flat six-cylinder engine, the Boxster has continuously made strides in aesthetics, performance, and sheer power, which come together perfectly in the latest offering from the Boxster family.

Gazing upon the new Boxster propels one into both the past and the future. The instantly recognisable curve of the headlights is reminiscent of its

1960's and 1970's Porsche race car heritage. And whilst its silhouette remains unmistakably classic, modern advances have turned this Boxster into an outstandingly efficient sports vehicle. The new lower hanging hood, side angles, sloped windshield and long wheelbase all combine to improve aerodynamics. The spoiler's edge, when retracted, perfectly outlines the attention-grabbing LED taillights, while the bold shoulder line encases and defines the 18-inch high performance tyres. Racing ahead, the stylish rear wing reduces lift by automatically deploying at 120 km/h.

### INTERIOR

But power and beauty never simply comes from the outside, and the new

Boxster is no exception. Stepping inside, one is struck immediately by the surprisingly spacious feeling and generous legroom that this Boxster maintains within its compact design. The urge to start the engine is unavoidable as you run your hands over the snug leather-lined steering wheel, gear lever, and door inlays. Inspired by its racetrack predecessors, the centre console has been positioned slightly higher than normal. This places the gear level closer to the steering wheel, making faster and more economical gear shifts possible. Contoured sports seats come standard in the new Boxster, cradling the driver lower down in the body and providing race car views of the road.

### ENGINE

Porsche Enthusiasts know that the true beauty of a Boxster lies in its performance. The mid-mounted, 2.7 litre horizontally opposed six-cylinder engine boasts direct fuel injection and VarioCam Plus. Delivering 265 hp, these engine features result in a noticeably more powerful and efficient experience. For even more precise control, simply press the "Sport" button which comes equipped as standard on the centre console, and feel the surge of power it brings. Also coming standard in the new Boxster is the energy minimising electromechanical power steering, automatic start/stop function, intelligent thermal management,

electrical system recuperation, and a coasting function that helps reduce fuel consumption and carbon dioxide emissions by up to 16 percent.

### DRIVE

For drivers seeking the ultimate sports experience, there is the optional Sport Chrono Package that includes gearbox mounts to minimise vibrations. This system provides more stable handling at high speeds, astonishingly fast pick up from a stationary position, and greater traction around tight curves.

The all-new Boxster perfectly embodies the racing heritage of Porsche with the sophistication and technological advances of the

modern age. This redefined roadster is an expression of freedom, passion and excitement. Indeed, it is a statement of the driver's spirit, declared.

Find out more about the New Boxster  
at: [www.porsche.cn](http://www.porsche.cn)



If you would like to have more information, please provide your contact details below and return to us via fax (021) 61682 911, or in 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 3 months    In 3 – 6 months    In 6 – 12 months    Over 12 months

**I am interested in:**

Boxster    Boxster S

**Other Porsche models:**

911    Cayman    Panamera  
 Cayenne    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:**

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**Your friend's tel. number:**

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**THE NEW BOXSTER.  
SPIRIT, DECLARED.**





## REDEFINING AN ICON: EXCLUSIVELY TAILORING YOUR CAYENNE WITH PORSCHE EXCLUSIVE

The Cayenne has redefined the concept of a sleek, sporty, high performance SUV with the impeccable synthesis of outstanding functionality and unique design. It is a perfect ambassador for Porsche Exclusive, the customisation service, which enables customers to personalise their

Porsche through a multitude of interior and exterior finishes. The Porsche Exclusive experts at Porsche China have redefined the Cayenne with various exclusive options. Elegant, athletic and distinct – the result is a Cayenne that is truly unique and exclusively yours.

The paintwork on the powerful muscular shape of the mid-size SUV is subtle yet remarkable. A range of striking metallic exterior colours such as Jet Black, Dark Blue, and Amethyst are available and in a stunning contrast, the twin front air intake grills, the lower part of the exterior rear



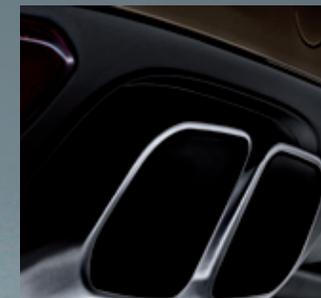
Generously equipped interior

view mirrors and the rear spoiler edge can all be painted in Classic Silver Metallic. Polished aluminium twin sports tailpipes recall the motorsport heritage of the Cayenne, completing an exterior that evokes the grace and sportiness of a true race car.

For a further dynamic and distinct appearance on the road, the addition of side skirts, high-gloss finish and Bi-Xenon headlights all set this Cayenne apart. In addition, the optional 20-inch Cayenne Sport Design II wheels, complete with full colour Porsche crests on each wheel, further enhance its iconic image and high performance. The possibilities are endless when emphasising the strong silhouette of the Cayenne.

For the interior, you can take the technical innovations and principles of comfort, style and performance to a new distinct level. A two-tone colour combination with tailored seats in either Black or Umber leather is undeniably chic. The seat centre and arm rests, available in Chestnut Brown or Cognac, are finished off with flawless decorative stitching reflecting the owner's personal qualities: sophistication, refinement and good taste.

As well as comfort and style, a well-equipped interior is the hallmark of the Porsche Exclusive range available for the Cayenne. Its multi-functioning heated steering wheel, superior PCM (Porsche Communication Management) 3.1 navigation unit, and an unrivalled



Polished aluminium twin sports tailpipes



The real spoiler edge, the roof rack and window edges painted in Silver Metallic

BOSE® surround sound system all attest to the Porsche philosophy rooted in the continuous technical innovation as well as constant devotion to comfort, style and performance. Headrests embossed with the Porsche crest are the subtle final touches that set the Cayenne apart.

The over-riding principle of Porsche Exclusive has always been to make full use of the traditional skills of our craftsmanship, so that your car is truly unique. With every detail carefully developed to create a distinctive Porsche experience, the Cayenne is more than a high-performance SUV and sports car. It also represents a particular lifestyle: yours.



## PORSCHE EXPERIENCE TOUR: AN INSIGHT INTO THE EVOLUTION OF PORSCHE

The opportunity to travel through time and experience the glorious history and future of one of the world's most renowned sports car marques is now possible. With outstanding work from contemporary artists and elite designers, the Porsche Experience Tour 2012 is a travelling art exhibition that promises to demonstrate the long-lasting legacy of Porsche in the most vivid and imaginative platforms for all car enthusiasts.

Visiting Hangzhou, Chengdu, and Guangzhou consecutively from the end of September until January of next year, the exhibition portrays the ultimate faith and motorsport spirit of Porsche which has helped shape its evolution from the past, present to the future.

With unprecedented artistic concept and innovative forms, this tour is divided into three major parts - Past, Present and Future. The *Past* section features the rich

heritage of Porsche with a remarkable sculpture of the Porsche 356 and a series of milestones that ensues. Walking through a historical tunnel detailing the past six generations of the 911, one then enters the *Present* section where iconic Porsche models are on display in an artistic surrounding. The *Future* room offers visitors a glimpse into Porsche's bold vision of the super sports car of tomorrow by showcasing its cutting-edge creations – the hybrid models as well as the 918 Spyder – symbols of the perfect balance between efficiency and performance through hybrid technology. Combined with design statements from Porsche Exclusive and interactive multimedia modules outlining the latest developments in Porsche Intelligent Performance, this event guarantees a rare insight into the entire DNA of the Porsche brand.

In addition to this exciting indulgence into the world of Porsche, visitors can also engage in the event and share their passion for the car marque by registering online on the Porsche website or following it on Sina Weibo. Either way, participants are in for a unique opportunity to win fabulous prizes.

Come by if you happen to be in one of the three cities. The Porsche Experience Tour will be an experience you will never forget. For more details, please visit: <http://www.porsche-experience.cn>.

VENUE	
2012.09.25 – 2012.10.20	Hangzhou Zhejiang Museum of Natural History
2012.11.07 – 2012.12.06	Chengdu Chengdu Dongqu Music Square
2012.12.24 – 2013.01.22	Guangzhou Guangzhou Taigu Cang



## CHINA CHAMPIONS TO BE CROWNED AT PORSCHE GOLF CUP 2012

This year, from April through to September, the Porsche Golf Cup 2012 has welcomed numerous Porsche customers from around China to compete in 21 qualifying tournaments held in 18 cities, all home to Porsche Centres. The category winners from each individual Porsche Golf Cup tournament will advance to the China Final, which will be held in Sanya from 26 to 28 October.

A series of professionally organised amateur tournaments, the Porsche Golf Cup is an event tailored to Porsche customers who share a passion for the sports



car marque and golf. It is also a great opportunity for Porsche customers to meet and compete with like-minded people. From each individual tournament, those who topped the Men's Gross, Men's Net and Women's Net will advance to the China Final.

More than just emerging as grand final champions, the top category winners will also come away with

the ultimate award: a chance to move on and represent China at the 2013 Porsche Golf Nations Trophy held in Germany, where they will compete against teams from Italy, Switzerland and Germany.

In addition to hosting the Porsche Golf Cup for its customers this year, Porsche will be the official vehicle sponsor of the Mission Hills World Celebrity Pro-Am. The event

will be held from 18 to 21 October 2012 at the scenic Mission Hills resort on Hainan Island, where world famous celebrities from the sports and entertainment worlds will play alongside some of the biggest names in golf. Porsche has invited 12 selected Porsche enthusiasts to play at this event and meet some of their lifetime icons. Furthermore, Porsche has invited additional Porsche customers to attend as spectators where they will have the unique opportunity to mingle with sports and entertainment celebrities while watching the highest quality of golf at this highly exclusive event.

The Porsche Golf Cup and the Mission Hills World Celebrity Pro-Am partnership are two great events that serve as the ultimate tribute to Porsche customers who are both serious golf enthusiasts and share the passion for the sports car marque – which epitomises excellence, style and distinction.



# PORSCHE



## COME AND DISCOVER THE WORLD OF PORSCHE

Porsche doesn't simply build sports cars. Porsche is so much more. On 13 and 14 October, World of Porsche is coming to local Porsche Centres across China for Porsche customers and enthusiasts to learn more about the car marque. In addition to a full line up of the Porsche model range, the event will showcase the Cayenne GTS. Guests will be given a guided tour of the showroom, with an entertaining and educational presentation of new technologies and exclusive customisation options. Promising to involve a whole lot of fun and excitement, World of Porsche will offer the chance to learn more about Porsche and to participate in a number of interactive games and activities. Children will particularly enjoy the Kids Driving School, whilst adults can consider taking part in the Porsche Travel Club and the Porsche Golf Cup, or attending one of the upcoming Porsche Carrera Cup Asia races. With a number of

exclusive give-aways to be won, and quizzes to partake in, World of Porsche is open to everyone and promises to be an unforgettable day out. We look forward to seeing you!

For more detailed information, please contact your nearest Porsche Centre or visit [www.porsche.cn/wop](http://www.porsche.cn/wop).



## STUTTGART BALLET TO ENCHANT PORSCHE CUSTOMERS

Earlier this year, Porsche AG announced the establishment of its long term partnership with the Stuttgart Ballet, launched under the banner "premium meets premium". Through this close collaboration, Porsche not only aims to bring the enchanting and sophisticated world of ballet closer to its customers, but also demonstrate the shared ethos for tradition and innovation between both companies.

Performing during this year's International Art Festival, the Stuttgart Ballet is coming to Shanghai on their China tour. The company's first visit to China was back in the 1980s when all their performances were sold out to raving reviews. The Ballet company not only boasts a history dating back to the royal ballet resident at the court of the Duke of Württemberg as early as

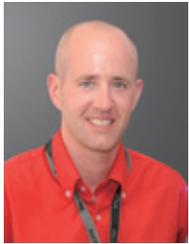
1609, but also has been standing firmly at the forefront of international dance for more than 50 years. With a high level of technical skill and a stylistically broad repertoire, it is able to present the elegance and artistry of ballet in a captivating manner. Reid Anderson, the troupe's current artistic director, has won numerous awards in the field, most notably, the German Dance Prize and Director of the Year in 2006.

As the exclusive sponsor of the Stuttgart Ballet's performance of the Lady of the Camellias in the Shanghai Grand Theatre on 3 November, Porsche will extend the privilege of experiencing this unique opportunity by inviting its customers to enjoy an ingenious rendering of the classic tale of love and tragedy.



## PERFORMANCE PRINCIPLES

Porsche Sport Driving School with Chief Instructor Arnd Stollmann



Welcome to *Performance Principles*, as we look at some more questions from the Porsche Sport Driving School. In this issue, Porsche China Chief Instructor, Arnd Stollmann, shares some tips on preparing for your road trip.

In every issue of *In Focus*, Arnd Stollmann answers a question from Porsche Sport Driving School participants 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.

I am planning a road trip and heard that packing the car properly is important. Why?

~ Ms. Liu from Shanghai

Packing your car properly is important for several reasons. First, when items are loosely packed inside the main car compartment, they tend to slide around, potentially causing danger, particularly if an accident occurs. Items can roll under the driver's feet or hit passengers during fast braking, therefore it is recommended to keep cardboard boxes or shopping bags in the boot. Heavier objects should be wedged securely behind the backseat on the floorboard.

Whether your items are large or small, avoid the most frequently made packing mistake: overloading the car. Find the maximum weight for your car and do not exceed that limit. Carrying too much weight in and on your car can cause over-use of the clutch, uneven wear of the tyres, or suspension damage – not to mention drastically increasing your fuel consumption and decreasing the performance of your car.

It is important to keep that in mind when storing items outside of your car as well. If you are using a roof rack for more storage space, factor in the weight of the rack and secure both the front and back of your load to prevent it from sliding. In order to prevent damage to your car, carry large, light-weight items on the roof rack and heavier items inside the car.

Perhaps the most important point to remember when properly packing your car is to never pack anything that obstructs your line of sight. Visibility behind and to either side of you is critical for safety.

Finally, proper car storage is more important than most people realise when planning a trip. Fortunately, it takes minimal effort to pack items efficiently and safely – so you can quickly get on the road!



## Driver's Selection

by Porsche Design

### A HOMAGE TO THE 1960'S

The colour spectrum of the late 1960s is making a long overdue comeback. Inspired by the charismatic uni-colours typical of this period's 911: Tangerine, Polo Red, Irish Green and Ossi Blue. These heritage colours express power and verve in their purest forms and represent an era of success that was sparked in the 1960's.



**Messenger Bag**  
Robust and water-proof surface. Main compartment divided into sections with multifunctional slots for accessories such as pens and mobile phones. Padded laptop compartment. Outside patch pocket.  
WAP 035 205 0D  
RMB 952.00



**Notebook**  
100 perforated pages featuring Porsche logo. Filing system in the front for business cards and other items. With integrated ballpoint pen and rubber fastener.  
Dimensions: 15 x 18.8 cm.  
WAP 092 104 0D\_Close  
RMB 271.00



**Breakfast Boards (set of 2)**  
Perfect for use as a chopping board or a stylish place mat. Exclusive high gloss surface. Approx. 23.5 x 14.5 x 0.2 cm.  
WAP 050 050 0D  
RMB 699.00



**Collector's Cup No.12 - Limited Edition**  
Limited to 4,000 units. Featuring a unique serial number.  
WAP 050 080 0D  
RMB 271.00



**Umbrella**  
High-quality metal frame with manual release and wooden handle. Canopy fabric made of UV-resistant, tear-proof polyester.  
WAP 050 053 0D  
RMB 699.00



**Men's T-shirt**  
Motif from the colours of the 1960's collection. 100% cotton, in black.  
WAP 630 00S-3XL 0D  
RMB 699.00



Porsche Active Suspension System

## SPORTINESS AND COMFORT IN ONE: PORSCHE ACTIVE SUSPENSION SYSTEM

Porsche offers no ordinary driving experience. This experience amounts to a communion between the driver, the vehicle, and the road. The subtlest change in dynamics is immediately registered and responded to, achieving the ultimate driving experience. What enhances the smoothness of this interaction is Porsche Active Suspension System (PASM), a remarkable example of Porsche Intelligent Performance.

PASM is an electronic damping control system which offers active and continuous adjustment of the damping force for each wheel, based on the road conditions and driving style. Sensors record the body movements resulting from powerful acceleration, braking or uneven road surfaces. This enables intelligent adaptation of damper stiffness for the selected mode, optimising contact between each individual tyre and the road.

At the press of a button, the driver can choose between different modes to either filter out impacts from the road, or enhance the control and performance of the car. Depending on the mode selected, PASM can be both sportier and more comfortable than the standard chassis. The PASM control unit also evaluates the driving conditions and modifies the damping force on each of the wheels in accordance with the selected mode.

PASM is equipped as standard in all Porsche models in China and is also a standard feature in the new Boxster and new 911. It remains active at all times and automatically adapts to the prevailing driving conditions, enabling greater car control and improving comfort and safety. Learn more about PASM by visiting our website or calling your local Porsche Centre.



## THE BOXSTER, INHERENTLY A RACE TRACK STAR

Porsche has perpetually ensured that its classic heritage remains a core element in the design of its models – with the new Boxster being the perfect example of this. Set to take driving to new heights, its unique combination of sleek design and powerful performance springs from a long line of traditional yet innovative lineage which includes automobile elites such as the 356/1 and the 550 Spyder.

The Boxster represents the first Porsche roadster since the 550 Spyder – a model that certainly proved a winning formula in its day. The 550 Spyder first impressed at the Carrera Panamericana race in Mexico in 1954. This 3,000 km trek pitted the world's finest cars against each other in a race across the country. The 550 Spyder accelerated to exhilarating speeds of up to 200 km per hour during straight stretches of road, claiming victory in the 1,500 cc category and third and fourth in the overall ranking.

Hans Hermann, the third place finisher in the 1954 Carrera Panamericana race, had another exhilarating experience when he raced the 550 Spyder in the 1954 Mille Miglia. As he and his navigator approached a railroad crossing, the bars were lowered to allow a train to pass. Knowing it was too late to stop, the two men bent forward, sliding underneath the bars just before the train sped by. This exhilarating stunt only increased interest in the 550 Spyder and its impressive racing capabilities.

Two years later, in 1956, the evolution version of the model, the 550 A Spyder, helped Porsche race to a first place victory at Targa Floria, the marque's first win in a major racing event.

Similarly imbued with features from its impressive heritage and combined with the advances of modern technology, it is no surprise that the new Boxster is an undeniable asset to the car marque and its contribution to the history of elite car racing.



## PORSCHE WINS VISION AWARDS GOLD MEDAL

Porsche AG was awarded the gold medal at this year's Vision Awards ceremony for The Porsche Environmental Statement 2011. The League of American Communications Professionals (LACP) found the position of Porsche on sports car production and environmental responsibility a triumph in design, style, clarity and accessibility.



## “DESIGN TEAM OF THE YEAR” AWARD GOES TO...STYLE PORSCHE!

Michael Mauer, Head Style Porsche designer, and his 80 team members, collected this year's Red Dot award for "Design Team of the Year" for their work on the Porsche 911 Carrera. In completely redesigning the model while retaining the features of the 911 that made it such a triumph in the first place, the Style Porsche team has successfully advanced the Porsche identity around the world.



## PORSCHE CHINA APPOINTS NEW CHIEF OPERATING OFFICER

Porsche China has recently named Mr. Michael Kirsch as its new Chief Operating Officer (COO). Mr. Kirsch will oversee all operational activities in China, including all sales, after sales, and regional offices. Formerly Accor Hospitality's Director of Communications and Public Relations, and a member of its Executive Committee, Mr. Kirsch brings a wealth of expertise to the role with almost twenty years of experience in the automotive industry, and Porsche is delighted to have him on board.

## CALENDAR\*

### WORLD OF PORSCHE

Date: 13 – 14 October

Location: Porsche Centres around China

### PORSCHE TRAVEL CLUB TOUR OF YUNNAN

Date: 11 – 15 October, 20 – 24 October

### MISSION HILLS WORLD CELEBRITY PRO-AM

Date: 19 – 21 October

Location: Million Hills Haikou Resort

### PORSCHE GOLF CUP 2012 CHINA FINAL

Date: 26 – 28 October

Location: Luhuitou Golf Club, Sanya

### PORSCHE SPORT DRIVING SCHOOL PRECISION

Date: 27 – 28 October

Location: Chengdu International Circuit

### STUTTGART BALLET

Date: 3 November

Location: Shanghai Grand Theatre

### PORSCHE CARRERA CUP ASIA 2012 FINALE

Date: 9 – 11 November

Location: Shanghai International Circuit

### THE 10<sup>TH</sup> GUANGZHOU INTERNATIONAL AUTOMOBILE EXHIBITION

Date: 23 – 30 November

Location: China Import & Export Fair Complex Pazhou, Guangzhou

\* Please note the calendar above is not final and may be subject to change.

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Hangzhou, China

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Nangang District  
Harbin, China

## Porsche Centre Hefei

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Baobe Industry Park  
Hefei, China

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Hohhot, Inner Mongolia, China

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## Porsche Centre Jinhua

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Jinhua, China

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and the Luguang Road  
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## Porsche Centre Suzhou

Tel: +86 512 88888 911  
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Xiangcheng District  
Suzhou, China

## Porsche Centre Taiyuan

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Xiaodian District  
Taiyuan, China

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Luqiao Area  
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of Modern Equipment Manufacturing  
Tangshan, China

## Porsche Centre Tianjin

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保时捷推荐 Mobil 

## 独立宣言

### 新款保时捷 **Boxster**

让速度的激情颂扬独立精神。新款保时捷 Boxster，继承了上世纪 50 年代保时捷 550 Spyder 纯正赛车基因，以焕然一新的设计惊世登场。加长的车身和更低的悬挂，带来更为卓越的空气动力学性能；配备了 Sport Chrono 组件的 Boxster S，更创造出 7 分 58 秒环绕纽伯格林北环赛道一圈的惊世速度。完美成就中置发动机跑车新传奇，任你的独立宣言风行于世。



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