



PORSCHE

IN FOCUS 聚焦保时捷

Issue 2, 2014

- Porsche Sport Driving School
- Macan “Bridging the Gap”
- Porsche Travel Club Tibet Tour



**THE BOXSTER GTS & CAYMAN GTS
PURIST**



Dear Porsche Enthusiasts,

Following last year's double victory in the LM GTE Pro Class with the 911 RSR, we now return to the very top category, the LMP1 Class, with our new race car, the 919 Hybrid. This is a hugely exciting time for us at Porsche. With 16 overall victories and over 60 years of motorsport history, we are delighted to be back on this racetrack. From 14 to 15 June we return to Le Mans, a place where we have always given our all and which has become our second home.

In other news, the Macan 'Bridging the Gap' roadshow has now successfully completed its national roadshow, where Porsche aficionados could fully immerse themselves into the exciting and intensified world of our new sports car. Travelling to four major cities around China, the Roadshow began in Shanghai on 13 April, and then moved on to Chengdu, Guangzhou and Hangzhou. I am also delighted to announce that this year, Porsche Travel Club China has added a new tour to its exciting schedule where you can test drive the new Porsche Macan on the enchanting landscapes of Tibet.

Last but not least, the Porsche Sports Driving School is offering you the chance to take your driving skills to the next level with an exhilarating series of new courses starting in September. Whether you dream of racing like a professional or simply want to improve your driving skills, the Porsche Sport Driving School is your chance to do so in an enthralling and challenging environment.

I wish you a summer of safe driving in your Porsche!

Best Regards

Porsche (China) Motors Limited

Mr. Deesch Papke

President & CEO Porsche China



JOIN US FOR THE LE MANS 24H SOCIAL RACE

Le Mans. There is probably no other place more closely associated with the Porsche name. This is where motor-sport history was made. Where innovative Porsche supercars dominated the competition in a grueling test of endurance, time and time again.

Now, Porsche is offering you and your friends the chance to join in the fun with our interactive Le Mans 24H Social Race. After a suspenseful countdown, the online race will begin at exactly the same time as Le Mans. You and your team will compete using either Weibo or Twitter (only one of these two platforms can be used and your team must use the same one). You can win more points by Tweeting/posting to Weibo using Porsche materials provided through our website. The more followers and Tweets or Weibo updates you have, the more points you will get! You can win additional points by correctly answering questions about Le Mans which pop up during the race. At the end of the race, the team with the highest points will be awarded with an enthralling prize.

This is your chance to compete in one of the most iconic races in history and win a fantastic prize. So what are you waiting for? Sign up now: 24socialrace.porsche.com

OUR DRIVING FORCE THE PORSCHE 919 HYBRID

The Porsche 919 Hybrid. The carbon incarnation of all that we are. The essence of more than 60 years of racing and 30,000 victories. Our ceaseless quest for performance with maximum efficiency. The battle for every hundredth of a second and every gram of weight. For the racing car of today and our vision of the sports car of the future. United in our brand core: Porsche Intelligent Performance.



The 919 Hybrid is the most complex racecar that Porsche has ever built. It is also the most sophisticated. When designing the finest piece of machinery ever to grace the Circuit de la Sarthe, our strategy was simple, as it is with all Porsche cars. Start from scratch and scrutinize every detail. This was not a matter of choice. Due to the new FIA WEC regulations, it was a necessity. But we didn't complain. In fact, we relished the challenge.

After more than two years of development, the result of our expertise and effort stands before us. At first glance its identity is unmistakable: it is based on everything we have learned about motor sports in over 60 years. And it is embodied in the uncompromising design of the car, brilliant white, covered with the manifestation of our brand core: Porsche Intelligent Performance.

What do these words mean? They describe our philosophy for building sports cars. It is the way we strive to look at apparent opposites as challenges and bring them together in every vehicle. Efficiency and power. Safety and lightweight construction. Nowhere are these values more apparent than in the 919 Hybrid, the quintessential mobile laboratory for our vision of the future.

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 919 Hybrid's world-class performance and classic sportscar heritage. Even the name 919 Hybrid demonstrates the link with our production vehicles. It is a consistent progression of our Hybrid strategy for the future, which has produced its first absolute highlight in the 918 Spyder, and it is the direct continuation of our Le Mans success

story which we started with the 917 – the first overall winner from Porsche.

Ever since the 917, Porsche has been engaged in the fight for fractions of a second. Yet even before that, our engineers were faced with a similar challenge: the fight for every gram. In the 919 Hybrid, carbon is our material of choice. But once again, we have chosen to strike out on our own: every individual component is based on sophisticated designs, and every detail has been further optimised using highly complex calculations. As well as carbon fibre, we also use other high-tech materials such as high-strength aluminium, magnesium and various titanium alloys – material that can be found more often in aircrafts than in automobiles.

The defining feature of the Porsche 919 Hybrid is not, however, its incredibly lightweight chassis or its powerful engine

but rather the intelligent overall concept. There is an old saying among racing drivers: "To finish first, you have to finish, first." The lesson here consists of one word: efficiency. And 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.

A thoroughbred Sports Car with the typically futuristic design of an LMP and the clear identity of a Porsche. Technologically sophisticated. Streamlined. Superior. The Porsche 919 Hybrid: Our Driving Force.

THE NEW CAYMAN GTS & BOXSTER GTS. PURIST

Two new models, one new concept. No clutter. No compromise. Just one clear goal: pure sporty driving pleasure. Meet the new Boxster GTS and the new Cayman GTS. The open road has never felt more enthralling and fun.

THE NEW CAYMAN GTS

No two journeys are the same. Some last mere minutes. Some last a lifetime. Through it all, one thing remains certain: every road is paved with surprising twists and turns which are waiting to be discovered. Enter the Cayman GTS: a sports car that seeks out the curve head-on with increased horsepower, enhanced specifications and even greater driving pleasure. A concept so pure it has proven almost impossible to refine – until now.

The new Cayman GTS stands for pure sportiness. A newly contoured GTS front-end houses Bi-Xenon headlamps and daytime running lights with smoke-coloured lenses, while black inner trims emphasize the car's 20-inch Carrera S wheels. Displaying its fiery personality to the world, the new Cayman is available in Carmine Red for the first time.

With sharper and cleaner lines, this classic mid-engine sports coupe has never looked better. It has also never been more powerful. Equipped with direct fuel injection (DFI) and VarioCam Plus, the new Cayman's 3.4-litre

flat-six engine outputs 250kW (340 hp) of power, allowing the sports car to sprint from 0 to 100 km/h in just 4.6 seconds and reach speeds of up to 283 km/h.

In addition to its incredible performance on the road and its agility around curves, the Cayman GTS includes an array of enhanced driving features. With the 7-speed Porsche Doppelkupplung (PDK), gearshifts take only milliseconds with no interruption to the flow of power. Meanwhile, the Sport Chrono Package which comes as standard, offers both digital and analogue stopwatches for recording lap times, as well as a damper setting and a more direct steering response accessible through the SPORT PLUS button. Last but not least, Porsche Active Suspension Management (PASM) allows for greater driving dynamics with two modes, "Normal" and "Sport".

With a combination of innovative design and stellar performance, this new sports car provides unparalleled driving bliss. Purism without compromise: the new Cayman GTS.

THE NEW BOXSTER GTS

Life is a series of moments, each one full of exciting possibilities and opportunities. How will you make the most of them? The answer lies somewhere between the open road and the staggeringly low body of Porsche's latest open-top driving sensation: the Boxster GTS. With its sporty features and a flair for the extraordinary, this free-spirited roadster is your ticket to freedom. A chance to feel the wind on your skin and find pleasure in even the simplest things life has to offer.

The new Boxster's insatiable appetite for acceleration is evident at very first glance. With larger air intakes and meticulous geometry, the car's distinctive front end exudes sportiness, while the vertical arrangement of its Bi-Xenon headlights are an unmistakable reference to the motorsports era of the 1960s and 1970s.

The car's interior makes the same promise: acceleration without compromise. Its ascending centre console

positions the gearbox close to the SportDesign steering wheel, fitted as standard of course. Meanwhile, the use of Alcantara, a particularly high-grip motorsport material, complements the standard black leather interior on the dashboard, the doors, and the lid of the centre console storage compartment. This is a sports car in its purest form.

The Boxster GTS not only looks the part, its performance is superb too. The car's updated 3.4-litre flat-six engine, featuring direct fuel injection (DFI) and VarioCam Plus, delivers 243 kW (330hp). Capable of accelerating from 0 to 100 km/h in just 4.7 seconds, the new Boxster achieves a top speed of 279 km/h.

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.



PORSCHE

Dear Porsche car owner,

To help us to offer you the best possible service and the hottest products and event news from our Porsche family, we invite you to answer the questions below. Please fax to: +86 (0) 21 6090 5377 or use the postage paid envelope enclosed.

Thank you for your cooperation!

1. Would you like to update your current contact details provided to Porsche China?

Yes No

If yes, please provide your contact detail below:

Mr./ Mrs./ Ms. Name / Last name: _____

Address: _____

Town / City: _____ Postal Code: _____

Telephone / Mobile: _____

E-mail: _____

2. My occupation:

Freelancer / self-employed CEO / Managing Director Student
 General Manager Civil Officials Pensioner, housewife/ househusband
 Business Owner Manager

3. Do you own a car with other brands? Yes No

Make: _____ Model: _____

Make: _____ Model: _____

4. If the ownership of any of your Porsche car has change, please inform us of the car model sold and provide the new car owner's contact details.

Porsche model 1: _____ Name: _____ Title: _____

Address: _____ Postal Code: _____

Telephone / Mobile: _____

Porsche model 2: _____ Name: _____ Title: _____

Address: _____ Postal Code: _____

Telephone / Mobile: _____

All personal details supplied will be stored in the Porsche central database and will be used solely by Porsche China and your local Porsche Centre for information about products, services and opinions. No other party will have access to his information.

Customer's Signature _____ Date _____

Thank you for taking the time to fill in the form. Please visit www.porsche.cn for more information.

CAYMAN GTS	
Price:	CNY 1,118,000
BOXSTER GTS	
Price:	CNY 1,065,000





THE BOXSTER GTS



THE CAYMAN GTS

If you would like to have more information, please provide your contact details below and return to us via fax 021 6090 5377, 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:

- Boxster GTS
 Cayman GTS

Other Porsche models:

- Boxster Cayman
 911 Cayenne
 Panamera Macan

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:



ON YOUR MARK. SET. GO! PORSCHE SPORT DRIVING SCHOOL 2014.

How would you like to fully exploit the full power of a sports car, push yourself to the limit in narrow chicanes and put your vehicle control skills to the ultimate test? From 10 to 11 May, participants in the Porsche Sport Driving School's Precision course had the opportunity to do all this and more as they took their driving skills to the next level on the Beijing Goldenport Circuit.

Designed to provide drivers with advanced knowledge of driving dynamics and how to respond correctly to critical scenarios, the two day Precision course equips participants with invaluable handling techniques to cope with potential hazards. Under the guidance of our world-class instructors, participants are taught how to approach and tackle bends accurately while paying attention to the potential dangers of everyday

road traffic. The lessons proved invaluable to many attending customers, including Mr. Richard Tong from Porsche Centre Hong Kong, "Accidents can happen in a matter of seconds. After these lessons, I feel I am much better prepared to handle them now. Even if something bad happens, I am confident that I can avoid it." Mr. Gu Xiaogang, from Porsche Centre Beijing Yizhuang, agreed, adding that "After this course I feel I understand the Porsche driving philosophy, to drive safely in our daily lives and not compromise on performance."

But the real excitement was yet to come, as participants took to the circuit the next day where they experienced the sheer exhilaration of driving like professional racers in powerful Porsche sports cars. For Mr. Charles Pang, also from Porsche Centre Hong Kong, this was the high-

TEQ FINDER HAS BEEN UPDATED



Thinking laterally and breaking boundaries. Never standing still and continually striving to improve every last detail. These are characteristics that distinguish not only you, but also the Porsche development team in Weissach. Whether it's the engineer or the designer, each member of the team is committed to getting the best out of absolutely everything. The results are cars beyond compare. Nevertheless, all Porsche models leave scope for further personalisation. The Porsche Tequipment range of accessories are designed to give that special touch of individuality and ingenuity. Thanks to the model-specific products available from Porsche Tequipment, you can refine your car to unique taste even after you have received the delivery.

As with the cars we create, all our accessories undergo rigorous testing during their development. After all, they are more than just accessories; they are part of a harmonious overall concept – your Porsche. With the Porsche Tequipment finder you can customise your Porsche to your very own taste. All Tequipment options can now be found online by visiting www.porsche.com/tequipment or by scanning the QR code.

light of the course. "I love driving on the race track. Having the opportunity to do so has been by far the most exhilarating part of the course for me. After all, this is where Porsche cars belong!" Mr. Pang was not alone in this sentiment. "The most impressive thing is just how fast these cars can go", said Mr. Richard Tong, "With such skilled instructors, I feel comfortable pushing the cars to their limit on the track. I also understand that Porsche sports cars are not something you simply show off, they are truly sports cars for you to drive."

For many customers, this was not their first participation in the Porsche Sport Driving School. "I discovered the Porsche Sport Driving School on the Porsche website last year, so I took three courses in 2013. Now I am back again for round two." Says Mr Wang Yong from Porsche Centre Beijing Central. So what draws so many customers back for the second, third and even fourth time? For Mr. Gu Xiaogang, the answer is simple: "Because we are addicted to Porsche." Both Mr. Wang Yong and Mr. Gu Xiaogang plan to return for the next

round of adrenaline-fuelled Porsche Sport Driving School courses, which take place in September on the Shanghai International Circuit. Driving on the track gives you the opportunity to take your driving skills up a notch with our highly skilled instructors who are guiding you every step of the way. The Performance course, for example, gives you full reign on the entire circuit, allowing you to push your car to the limit and enjoy a free driving session on the second day. Moving to the next levels, the Master and Telemetric training will push you even further, with many hours of free driving on the track and a data recording system to keep track of your improvements every step of the way.

Whether you dream of racing against the professionals or simply want to improve your driving skills and awareness, the Porsche Sport Driving School will help you achieve your goals while having fun. Don't miss out! Sign up now and reserve your spot here: www.porsche.cn/sportdrivingschool



THE MACAN 'BRIDGING THE GAP' ROADSHOW LIFE, INTENSIFIED.

The International Launch of the new Macan in Los Angeles, Barcelona and Beijing generated an unprecedented level of excitement from Porsche enthusiasts. Consequently, to provide further information about this new sports car, Porsche China initiated the Macan 'Bridging the Gap' Roadshow, which was rolled out in four major cities around China, beginning in Shanghai on 13 April, and then moving on to Chengdu, Guangzhou and Hangzhou, with each stop lasting five days. The innovative display was an awe-inspiring journey of discovery, during which guests had a chance to fully immerse themselves in the intensified world and lifestyle of the all-new Porsche Macan. After all, the motto is 'Life, Intensified'.

On arrival, guests experienced the "Macan Lifestyle", where they enjoyed an inspiring audio-visual presentation which encapsulated the life-intensifying qualities of our new sports car. After absorbing the essence and concept of the new car, visitors had the thrilling opportunity to experience the Macan lifestyle through the most advanced virtual reality technology available today: the Oculus Rift. Engaging their sens-

es through virtual images, guests visualized through 360 degrees the lifestyle experience where intensive sports are part of everyday life. Thus guests could see what their intensified lives would truly be like with the new Macan.

As the virtual experience came to an end, the doors slid open to reveal the new Macan, where experienced Porsche Dealer Sales representatives were on hand to introduce customers to all the detailed specifications and features of our new sports car. This exclusive viewing was the first chance for Porsche enthusiasts to see the car in all its splendor.

The Macan 'Bridging the Gap' Roadshow was a huge success for the dealerships and cities where it visited. It also realized the expectations from enthusiasts and further confirmed that this new sports car is a true 'Porsche'. The new Macan is available in all Porsche Centres throughout China from July 2014.

For further information please visit your preferred Porsche Centre or visit our website: www.porsche.com/china/en.



A JOURNEY CLOSEST TO HEAVEN PORSCHE MACAN TOUR OF TIBET

Tibet, a land full of enchanting and mysterious landscapes is arguably the destination most dreamt of by adventurous explorers. Known for turning dreams into reality in fascinating and exciting ways, Porsche Travel Club China is offering a unique tour to Porsche customers for the first time this year, where they can explore the beautiful and mysterious landscapes of Tibet behind the wheel of the all new Macan.

The 5-day trip starts with a delightful tour of Lhasa, which, while helping you acclimate to the high altitude, will reveal the splendid exotic Tibetan culture as you visit the magnificent Potala Palace and Jokhang Temple before taking a leisurely walk through the famous Barkhor Street.

Then get ready for the truly eye-opening and jaw-dropping views throughout the following two days, where guests can enjoy a 13 hour drive in the Macan to explore the most spectacular gems of the land. Well equipped to take any challenges on the road, the new member of the Porsche family will take passionate travelers first to the sacred Yamdrok Lake, the biggest and most beautiful of its kind north of the Himalayas,

and then on to the much famed Norbulingka, a Tibetan garden where the Dalai Lamas of past generations handled official business in summer.

Just as some will be marveling at how close you are to heaven, we will take you one kilometre closer by driving all the way to the highest elevation point of the journey, to the Mount Mira pass, which lies at an altitude of 5,013 metres. Meandering along the winding mountain roads with awe-inspiring scenery on all sides, the mesmerizing beauty and serenity of the surroundings will bestow a lasting sense of ultimate freedom.

If you have ever longed for a trip like this into the mystical land of Tibet, now is the best time to make that happen. With a unique driving experience in the new life intensifying Macan and with phenomenal views, the journey will go beyond even your wildest expectations.

For more information about the trips offered by Porsche Travel Club China, or if you wish to book the tour to Tibet, please contact your preferred Porsche Centre or visit our website: www.porsche.cn/travelclub.



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 a few essential tips for driving in summer.

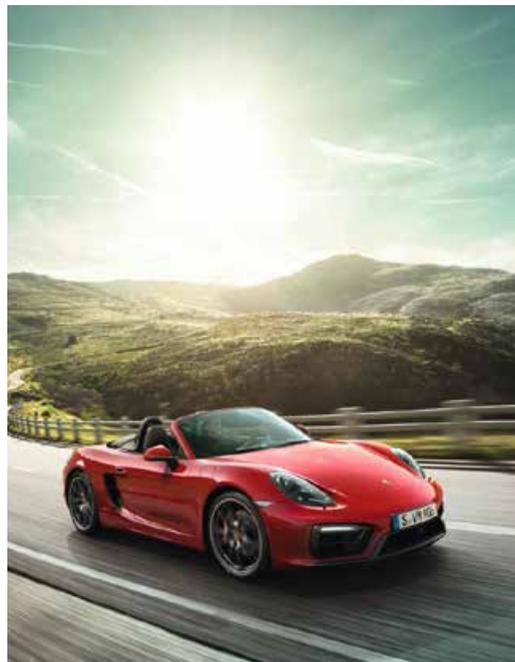
What should I look out for while driving in summer?

Mr Liu, Shanghai

The high temperatures and busy holiday routes of summer put extra demands on both cars and drivers. In the summer heat, the most vulnerable part of your car is its tyres. While excessive heat can aggravate any existing damage to the rubber of the tyres, under-inflation adds to the problem, causing friction and even more heat. This can prove too much for weak spots, causing punctures and blow-outs. Therefore, you should check the condition and pressure of your tyres frequently, adjusting them for extra load if necessary.

High temperatures are also responsible for an array of cooling system problems. Low coolant levels, leaking hoses and broken electric cooling fans can all result in overheating and costly damage to your car. Therefore, you should also check the coolant reservoir level regularly and look out for stains on coolant hoses before setting off on a journey.

Last but not least, driving fatigue is an ever-present danger when driving in summer. On longer journeys, we advise taking a break every two hours or so and ensure that you have plenty of ventilation in the car and you keep well hydrated.



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



The groundbreaker.
The new Porsche Bike RX
Porsche Bike RX*. Powered by the love of adventure.
Lightweight high-end carbon frame. Air suspension forks [DT Swiss XMM 100]. 20-speed gearshift [Shimano XTR]. Crank [e*thirteen]. Hydraulic disc brakes [Magura MT26]. 27.5-inch wheels [Crankbrothers Cobalt 2] with smooth rolling tyres [Schwalbe Rocket Ron]. With theft protection from CODE-No.com. Comes in sizes: S, M, L.
Weight: approx. 10 kg. WAP 061 021 0E [S],
WAP 061 022 0E [M], WAP 061 023 0E [L]
RMB 68,416.00



Link to video of test ride.

Connection costs depend on your mobile phone contract



GRAN TURISMO SPORT

THE FASCINATION OF PURE SPORTS CARS

About half a century ago, the first Porsche with the postfix "GTS", the 904, a mid-engine coupe, was presented to the public with immediate success. Since then Porsche has been committed to the pursuit of purism through the intricate and innovate engineering of its sport cars. With "GTS" being granted over time to the sportiest members of three model lines; the Carrera, the Cayenne and the Panamera have been endowed with this purist concept. So after much anticipation, it is no surprise that these three thrilling letters have now been added to the two mid-engine models in the Porsche family: the Boxster and the Cayman.

A sporty concept with the advantage of every-day usability, Gran Turismo Sport gives you the best of both worlds.

These three simple words have the power to elevate any sports car to the ultimate level of pure and sporty driving bliss amid absolute comfort. Driving dynamics are optimized with the addition of even more engine power and revised suspension setup, an even sportier exterior and a range of additional interior equipment to reflect the sporty character of this very special concept.

Gran Turismo Sport has been redefined to offer you the perfect mix of performance and day to day usability with design and functionality. An ideal that is achieved by every Porsche model that bears the illustrious GTS title: Purism without compromise.



BYGONE HEROES

THE CLASSIC CARS OF LE MANS

In a race designed to push man and machine to their very limits, and sometimes beyond, only the best racecar technology will do. But it's not just about raw power. On the asphalt track of the Le Mans 24 Hours, efficiency and reliability are key. After all, you don't win Le Mans. You endure it. No one knows this better than Porsche, a marque which not only boasts some of the most efficient racecars ever built, but which has stood the test of time to claim 16 overall victories in the competition – more than any other manufacturer.

The first defining moment for what is perhaps the greatest motorsports legend ever told came in 1970. After countless class wins, Porsche had yet to claim an overall Le Mans victory. This was all about to change, however, with the debut of the marque's new secret weapon, the Porsche 917. The 917 was not just powerful, it was also unrivalled in efficiency and reliability, and at the time had no equal on the track. The car claimed 2 consecutive victories in 1970 and 1971 and even starred in a film with Steve McQueen, securing its status as a true Porsche icon.

But the Porsche Le Mans legend was only just beginning. After two consecutive victories in 1976 and 1977 and a third in 1981, which saw racing icon Jacky Ickx take the wheel of the

open top Porsche 936 Spyder, Porsche was set to make racing history once again. The year was 1982. It was the 50th anniversary of Le Mans and Porsche was about to debut its latest creation: the 956. Featuring a ground-breaking design which utilized ground effects to increase downward force and for the first time for Porsche, an aluminium monocoque frame, all three Porsche 956s entered in the race exceeded even the wildest expectations, claiming first, second and third place. Forming a basis for racecar designs of the future, the iconic 956 claimed victory three more times from 1983 to 1985. But the marque's hot streak wasn't over yet. In 1986, Porsche entered Le Mans with the 962C. A renaissance of the 956, the 962C claimed two more consecutive victories for the marque in 1986 and 1987, rounding off an unprecedented 7-year winning streak.

Le Mans: where courage, not kilometres, are the measure of one's efforts. This is the essence of Porsche's success in the competition: the courage to push the limits of what is possible in its cars, to adapt and endure. 16 overall victories. That's no small feat - even for the world's top sports car manufacturer.



SANYA CELEBRATES THE OPENING OF ITS FIRST PORSCHE CENTRE

On 8 May, Porsche opened its second Porsche Centre on the island of Hainan, with Porsche Centre Sanya. Equipped with a 401 square-metre showroom and a 1,100 square-metres workshop, the new Porsche Centre offers a full range of Porsche cars and provides world class customer care and service to Porsche enthusiasts in and around this southernmost city in China. At the opening ceremony, guests were graced with a number of premium Porsche cars on display, including the Boxster S, Cayman S, 911 Turbo, Panamera S Executive and Cayenne S.

PORSCHE CHINA OPENS FIRST PORSCHE CENTRE IN YINCHUAN

On 19 May, Porsche opened its first Porsche Centre in Ningxia, with Porsche Centre Yinchuan. This all-new Porsche Centre boasts a modern showroom of 2,058 square-metres, which can display up to 15 Porsche models. Meanwhile, the After Sales service centre covers an area of 2,799 square-metres with 7 service bays. With its advanced facilities and strategic location, Porsche Centre Yinchuan will provide Porsche customers and enthusiasts across the region with convenient access to the ultimate sports cars, superior After Sales care, and world-class customer service.

PORSCHE SALES SURGE AHEAD WORLDWIDE

Once again, Porsche AG has achieved exceptional sales growth in the international market: with 16,300 vehicles sold in April 2014, the sports car marque racked up a gain of seven percent compared to the same month last year. The latest figures continue the general upward sales trend for the marque, which has seen Porsche deliver more than 55,000 new cars to customers from January to April 2014, an increase of 5.2 percent compared to the same period in 2013. The Gran Turismo Panamera was especially coveted on the international scene and posted the greatest jump in sales with 17 per cent so far this year. Most impressive, however, is the response from our Chinese customers: with 13,300 deliveries, Porsche has achieved a staggering twelve percent increase in the China market compared to the same period in 2013.



2014 CALENDAR*

918 SPYDER DRIVE EVENTS

Date: 7 - 23 June
Location: Shanghai Intl. Circuit

PORSCHE SPORT DRIVING SCHOOL, PRECISION

Date: 14 - 15 June
Location: Shanghai Intl. Circuit

LE MANS 24 HOURS

Date: 14 - 15 June
Location: France

FASCINATION PORSCHE

Date: 19 - 22 June
Location: Shanghai Intl. Circuit

PORSCHE WORLD ROADSHOW

Date: 24 - 27 June
Location: Shanghai

PORSCHE SPORT DRIVING SCHOOL, PERFORMANCE

Date: 28 - 29 June
Location: Shanghai Intl. Circuit

EXPLORE THE CORE

Date: 30 June - 4 July
Location: Shanghai

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

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