



PORSCHE

IN FOCUS 聚焦保时捷

Issue 1, 2014

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**THE 919 HYBRID
OUR RETURN**



Dear Porsche Enthusiasts,

With the new year now in full swing, we have much to look forward to from Porsche in the coming months. With Auto China now here, Porsche will once again showcase its latest cutting-edge innovations. A myriad of Porsche models are ready to grace the stage of this prestigious auto show, each one a demonstration of precise engineering and innovative design. Taking centre stage will be the World Premieres of the Macan, Boxster GTS and Cayman GTS, as well as the Asia Premieres of the new 911 Targa and Cayenne Platinum Edition.

Back to the race track, home to our greatest accomplishments and inspirations, Porsche Carrera Cup Asia 2014 kicks off with a new 911 GT3 Cup car and a pool of fresh international talent. Now in its 12th season, Asia's premier racing series is set to deliver even more adrenaline-fuelled battles for its ever growing fan base, on some of Asia's most challenging tracks.

For those of you who wish to personally test the capabilities of a Porsche on or off the track, 2014 provides new and exhilarating driving programmes with the Porsche Travel Club and the Porsche Sports Driving School. Whether you are taking your driving skills to the next level or simply enjoying the pleasures of exotic locations, getting behind the wheel of a Porsche has never been more enthralling.

I wish you a springtime full of safe and fun driving with your Porsche.

Best Regards

Porsche (China) Motors Limited

Mr. Deesch Papke

President & CEO Porsche China



THE NEW MACAN, CAYMAN GTS AND BOXSTER GTS HAVE ARRIVED!

Following the World Premiere of the Macan S and Macan Turbo at the LA Auto Show, the new Macan is now celebrating its World Premiere at Auto China 2014 from 20-29 April, alongside the new Cayman GTS and Boxster GTS. From the life intensifying Macan to the unadulterated driving pleasure of the new Cayman GTS and Boxster GTS models, enthusiasts in China will have the unique opportunity to enjoy the latest Porsche innovations in their full splendour.



PORSCHE INSPIRES ENTHUSIASTS AT AUTO CHINA 2014

At Porsche, we know only one direction. Forward. For us, innovation and excellence are not goals. They are requirements. We see these unshakable principles put into effect at Auto China 2014, where our latest cutting-edge models once again take the spotlight. Gracing the stage of the prestigious auto show will be the new 911 RSR and the new 919 Hybrid. A tribute to our motorsports legacy, these models signal our triumphant return to Le Mans 24 Hours and the World Endurance Championship.

THE NEW MACAN. LIFE. INTENSIFIED.

Five doors. Five seats. All-wheel drive and a more elevated position. These are the characteristics of a compact SUV. Add a thirst for new experiences, a yearning for exhilaration and a dash of unpredictability, and you have the Macan, the latest model from Porsche that promises to change the very way we think about cars.



The Macan. The word means "tiger" in Indonesian, and represents the first compact SUV ever to bear the Porsche crest. With a low centre of gravity, this latest Porsche innovation feels more like a sports car than an SUV. True to its name, it masters the most challenging of corners with unprecedented agility.

With the addition of Porsche Traction Management (PTM) and 7-speed Porsche Doppelkupplung (PDK) transmission, the Macan remains light-footed and tenacious on even the most challenging off-road terrain. Meanwhile, the car's lightweight chassis and the addition of Porsche Active Suspension Management (PASM) remove any lingering doubt that what you are driving is in fact a Porsche sports car.

Solidifying the Macan's sports car DNA is its impressive performance. The 3.6-litre engine in the Macan Turbo delivers an immense power output of 294 kW (400 hp), sprinting from 0 to 100 km/h in just 4.8 seconds, with a top speed of 266 km/h. The Macan S, on the other hand, is able to achieve speeds of up to 254 km/h and accelerate from 0 to 100 km/h in a mere 5.4 seconds, thanks to its 3.0-litre twin-turbo engine. The new Macan, currently celebrating its debut at Auto China, also packs a punch. Its 2.0-litre four cylinder engine delivers 174 kW (237 hp), accelerating from 0 to 100 km/h in only 6.9 seconds and reaching a top speed of 223 km/h.

The Macan excels in all areas. Efficiency is no exception. The cutting-edge compact SUV once again proves that even high-

performance sports cars can achieve comparatively moderate emission values. With state-of-the-art engines which not only reach their operating temperature quickly but also use relatively little fuel, the Macan, for all its power, is remarkably efficient.

The sports car heritage of the Macan is evident in many details of its design. A sloping roof line at the rear end. Distinctive sideblades at the bottom of the front and rear doors. A sharp profile which embodies the car's dynamic essence. Like any true Porsche, it is compact, powerful and close to the road. As if the sporty exterior of the Macan were not enough to convince you, its interior is also unmistakably Porsche. From the low front seats, the sloping centre con-

sole with display and operation concept through to the extensive range of customisation options, the interior offers both a sense of familiarity and striking new features.

A sports car with the body of an SUV, the Macan represents Porsche ingenuity at its finest. With a groundbreaking design and astonishing performance, this cutting-edge Porsche innovation is sure to set even higher standards in the field of driving versatility and enjoyment – both on city streets and off-road terrain.

The new Macan: Life, intensified.

THE NEW CAYENNE PLATINUM EDITION. PERFORMANCE. POLISHED.

Proof that even perfection itself can be improved, the all-new Cayenne Platinum Edition steers the trend with a myriad of extended standard equipment and exclusive details.

This meticulously designed sports car is all about the final polish. From the air intake slats with a Platinum Silver finish to the sporty rear bumper trim strip, every detail is considered. Every component is refined and perfected.

Available in both Platinum Silver Metallic and for the first time, White Metallic, the Cayenne Platinum Edition assumes an elegant character of its own, clearly distinguished from other Cayenne models. A rich interior colour scheme of Black and Luxor Beige, available for the first time as standard, only adds to the exclusivity and elegance.

Underneath the Cayenne Platinum Edition's luxurious exterior lays a powerful machine. The sleek sports car's naturally aspirated 3.0-litre engine accelerates from 0 to 100 km/h in 7 seconds and reaches speeds of up to 239 km/h.

The Cayenne Platinum Edition's remarkable performance is complemented by an assortment of sophisticated sports car technology. Fitted with the world-class Porsche Traction Management system as well as an eight-speed Tiptronic transmission, complete control of this car's immense power is at your fingertips.

Meticulously refined elegance with performance to match: the new Cayenne Platinum Edition has arrived.



THE NEW 911 TARGA. BY DESIGN.

The 911 Targa continues the legend of its predecessors in captivating style with an array of cutting-edge technology and sports car design.

Blurring the lines between coupe and cabriolet, this Porsche masterpiece incorporates a renaissance of the iconic Targa bar combined with innovative roof technology, providing an exceptional open-top driving experience with outstanding comfort.

Feel the wind in your hair as you open the roof at the touch of a button. It slides back elegantly in a mere 20 seconds and folds effortlessly behind the rear seats. When closed, two flat magnesium elements keep the fabric taut, maintaining that unmistakable 911 silhouette, while a noise-insulating roof liner ensures that road noise is kept to a minimum.

The design is spot on too. Fusing the timeless style of the

original Targa with the sporty character of the 911, the revolutionary new Targa roof invokes the classic shape of the original design with its distinctive side fins, 'Targa' logo and crisp, clean lines. Meanwhile, the new Targa bar, fitted with an aluminium trim, emanates a sporty metallic sheen.

But what about power? The figures speak for themselves: with a 294 kW (400 hp) flat engine, the 911 Targa 4S completes the 0 to 100 km/h sprint in just 4.6 seconds and can continue on to an impressive top speed of 294 km/h. Meanwhile, the Targa 4 reaches speeds of up to 280 km/h and accelerates from 0 to 100 km/h in a mere 5.0 seconds.

The result? An open-top sports car with the feel and comfort of a 911 Coupé. Dynamic, powerful and ready for anything.



THE NEW PANAMERA. THRILLING CONTRADICTIONS.

The dream of a sports car without having to compromise on everyday utility. A thrilling contradiction in design and engineering that none have been able to achieve – until now. Enter the new Panamera models, designed from the ground up to give you the best of both worlds.

Panamera 4S Sport Edition **Exhilaration without compromise**

Pure adrenaline. Pure fun: The all-new Panamera 4S Sport Edition is a sports car for those who value comfort but crave excitement. Those who care about performance, but also yearn for adventure. With a sporty design, unparalleled power and outstanding comfort, this cutting-edge sports car is the most thrilling contradiction yet in the Panamera family.

Maximum performance is never an empty phrase at Porsche. Take, for instance, the powerful engine of the Panamera 4S Sport Edition which delivers 420 hp. With all-wheel drive and the Sport Chrono Package fitted as standard, the Sport Edition sprints from 0 to 100 km/h in 4.6 seconds, achieving speeds of up to 275 km/h.

The sporty character of the new Panamera is highlighted not only by its driving performance but also by its distinctive appearance. The specially designed rear apron and door sills, painted in the same colour as the exterior, exude an elegant yet sporty look. From the side, 20-inch RS Spyder Design wheels underscore the vehicle's outstanding driving dynamics while Turbo air outlets with a high gloss black finish provide the final touch to the car's unique appearance. Inside the car, luxurious leather seats rise up from the floor, complemented by meticulously placed Alcantara and carbon elements. Open the door, sink into the spacious interior, and be enthralled.

Pure exhilaration without compromising on elegance. This is the unique character of the all-new Panamera 4S Sport Edition.



Panamera Executive & Panamera 4 Executive **Luxurious elegance**

This is where dreams become reality, where even the greatest expectations are met and exceeded. Meet the new Panamera Executive and Panamera 4 Executive. Catering to your every need, these elegant yet agile sports cars offer a more spacious and luxurious interior while promising a greater command of the road.

With an extra 15 cm added to the length of the body, the latest Executive models provide more legroom in the rear. Adding further comfort to the spacious interior, a large console has

been fitted in the rear with an ambient lighting package and eight-way power rear seats, while thermally and noise-insulated tinted glass provides both privacy and serenity.

But what about power? Both the new Panamera Executive and the new Panamera 4 Executive are equipped with a newly developed lightweight 3.0-litre twin-turbo engine with 320 hp. The result? More power output with greater fuel efficiency.

Why compromise when all your dreams can come true?



THE NEW CAYMAN GTS & BOXSTER GTS. PURIST.

CAYMAN GTS

The Cayman. A sports car that seeks out the curve head on. A concept so pure it has proven almost impossible to refine until now. Enter the Cayman GTS: lighter, lower and more agile than ever before.

The Cayman GTS features a noticeably edgier look than its predecessors. A newly contoured GTS front-end houses Bi-Xenon headlamps, while black inner trims emphasize the car's 20-inch Carrera S wheels. Sharper, crisper and cleaner, this classic mid-engine sports coupe has never looked better.

With a lightweight adaptive chassis, the new Cayman GTS delivers impressive driving dynamics, superior performance and increased comfort. Meanwhile, features such as the Sport Chrono Package, SPORT PLUS and Porsche Active Suspension Management (PASM) provide unparalleled driving bliss.

Purism without compromise: the new Cayman GTS.



CAYMAN GTS

Engine:	3.4-litre
Maximum Power:	250 kW (340 hp)
0 to 100 km/h:	4.9 s (4.7 s Sport +)
Top speed:	281 km/h

BOXSTER GTS

If ever there was a sports car to meet the open road head-on, the Boxster is it.

With its sporty features and a flair for the extraordinary, this free-spirited roadster lets us feel the wind on our skin and find pleasure in even the simplest things life has to offer. Now, this Porsche roadster is taking open-top driving to new heights with just three letters: GTS. Increased horsepower, exquisite specifications and even greater driving pleasure. These are just a few of the things to look forward to from the new Boxster GTS.

This model's insatiable appetite for acceleration is evident at very first glance. With larger air intakes and meticulous geometry, the car's distinctive exterior exudes sportiness with performance to match.

A classic design combined with the desire to break free by any means necessary. The result is a mid-engined sports car that truly strikes a chord. A roadster for the ultimate driving experience.



BOXSTER GTS

Engine:	3.4-litre
Maximum Power:	243 kW (330 hp)
0 to 100 km/h:	4.9 s (4.7 s Sport +)
Top speed:	279 km/h

MISSION 2014. OUR RETURN.

Two championships. Two cutting-edge sports cars. One goal: victory. Enter the new 919 Hybrid and the new 911 RSR. Together, these cars represent the pinnacle of Porsche racing DNA as we make our triumphant return to Le Mans 24 Hours and the World Endurance Championship.

911 RSR

The Porsche philosophy can be described in just two words: Intelligent Performance. It is what we strive to achieve with each new model. In fact, we are so committed to the principle; we printed it on our latest creation, the 911 RSR.

Not only does the 911 RSR output an impressive 470 hp, it also incorporates some of the latest technological breakthroughs in motorsport, such as an intelligent lightweight design and refined aerodynamics, resulting in better lap times as well as increased fuel efficiency.

Now in its seventh generation, the 911 RSR debuted in 2013, where it finished first and second in its class at Le Mans 24 Hours. As if that wasn't enough, this iconic sports car is now kicking off the most extensive Porsche motorsport programme in history with the World Endurance Championship series.

With a stellar track record, an innovative design and motorsport DNA, the 911 RSR is leading the way for track cars of the future.

The 919 Hybrid

The 919 Hybrid is the most complex racecar that Porsche has ever built.

From its lightweight chassis and sleek aesthetic to its compact four-cylinder combustion engine, which delivers an astounding 500 hp, there is no question about the car's world-class performance and classic sports car heritage.

But it won't be the fastest car that wins the grueling Le Mans 24 Hours this year. It will be the most efficient. This is where the 919 Hybrid truly stands out from the competition. A sports car on the cutting edge of design and engineering, the latest Porsche hybrid incorporates two energy recovery systems. One captures thermal energy from exhaust fumes while another utilizes an electric motor on the front axle, converting kinetic energy to electric energy when the car brakes. This is Porsche Intelligent Performance in its purest form.

The 919 Hybrid: Our return.



PORSCHE CARRERA CUP ASIA 2014

THE BATTLE BEGINS

For over a decade, the Porsche Carrera Cup Asia has been at the forefront of Asian motorsports, with unparalleled racing skill from its entry of drivers, cutting-edge technology with the new 911 GT3 Cup car and a selection of thrilling circuits. After kicking off its 12th season on the Sepang International Circuit in Malaysia, the competition is on track to set the racing world on fire with even more adrenaline fuelled battles spanning the width of Asia.

Like the Porsche marque itself, the Porsche Carrera Cup Asia is ever changing, retaining a strong core identity while pushing the boundaries of what is possible on the track. This year's competition is further intensified with the entry of the new Porsche 911 GT3 Cup car, which makes its debut at the championship.

The powerful 3.8-litre flat six engine produces 460 horsepower, 10 more than the previous model, and the six-speed sequential gearbox is operated by a pneumatic paddle shift system, a first for the Porsche Carrera Cup Asia. Other enhancements include an upgraded break system and new one-piece racing wheels, while safety features have been further enhanced with a newly developed roll cage and a new drivers' seat.

Further strengthening ties with Porsche motorsport activities across Asia, we also see the series touch down in Japan for the first time in 2014, as it takes on the prestigious Fuji International Speedway in June. Renowned for its challenging technicalities and one of the longest straights in the world (1,500 metres),

the legendary circuit will host rounds 5 and 6 of the competition, complementing an already stellar roster of racing locations including Shanghai, Singapore and Malaysia. Double headers at China's Pearl River Delta Region Zhuhai track, and at Malaysia's Sepang circuit, see the region's premier international sportscar championship cross the Tropic of Cancer four times as it thunders towards the season finale in Shanghai.

With world-class sports cars and exhilarating circuits, there is one final piece needed to make the Porsche Carrera Cup Asia whole: the talent. Traditionally, the Porsche Carrera Cup Asia has drawn from a pool of magnificent international racing prowess. This year, the lineup looks better than ever. Entering the glamor-

ous and fiercely-competitive world of motorsport is Zheng Tong Auto, with 21-year-old Chinese driver Zhang Da Sheng from Beijing and Team Synsanly which has selected Porsche Carrera Cup Asia newcomer and reigning Scirocco Cup champion Bao Jin Long as its debut driver. They join the eight existing dealer teams, including PICC Team StarChase with 2012 champion Alexandre Imperatori; Team C&D with the talented Jason Zhang Zhi Qiang; Team Porsche Holding with 2013 championship runner-up Martin Ragginger; Team Jebsen with Rodolfo Avila; Team Betterlife and last season's Class B second runner-up Li Chao; Team Basetex with 21-year-old newcomer Zhang Zhen Dong; Team Kangshun with Singapore veteran Ringo Chong and last but not least, Team Yongda Dongfang with series newcomer Ro.C. Skyangel of Singapore.





Leading the way in 2014 is reigning champion Earl Bamber, who returns this year with LKM Racing Team. In a season which was nothing short of phenomenal, Bamber clinched the 2013 Porsche Carrera Cup Asia title; winning the Porsche Motorsport International Cup scholarship and securing himself a full season in 2014 in the Porsche Mobil 1 Supercup. At just 23-years-of-age, the young New Zealand talent is now racing for Porsche full-time and will defend his Asian title ferociously.

While it has been proven beyond doubt that winning the overall championship of the Porsche Carrera Cup Asia is one of the greatest honours in the motor racing world, the level of competition amongst Class B drivers can be just as intense. With Egidio Perfetti competing for the overall title this year, following an impressive class B win last year, a hot favourite for the 2014 Class B title is Singapore's Yuey Tan, second in the championship last season.

However, the Dorr Havelock Racing driver can expect fierce competition both from his traditional rivals, with Open Road Racing Team's Francis Tjia and 23-year-old hot shot Alif Hamdan from Nexus Racing, as well as several new faces, including Johnson Huang of BC Racing Team and returning driver Kenneth Lau of Prince Racing Hong Kong.

As the lights go out and the field of 28 new Porsche 911 GT3 Cup racing cars rocket off the grid, drivers will compete for honour and glory on the international racing stage. With finely honed talent, world-class machinery and the most challenging tracks in Asia, this year's Porsche Carrera Cup Asia promises to be nothing short of spectacular.

Porsche Carrera Cup Asia 2014 Race Calendar

Date	Circuit, Country	Event	
07 - 09 March	Sepang International Circuit, Malaysia	Test Days	
28 - 30 March	Sepang International Circuit, Malaysia	Formula 1 Support Race	Round 1
18 - 20 April	Shanghai International Circuit, China	Formula 1 Support Race	Round 2
09 - 11 May	Zhuhai International Circuit, China	China Touring Car Championship*	Round 3 & 4
06 - 08 June	Fuji International Circuit, Japan	One Make Series Festival*	Round 5 & 6
15 - 17 August	Sepang International Circuit, Malaysia	Asian Festival of Speed	Round 7 & 8
19 - 21 September	Marina Bay Circuit, Singapore	Formula 1 Support Race	Round 9
17 - 19 October	Shanghai International Circuit, China	Sports Car Champions Festival	Round 10 & 11

*Subject to confirmation of commercial agreements



SNOW FORCE 2014 EXTREME DRIVING ON THE ICY PLAYGROUND OF INNER MONGOLIA

Yakeshi, Inner Mongolia. Extreme cold prevails here in winter, with white snow blanketing everything under the sky, but passion was running high among groups of Porsche enthusiasts who ventured into this rough land of northern China. Their enthusiasm was fuelled by one thing only: the opportunity to explore the sensational capabilities of the world's best sports cars and put their driving abilities to the ultimate test.

What Porsche Snow Force 2014 offered customers proved to be a breathtaking driving experience that exceeded everyone's expectations. On the snow and ice tracks built to push not only driving capabilities but also the cars to the extreme, participants spent two full days relishing every aspect of performance driving in the harshest conditions, with the entire range of Porsche models for them to choose from.

With the advice from skilled Porsche instructors, customers mastered their drifting and traction skills on the icy surface and indulged themselves in the sheer thrill and adrenaline that comes with such extreme driving. A combination of six handling tracks were sculpted and turned into a winter playground for participants to fully explore the challenging combination of bends and slopes or zip on the long fast straights to their heart's content.

The adrenaline-pumping experience of Porsche Snow Force was not only enjoyed by our customers, but also by a group of racing drivers about to embark on the new season of Porsche Carrera Cup Asia. Despite being masters of the racetrack, this was the perfect icy playground to test their mettle and hone their driving skills ahead of the start of the new Porsche Carrera Cup Asia season.



Adding more thrills and excitement to the programme, special handling sections were created, including the demanding Slalom track, which gave customers a unique chance to improve their driving skills by experiencing the finer points of braking and load changes. Despite fierce competition and harsh conditions, customers faced the challenge head on as they learned the finer points of cold weather driving and mastered every twist and turn on the icy tracks.

But the exhilarating experience offered by Porsche Snow Force 2014 didn't stop there. A go-kart track was set up this year as a new feature to exploit the fun of the chilly winter in Yakeshi and for those who would like a moment of rest from the intensity of driving, a heated Porsche hospitality tent provided all the comfort for relaxation and recuperation, allowing them to sample warm refreshments and delicacies while taking in the views of the



surrounding landscape or admiring the splendid new Macan on display inside. After an exciting day of driving, customers made their way to an authentic Mongolian yurt, where they enjoyed traditional dancing and various other forms of local entertainment while sampling delicious Mongolian cuisine.

With world-class Porsche hospitality, exhilarating icy tracks and cutting-edge sports cars, Porsche Snow Force 2014 gave all participants a driving experience of a lifetime which would not be easily forgotten. And that is what Porsche is really about: not only the best sports cars, but also a life full of inspiring experiences.

For more information, please visit us at www.porsche-event.cn/snowforce or visit your preferred Porsche Centre.



PORSCHE TRAVEL CLUB CHINA LET'S HIT THE ROAD

Everybody dreams of a perfect journey where one can fully relax and enjoy a break from city life stress, but few realise it. Troublesome itineraries, lack of good companions and many other uncertainties may dampen one's spirit on the road or even turn the entire trip into a disappointment. But for fellow travellers with Porsche Travel Club China, the journey is always full of enchanting surprises.

The exclusive tours that Porsche Travel Club China offers are not only about discovering spectacular views with like-minded adventurers, but also the most exhilarating driving experiences with the world's finest sports cars. For the last two years, Porsche Travel Club China has guided participants to admire many wonders both at home and abroad. With four premium outbound tours this year across America, Germany and Italy, Porsche Travel Club also explores the mysterious Western region of China with tours to Kanas, Shangri-La, Inner Mongolia, Tibet, and for the first time this year, to Qinghai.

For further information on the enthralling destinations planned with the Porsche Travel Club this year,

please log on to our website, or simply read on, to discover the enchanting world of Qinghai - a newly added destination to this year's Porsche Travel Club calendar.

Peace and Passion: A Journey of Discovery in Qinghai

Qinghai, a land from which sprang the old Kunlun Civilisation, is often associated by many with peace and serenity. In July, Porsche Travel Club China will take Porsche enthusiasts on a six-day in-depth Qinghai tour, in which four days will be devoted to exclusive Porsche driving experience as participants explore its much-famed lake, magnificent glacial peaks and endless fields of blossoming rape flowers.

After arriving in Xining on the first day for preparation and refreshments, Porsche customers will start the first leg of the journey the next morning by heading to Kanbula National Forest Park. Renowned for its pristine Danxia Landform, the forest park will melt away the hustle and bustle of city life and grant participants with a first taste of the unspoiled nature on offer in the northwest of China.



Next, a drive along the sacred Qinghai Lake, the dream of every Chinese Porsche car enthusiast, is what will keep pulses racing throughout the third day. The largest in China, the lake boasts a girth of about 350 kilometres, which features enjoyable slopes and bends, making it the perfect road to experience the immense thrill of Porsche sports cars while soaking up the serenity of Qinghai Lake.

The next leg of this journey will take customers to the majestic Qilian Mountain Range. Along the way, a sea of golden rape flowers under the great banks of white cloud and expansive azure sky will present the most perfect photo opportunities at a simple click of a camera, finally leading to the embrace of the lofty snow-capped mountains, which is home to many rare species and one of the most pristine ecosystems in the world.

On the final day, the breath-taking drive back to Xining over the mountain range and across vast pastures will offer a unique opportunity to once again experience the outstanding performance of Porsche sports cars, while revealing fascinating local cultures from the mys-

terious Western region of China.

Like all other driving tours offered by Porsche Travel Club China, the Qinghai tour promises to satisfy participants' quest for adventure whether it is off or on the road. Join us, for an adventure of a lifetime!

For more information or to register your interest, please visit us at www.porsche.cn/travelclub or visit your preferred Porsche Centre.

PORSCHE TRAVEL CLUB 2014 SCHEDULE (DOMESTIC)	
DATE	LOCATION
19 - 24 May, 26 - 31 May, 2 - 7 June	Kanas
10 - 15 July, 16 - 21 July, 22 - 27 July	Qinghai
20 - 24 Aug, 25 - 29 Aug, 30 Aug - 3 Sept	Inner Mongolia
12 - 16 Sept, 18 - 22 Sept, 24 - 28 Sept	Tibet
10 - 14 Oct, 16 - 20 Oct, 22 - 26 Oct	Shangri-La
PORSCHE TRAVEL CLUB 2014 SCHEDULE (ABROAD)	
DATE	LOCATION
16 - 21 Jun, 24 - 29 Jun	California, USA
30 July - 4 Aug	Black Forest
6 - 12 Aug	Alpine
30 Sept - 4 Oct	Florence, Italy



PORSCHE SPORTS CAR NIGHT AN EVENING OF WONDERS

Celebrating the illustrious heritage of the Porsche brand as well as its latest innovations, Porsche Sports Car Night, an annual event for Porsche aficionados, took place in all Porsche Centres across China in late February and early March.

Amid electrifying performances, distinguished guests delighted themselves in sharing their passion for the world-renowned sports car marque with kindred spirits over fine wine and a sumptuous selection of delicacies. But the biggest surprise of the evening was yet to come.

A powerful roar heralded the coming of the star of the night, the new Porsche 911 Turbo, which made an instant stir among guests. Endowed with an elegant yet sportier look which captivated the attention of all present, the latest masterpiece from Porsche showed its new features in full splendour, including a 100 mm longer wheelbase and a completely revised rear wing, which, together with the adaptive spoiler at the front, forms the entirely new Porsche Active Aerodynamics system. With 90% of its components redeveloped,

the new Porsche 911 Turbo is undoubtedly the most exemplary fusion of cutting-edge technology which embodies the core value of Porsche Intelligent Performance: unparalleled performance with outstanding fuel efficiency.

To add further lustre to the night, the rest of the sports car line up were also on display, including the 911, Boxster and Cayman. Many guests took the opportunity to get behind the wheel of these masterpieces and fully immerse themselves in the world of Porsche.

A memorable and exclusive experience was what every guest took away from the event, and an even stronger passion for the sports car brand.

The 911 Turbo is now ready for a spin. Please visit your preferred dealership for a test drive and experience its incredible performance firsthand.

You can find further information on this model by visiting the Porsche website: www.porsche.com/china/en



THE 911 TARGA EVOLUTION OF A SPORTS CAR ICON

The 911 Targa took the world by storm when it made its debut at the Frankfurt Motor Show in 1965. Derived from the 911 Coupé, the original concept design for the Targa was an ingenious solution from Porsche to American safety regulations. With its roll-over bars and removable folding roof, the first Targa model was delivered, fulfilling the dreams of sports car enthusiasts around the world.

The Targa name alone is the stuff of legends. It originates from the famous endurance race held in Sicily, Italy: the Targa Florio. The course was notorious for its tight bends which the comparatively compact Porsche race cars of the 60s were able to use to their advantage, chalking up a number of victories in the process. 'Targa' means 'shield' in Italian and thus the name also became symbolic of the 'protective shield' provided by the innovative safety concept of the 911 Targa.

The car has seen many changes since its debut almost 50 years ago. Even its most distinctive feature, a sturdy bar complete with three fins and the 'Targa'

logo, has seen numerous adjustments and improvements over the years.

Back in 1975, the original silver bar was replaced with a black one for the 'G-series' version of the 911 Targa. Then, in 1995, the world watched as the latest Targa debuted with a revolutionary new roof concept: an electrically operated glass ceiling with aluminium trim strips running along the sides. Since then, the Targa has been refined and perfected, pushing the limits of design and performance.

Today's Targa heralds the return of the iconic Targa bar, complete with innovative roof technology and a wide assortment of ground-breaking features. With its cutting-edge design, exceptional comfort and a unique approach to open-top driving, this revolutionary sports car stands as a testament to Porsche ingenuity. It is the culmination of decades of engineering and trend-setting. What began as a sports car that was neither a coupe nor a convertible has now become a class in its own right.



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, takes a look at how to properly adjust the driver's seat of your Porsche.

How do I adjust the driver's seat properly?

Mr Zhang, Guangzhou

Upon entering a car, a driver should first adjust the seat to his/her height. The distance of the seat from the pedals should be altered so that the knees are slightly bent when the pedals are fully pressed. Next comes the adjustment of the distance between the driver and the steering wheel. With the hands extended over the top of the steering wheel, the wrists should rest just on the rim of it, that's when one knows it is positioned correctly.

Then there is the headrest to be adjusted. Should a collision occur, the incorrect position of the headrest could cause various degrees of injuries to the neck and head. The ideal positioning of the head rest should be centered and aligned with the centre of the back of the head, with two fingers width in-between. The backrest ought to be adjusted at an angle of about 100 degrees with regard to the surface of the seat, with the lumbar support raised as high as possible, which is good for comfort and reduces driving fatigue.

Last but not the least; ensure you wear your seat belt at all times. As a vital protection in case of an accident, its importance should never be underestimated, even in cars with airbags.



In every issue of *In Focus*, Arnd Stollmann answers a PSDS question from 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.

Porsche Driver's Selection



◀ **NEW.** Polo shirt – Racing Collection. A visible declaration of sportiness. Featuring a direct connection to the LMP1 car: colour, logo and branding are inspired by the race car. 100% cotton. In White/Grey.

Women:

WAP 794 0XS-XXL 0E | RMB 699

Men:

WAP 793 00S-3XL 0E | RMB 699

NEW. Flexifit baseball cap – Racing Collection

Your head takes part – in every race. 84% nylon, 14% cotton, 2% elastane. In White.

WAP 800 008 0E | RMB 413



▲ **NEW.** Racing chronograph – limited edition.

Limited to 2,014 units. Swiss made. Engraving on base includes unique serial number. Stainless steel clasp with the engraving 'Our Return'. Waterproof up to 50 m. Diameter: 42 mm.

WAP 070 024 0E | RMB 7,968



▲ **NEW.** Mug – Racing Collection.

High-quality, white bone china mug. Glazed with a matt metallic print. In White/Grey. Dishwasher safe. WAP 050 110 0E | RMB 271



▲ **NEW.** Umbrella – Racing Collection.

Compact umbrella with automatic opening and closing mechanism. Windproof. Aluminium shaft reinforced with fibreglass. In Red/Grey. Diameter: 95 cm.

WAP 050 120 0E | RMB 556



◀ **NEW.** Unisex windbreaker jacket – Racing Collection

100% polyester.

In White/Grey/Black/Red.

WAP 795 0XS-3XL 0E | RMB 1,411



UNINTERRUPTED POWER FOR UNPARALLELED PERFORMANCE

Zero interruption. Superbly smooth. Extremely fast gear changes. How is this possible? The answer is Porsche Doppelkupplungsgetriebe (PDK), one of the numerous innovations that contributed to over 30,000 race victories in the illustrious motorsport history of Porsche.

First introduced in the Porsche 962C, a motorsport legend that dominated the sports car racing world in the 1980s, the PDK combined dynamic driving performance and the mechanical efficiency of a manual transmission with the shift and driving comfort of an automatic gearbox. The PDK combines two gearboxes together with the power transferred via one of the gearboxes, while the other gearbox stands by for the next gear. As a result, the Porsche Doppelkupplungsgetriebe (PDK) allows lightning shifts with a response time of under 100 milliseconds; an immense advantage which not only boosts driving performance, but also results in reduced fuel consumption.

In 2008, amid the fervent expectation of Porsche cus-

tomers, the race-only technology was applied to production sports cars, first offered on the 911 Carrera, and later offered for other model ranges - with specific developments customised to fit their different drive systems. Last year, the PDK was thoroughly reworked by Porsche engineers for an even higher level of capabilities on the new 911 GT3, which accelerates from 0 to 100 km/h within just 3.5 seconds and mastered the Nürburgring Northern Loop, the famous Green Hell, in under 7 minutes and 30 seconds.

A unique feature in Porsche sports cars, the PDK will also be offered for the newest member of the Porsche family, the Macan, promising to further enhance its performance and satisfy Porsche enthusiasts' need for life-intensifying experiences.



Child Safety Seat
Ensuring your baby's safety

Did you know? Holding your baby in your arms while driving is extremely dangerous. In the event of an accident, even a 5kg child can sustain over 150kg of forward pressure. Using a high quality child safety seat reduces the force of impact by up to 70% when in a crash.



PORSCHE TAKES ACTION TO IMPROVE CHILDREN'S ROAD SAFETY

The moment you enter a Porsche car, you immediately feel a surge of passion to be on the road and an unmistakable assurance of utmost safety. Built with state-of-the-art technology, Porsche is renowned for the unrivalled performance of its cars, but above all, for the intricate engineering to ensure a safe drive for everyone.

Leveraging its leadership in road safety, Porsche is now going the extra mile to call on the car industry in China to be more committed to the care of the most vulnerable passengers: the children. A Child Safety Initiative (CSI) project has been jointly launched by Porsche and other car marques of the Volkswagen group to pursue that goal.

Last year at Auto Guangzhou, Porsche supported the initiative by announcing the donation of 200 child safety seats to families around the country. Entering 2014, Porsche has made further efforts to enhance the child safety project, offering customers a competitive price, which is 30% lower than previous MSRP. The Child

Safety Seats comply with the highest safety standards to provide comfort and safety for all passengers up to 12 years of age.

The new price policy, which will stand until 2016, is an outstanding example of the marque's commitment to bringing greater value to customers and their families; further ensuring every journey is a safe and exhilarating driving experience for everyone.





WEIFANG CELEBRATES THE OPENING OF ITS FIRST PORSCHE CENTRE.

Porsche Centre Weifang, the fourth Porsche Centre in Shandong, was opened on 11 March. The new 4S dealership will provide Porsche customers and enthusiasts in Weifang and its neighboring region an easier access to the marque's premium sports cars, superior After Sales care, and world-class customer service. Invested by StarChase Group, Porsche Centre Weifang covers a 1,920 square-metre showroom and a 2,519 square-metre workshop. Both showroom and service workshop are designed to maximise customer convenience while providing unparalleled service and a comprehensive brand experience on every visit.



PORSCHE CHINA OPENS SECOND PORSCHE CENTRE IN HARBIN

On 19 March, Porsche opened its newest fully integrated 4S Porsche Centre in the Songbei District of Harbin. As the second Porsche Centre in Harbin, Porsche Centre Harbin Songbei further develops the Porsche network and strengthens the marque's influence in the luxury car segment in Northeast China. With a 1,326 square-metre showroom as well as a 3,200 square-metre After Sales area, the new Porsche centre will provide Porsche customers in the area with the life-long and unparalleled service for which the marque is renowned. Greeting the guests at the opening ceremony of Porsche Centre Harbin Songbei was an extensive range of Porsche sports cars, including the Boxster, Cayman, 911 Carrera, Panamera 4 and Cayenne Platinum Edition.

PORSCHE CHINA SPORTSCAR DRIVER TRAINING PROGRAMME

In its commitment to expanding the development of the sports car culture across China, Porsche China has announced the introduction of the country's first-ever driver development programme specifically geared to sportscar competitions. Held in conjunction with the region's premier sportscar racing championship, the Porsche Carrera Cup Asia, the China Junior Development Programme 2014 is designed to support talented Chinese drivers between the ages of 18 and 26, and will utilize Porsche Motorsport's formidable expertise in the international racing world.



2014 CALENDAR*

AUTO CHINA 2014

Date: 20 - 29 April

Location: Beijing, China

PORSCHE WORLD ROADSHOW

Date: 8 - 9 May

Location: Beijing, China

PORSCHE CARRERA CUP ASIA ROUND 3&4

Date: 9 - 11 May

Location: Zhuhai International Circuit, China

PORSCHE SPORT DRIVING SCHOOL - PRECISION

Date: 10 - 11 May

Location: Beijing, China

FASCINATION PORSCHE

Date: 15 - 18 May

Location: Beijing, China

EXPLORE THE CORE

Date: 21 - 24 May

Location: Beijing, China

FASCINATION PORSCHE

Date: 18 - 22 June

Location: Shanghai, China

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

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Porsche Centre Beijing Goldenport

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Porsche Centre Beijing Haidian

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Porsche Centre Beijing Shijingshan

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Porsche Centre Beijing Yizhuang

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Tel: +86 731 84091 911
No.B03 Jinxiu Road,Central-South Automobile World Xingsha Town Changsha, China

Porsche Centre Changzhou

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Porsche Centre Shenzhen

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Porsche Centre Taiyuan

Tel: +86 351 7979 911
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Porsche Centre Taizhou

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