



PORSCHE

PORSCHE NEWS

Issue 2, 2015

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**THE NEW CAYENNE TURBO S
ABOVE IT ALL**



Dear Porsche Enthusiast,

As the new President and Chief Executive Officer of Porsche China, I am delighted to issue Porsche News to you. As we enter the second half of the year, we have more thrilling events and highlights to showcase to you both on and off the racetrack.

After showing the huge potential of the 919 Hybrid concept with our return to Le Mans Prototype racing in 2014, Porsche returned to the famous racetrack this June for a second season and achieved its 17th overall victory in Le Mans 24 Hours with a one-two finish. No other brand has won the world's toughest endurance race so many times. An incredible triumph for the Porsche team!

In Asia, the 13th season of the Porsche Carrera Cup Asia is in full swing. Rounds 5 and 6 recently came to a close at Japan's Fuji International Speedway, and this electrifying race was about more than just a podium win. Chris van der Drift who is currently leading the Overall scoreboard and Yuey Tan who is leading in Class B — will head to Belgium this month to compete against Porsche Carrera Cup drivers from all over the world in the Porsche Carrera Cup 24 Hours of Spa.

Away from the track, we brought the fascinating appeal of Porsche to Shanghai through the 'Sound of Porsche' event, from 14 to 28 June. The first of its kind in China, this event was an exciting opportunity for enthusiasts to interact with and experience the brand in new and innovative ways. Shanghai was the only stop in Asia after London and New York, and the event was a resounding success with over 40,000 people visiting the stand.

As we continue to expand the Porsche network, Porsche Centre Kunming Hongqiao celebrated its grand opening on 17 June, marking the 81st Porsche Centre to open in China.

I wish you a summer of pleasant driving in your Porsche.

Yours sincerely,

Mr. Franz Jung
President and Chief Executive Officer of Porsche China



THE “SOUND OF PORSCHE” SUCCESSFULLY CONCLUDES IN SHANGHAI

From 14 to 28 June, “Sound of Porsche” was hosted in the iapm Mall in Shanghai for the first time following its successful debut in both New York and London respectively. As the only stop in Asia, this novel event offered local fans a great chance to fully experience the Porsche brand in new and innovative ways through seven different modules. “Virtual Reality” was one of the highlights. As an additional interactive module specially designed for Shanghai, it offered customers a virtual lap with a racing driver on the Yeongam International Circuit in Korea. The “Sound Lab” featured 3D projection mappings of different driving scenarios: a sunshine drive along the Miami coast, a relaxing cruise on an Austrian country road, and an exciting lap on the thrilling Nurburgring Nordschleife in Germany; all on a Porsche 911 Carrera GTS. Also on display was the Porsche 919 Hybrid which brought Porsche its 17th overall victory with an amazing one-two podium win at the 24 Hours of Le Mans on 14 June.

With a supreme mix of contemporary multi-media and traditional methods of communication, “Sound of Porsche” perfectly showcased Porsche’s unremitting commitment to the integration of everyday usability and racing heritage.

THE NEW CAYENNE TURBO S ABOVE IT ALL

Meet the top athlete among SUVs and the most powerful model yet in the Cayenne model series: the Cayenne Turbo S. With its dynamic agility and handling, as well as design and equipment, it is a clear statement.



Every design detail reinforces the car's athletic appearance and exclusive design. From the bonnet and front wings to the design of the standard LED main headlights with Porsche Dynamic Light System Plus (PDLS+). Every detail underlines the car's athletic prowess. The power dome is particularly prominent. The large central air intake is an unmistakable reference to the enormous power reserves within. The new

Cayenne Turbo S is more refined and more precise than ever. The result? Maximum appeal for even the most discerning driver.

As the ultimate powerhouse in the Cayenne family and set to raise the bar once again with its combination of engine power, aerodynamics and sporty agility, the Cayenne Turbo S is built to leave the world behind.



Maximum Performance Meets Maximum Efficiency

As the top model in its class, the Cayenne Turbo S is defined by power and efficiency. It sets a new speed record for SUVs, completing a lap of the Nürburgring Nordschleife in just 7:59.74 minutes. With a re-engineered 4.8-litre V8 engine which accelerates from 0 to 100 km/h in 4.1 seconds and reaches a top speed of 284 km/h (176 mph), the figures alone are enough to set your pulse racing. Yet, the unmatched performance of the Cayenne Turbo S is not simply due to more power, but higher levels of efficiency. The extra responsiveness of its engine is a direct benefit of integral turbochargers that deliver optimum air/fuel mix and enhanced combustion to boost fuel economy. Other features like VarioCam Plus and the auto stop/start function also work to boost its efficiency. As a result, the fuel consumption figures are a moderate 12.5 L/100 km despite the increase in output, adhering to the Porsche Principle that sees performance and efficiency as complimentary, not contradictory.

Dynamic Features of a Top Athlete

Supporting its position as a top athlete is a strong foundation from its chassis. The Standard Porsche Dynamic Chassis Control (PDCC) optimises road handling and reduces lateral body movement when cornering. A consistent ride height, whatever the terrain, is assured with the Porsche Active Suspension Management (PASM), which continually adjusts the dampening force on each wheel based on road conditions and driving style. Although sturdy, the agility of the Cayenne Turbo S is never compromised. It borrows a number of features from its super sports car cousins, including two gear-shift paddles on its sports steering wheel, as seen on the 918 Spyder, which deliver motorsport-style gear changes. Its 21-inch 911 Turbo Design wheels feature black painted edges and an inner black finish in high gloss.

For further information please scan the QR code.





ONE-TWO FOR PORSCHE AT 24 HOURS OF LE MANS 2015

Mission accomplished: Porsche has achieved its 17th overall Le Mans victory at the 83rd running of the famous 24 Hour race with a one-two finish on 14 June. Drivers Earl Bamber (NZ), Nico Hülkenberg (GER) and Nick Tandy (GB) won the coveted trophy in their innovative Porsche 919 Hybrid exactly 45 years after Porsche's first overall win at La Sarthe was achieved. Timo Bernhard (GER), Brendon Hartley (NZ) and Mark Webber (AUS) in the sister car added the icing on the cake when they came home in second. Romain Dumas (FR), Neel Jani (CH) and Marc Lieb (GER) brought home the third Porsche 919 Hybrid in fifth. No other brand has managed to win the world's toughest endurance race so many times and is connected that closely to the myth of Le Mans. The previous win was also a one-two – back in 1998 when Allan McNish (GBR), Laurent Aiello (FRA) and Stéphane Ortelli (MC) finished first in their Porsche GT1.

The 24 Hours of Le Mans is regarded as one of the most difficult long distance endurance races to finish,

let alone win, with only the most elite drivers taking on the challenge. For Earl Bamber, who piloted the winning 919 Hybrid together with his teammate Nico Hülkenberg and Nick Tandy, this sensational victory marks the peak of his meteoric career at Porsche. His rise to the pinnacle of Porsche motorsport came after showing his worth as the first rookie to win the international Porsche Supercup championship. His stellar performance in the Porsche Carrera Cup Asia two years running also greatly helped him in his pursuit for a seat in the Porsche LMP1 team. He joined the Porsche Carrera Cup Asia in 2013 and handily claimed the championship title that year. His second season in the series in 2014 saw him score eight victories and ten podium spots to take home the title for the second time. Following this remarkable performance with the Porsche Carrera Cup Asia, and the Porsche Supercup series in 2014, Bamber earned a contract as a Porsche works driver before quickly climbing to the next step with the LMP1 programme.

Porsche Team piloting the winning No.19 919 Hybrid (from left to right): Nick Tandy, Earl Bamber and Nico Hülkenberg.



PORSCHE CARRERA CUP ASIA ROUNDS 3 TO 6

Porsche Carrera Cup Asia 2015 delivered once again incredible results in Rounds 3 to 6, with thrilling victories captured in the final seconds of the competitions, in addition to the chance to race on Belgium's legendary Spa-Francorchamps circuit in the Porsche Carrera Cup 24 Hours of Spa in July.

Round 3 & 4, Yeongam International Circuit, Korea, 15 - 17 May

The Yeongam International Circuit in Korea hosted Rounds 3 and 4 of Porsche Carrera Cup Asia from 15 to 17 May. This track is notorious for its challenging switchbacks. However, for Kamlung Racing's Chris van der Drift, in his first season with Porsche, and Spark Motorsports' Egidio Perfetti, Korea offered a golden weekend of racing with both drivers winning top podium finishes in both rounds in overall and Class B, respectively.

Craig Baird of Clearwater Racing took second in both rounds, and home country favourite Myung Gil Choi, driving for Team Porsche Korea, brought the passionate crowd to their feet by roaring past the checkered flag with third place podium finishes in both rounds.

In Class B, Vutthikorn Inthraphuvasak of 100 PLUS Racing Team took second in Round 3 while OpenRoad Racing's Francis Tjia won second place in Round 4, and Max Twigg grabbed third place in both rounds.

As of Round 4, Baird maintained his place as overall championship leader with an 11-point advantage over Chris van der Drift. In Class B, Modena Motorsports' Wayne Shen held steady at the top, leading by a single point over Team Jebesen's Yuey Tan.

Round 5 & 6, Fuji International Speedway, Japan, 5 - 7 June

Porsche Carrera Cup Asia continued its triumphant season at the scenic Fuji International Speedway in Japan from 5 to 7 June. Speeding out of the start in Round 5, Chris van der Drift claimed the lead and held the fiercely competitive Martin Ragginger of Team Porsche Holding to second, blazing across the finish line for his third consecutive winners' trophy. Craig Baird briefly overtook Ragginger but ended in third for the round.

Amongst the competitive field of Class B drivers, Vutthikorn Inthraphuvasak sped into the top spot for another podium win, while Francis Tjia roared past Yuey Tan to take second place.

Round 6 was an intense battleground, but van der Drift again proved unstoppable after his strong start from pole. His fiery performance resulted in another first win place, overtaking Baird in Overall standings and winning a seat at the Porsche Carrera Cup 24 Hours of Spa. While Francis Tjia placed first in Round 6 in the Class B category, Yuey Tan defended his top position as the Class B leader, qualifying for the thrilling Porsche Carrera Cup 24 Hours of Spa.

Next stop? Following 24 Hours of Spa at the legendary Spa-Francorchamps, Porsche Carrera Cup Asia will resume in August in Thailand for more gripping battles.

For further information or to follow us, please scan the QR code.





PORSCHE TRAVEL CLUB TOUR OF TIBET DEEP INTO THE MYSTERIOUS LAND OF TIBET

Launched in 2012, Porsche Travel Club China has offered tours to some of the most exotic regions in China and abroad, all behind the wheel of a Porsche. Known as China's 'Snow Heaven', the Tibet Tour offers the exclusive opportunity to discover this fascinating region renowned for its rich culture and breathtaking natural beauty, all from behind the wheel of the Porsche Macan. Join us for an incredible journey which will leave you with an unforgettable and life-enhancing experience.

Porsche Macan Tour of Tibet
18 – 23 September, 25 – 30 September 2015

Featuring a journey into one of China's most scenic and historic regions, this tour offers an exclusive opportunity to experience the mystical beauty of Tibet in a Porsche Macan. After arriving in Lhasa, the tour will first explore this ancient city of wonders, including the majestic Potala Palace, the winter home of the Dalai Lama in past generations; and the Jokhang Temple, where monks reside and pray. The tour then takes you the Tibetan Plateau towards Yamdrok Lake, the largest lake north of the Himalayas. Taking full advantage of the agility and sportiness of the Porsche Macan, you will pass over Mount Mira, the highest point of the Porsche tour on the way to Basongcuo, a stunning crescent-shaped lake nestled in the mountains of southeast Tibet. With the combination of challenging high-altitude mountain roads, local tradition and delicious cuisine, this tour will certainly touch on all your senses.

The Macan—an extraordinary compact SUV with power, intensity and unmatched driving dynamics—will be the ultimate travel companion throughout the trip. Perfect for ascending great heights, the Porsche Macan's sporty style and performance makes each rise and curve of the mountain road pure driving pleasure. An exhilarating journey of contrasts, the Tibet Tour inspires quiet reflection and a spirit for adventure. Join us on this enchanting trip that ascends to heaven.



Registration Deadline: 17 July 2015.

To book the trip, please call us on **400 8205 911**; for more details, please email us at travelclub@porsche.cn; or register your interest online at www.porsche.cn/travelclub. For further information, please scan the QR code.





DRIVE TO YOUR POTENTIAL PORSCHE SPORT DRIVING SCHOOL COMPACT PROGRAMME

There is one difference between driving and driving well: Porsche Sport Driving School. It is a place to not only explore the potential of your vehicle, but also yourself as a driver. Under the guidance of expert instructors, participants finely tune their driving skills lap-by-lap on the racetrack. And for those having their first introduction to the Porsche Sport Driving School, there is a new specially tailored training course to provide them with the basic knowledge of performance driving: the Compact Programme. Delivering the fascinating appeal of Porsche on the racetrack, this one-day course requires no prior training, and gives drivers a first overview of driving dynamics and techniques with the aim of increasing their driving skills. The course enables drivers to master how to break effectively, change lanes correctly, and control over-steer and under-steer through practice on the

whole track. For more advanced maneuvers, drivers will also learn how to find and follow the racing line and negotiate a slalom. In just one day, participants will experience an improvement in their driving skills, and master the fundamentals of everyday driving.

Training can be completed in your own vehicle or one of the Porsche vehicles provided.

To book, please call us on the Porsche Driving Experience Hotline: **400 8205 911**. For more details, email us at drivingexperience@porsche.cn or scan the QR code.



IN FULL SWING PORSCHE GOLF CUP 2015

Precision. Performance. Camaraderie. Three values shared by Porsche and the game of golf. Launched in 2011, the Porsche Golf Cup is a series of amateur tournaments where Porsche customers test their skill against like-minded enthusiasts and nature on some of China's most challenging golf courses. 2015 marks the fifth anniversary of the Porsche Golf Cup. To celebrate this special occasion and the launch of another thrilling season, an exclusive event was held at the prestigious Chengdu Luxehills International Country Club in May. Eighty five participants, including distinguished Porsche owners took part in the first qualifying tournament of 2015 which was held by Porsche Centre Chengdu Jinniu. Another highlight of the event was the attendance of Mr. Yong Qiu, Porsche Golf Cup Men's Gross National Champion 2013.

The 2015 competition will host 14 qualifying rounds across 8 regions in China. The qualifying winners from each dealer tournament will then secure a spot at the China Final taking place at Sanya's Luhuitou Golf Club from 27 to 29 November. The qualifying winners not only

have the opportunity to play on one of Hainan's most beautiful courses, but also the chance to represent China in the Porsche Golf Cup World Final in Europe in 2016.

The 2015 Porsche Golf Cup World Final wrapped up with huge success on 5 and 6 May in Majorca, Spain. China fielded a strong line-up, with Mr. Ciqiang Jian from Porsche Centre Guangzhou achieving Men's Gross Second Runner-up, and Mr. Kaixiong Wang from Porsche Centre Qingdao achieving Men's Net Handicap Category C Second Runner-up. Overall, the China team accomplished third place (first place: Korea, second place: Taiwan), a great achievement in a competition with 60 highly skilled amateur golfers from 13 countries and regions.

As qualifying rounds continue across China, we wish all participants the very best of luck as they strive to make their way to the China Final in Sanya, and then on to the World Final in Europe!

For further information, please visit www.porschegolf.com, alternatively please scan the QR code.



PERFORMANCE PRINCIPLE SPORT CHRONO PACKAGE

Welcome to Performance Principle, where the Porsche Sport Driving School provides driving tips to help make your journeys more safe and more enjoyable in your Porsche. In this issue we look at the advantage of the Sport Chrono Package.



The Sport Chrono Package offers increased sportiness at the push of a button. It enables an even sportier set-up for chassis, engine and transmission – which is accompanied by a much more emotive sound. The package includes: dynamic engine mounts (for the 911), performance display, digital and analogue stopwatch and SPORT PLUS button.

In SPORT PLUS mode, the trigger threshold for the Porsche Stability Management (PSM) is raised. Agility is perceptibly enhanced when braking for corners with PSM, allowing sportier braking and exit acceleration. For even greater agility, PSM can be set to standby while the car is still in SPORT PLUS mode. For safety, it is set to intervene automatically only when ABS assistance is required on both the front wheels.

In combination with Porsche Doppelkupplung PDK, the

Sport Chrono Package has two additional functions for a sporty drive that borders on a motorsport experience. The first is 'Launch Control', which can be used on the track to achieve the best possible standing start – a racing start.

The second function is the 'motorsport-derived gear-shift strategy'. Using this, PDK is geared up for extremely short shift times and optimum shift points for the maximum acceleration available. This performance combination is ideal for the racetrack.

A key component of the Sport Chrono Package is the stopwatch mounted on the dashboard. In conjunction with optional PCM, a special performance display enables you to view, store and evaluate lap times or other driving times. It shows the total driving time, lap distance, lap number and lap times recorded.

For more information about the optional Sport Chrono Package and how to use it to its full advantage, please contact your local Porsche Centre. Our professional staff would be delighted to assist you.



KEROPUR: YOUR ENGINE'S LUCKY NUMBER. WHATEVER LIES AHEAD.

Your Porsche is built for performance. However the quality of available fuel does not always comply with your Porsche's engine requirements. To uphold engine performance and ensure its long life, it is important to use an approved fuel supplement. The Porsche genuine fuel additive Keropur is one such supplement. It helps to protect your Porsche engine from the build-up of deposits caused by reduced fuel quality.

the fuel. With Keropur in the engine, whatever lies ahead, your Porsche will stay ahead.

For your convenience, we now offer the new Porsche motorsport-inspired 8-bottle pack of Keropur fuel additive at all Porsche Centres. For more information or to purchase, please contact your local Porsche Centre. Our staff will be more than happy to assist you.

The effectiveness of Keropur depends on its continuous use. Every time you refuel your vehicle, one can of Keropur should be added, preferably before you add

Benefits of using Keropur are:

- keep your engine clean
- minimise friction between piston rings and cylinder walls
- protect metallic parts against rust and corrosion.



THE PORSCHE CERAMIC COMPOSITE BRAKE SYSTEM ULTIMATE BREAKING PERFORMANCE

The Porsche Ceramic Composite Brake (PCCB) brake system is a dual-circuit brake system with separate circuits for front and rear axles. Specially developed for formidable breaking performance, the front axle has been optimised to feature break calipers with 10 pistons instead of the usual six for the first time, and four-pistons at the rear, to ensure extremely high and consistent brake force. The key advantage of the PCCB is the reduced weight of the ceramic brake discs by using aluminium, which is approximately 50% lighter than standard discs of similar design and size. This not only represents a major reduction in unsprung and rotating masses, but also enhances performance and fuel economy.

On the new Cayenne Turbo S, the Porsche Ceramic Composite Brake system has been further adapted and

improved to match the high levels of performance, agility and safety standards of the new model. The overall break pad area has been enlarged by 37% and the maximum useable friction surface has been improved by 30%. These adaptations work together to deliver greater rigidity, efficiency and outstanding breaking performance.

With this racetrack technology further improved and fitted as standard, the new Cayenne Turbo S is in a league of its own in terms of performance and efficiency.



Porsche Driver's Selection



RS 2.7 COLLECTION THE RETURN OF A HERO.

Over 40 years ago in 1972, the world welcomed what is known today as the greatest Porsche of all time: 911 Carrera RS 2.7. For many this vehicle encapsulates the spirit of 911 more clearly than any other in the series. Built to answer to the stiff competition Porsche faced in the GT motorsports arena, the 911 Carrera RS 2.7 was born to race. With a 2.7-litre engine that delivers a superb power output of 210 hp (155 kW) and a chassis built for fast bends, the RS 2.7 boasted a top speed of more than 149 mph. As the fastest Porsche production model of its era, it quickly cemented a reputation as a solid race winner.

Today the 911 Carrera RS 2.7 lives on as a timeless classic. Now, Porsche Driver's Selection is commemorating this legend in an exclusive collection. With a number of iconic items, each piece in the collection shows the passion for motorsports that is so true to the Porsche name.

In this making-of photo gallery, step inside Plant 1, this historic location where Ferry Porsche decided to relaunch production of the 911 Carrera RS 2.7.
Connection costs will depend on your mobile data contract.



NEW. Unisex T-Shirt – RS 2.7.
100 % cotton. In grey melange.
WAP 951 XS-3XL OG
CNY 624.00



NEW. Men's jogging bottoms – RS 2.7.
60 % cotton, 40 % polyester. In grey melange.
WAP 955 S-XXL OG
CNY 1,261.00



NEW. Sport Classic chronograph – Green edition.
Quartz movement with waterproof aluminum casing. Diameter: 42 mm. Swiss made.
WAP 070 086 OG
CNY 7,940.00



NEW. Baseball cap – RS 2.7.
100 % cotton. In dark blue.
WAP 950 001 OG
CNY 369.00

* The recommend retail price is only for reference. Please consult your Porsche Centres for more information.



PRODUCTION OF THE 918 SPYDER COMPLETED

After 21 months of production time, the final Porsche 918 Spyder came off the line in Stuttgart-Zuffenhausen. But the legacy of this pioneering super sports car will reach far beyond its production time. Future generations of sports cars will benefit directly from the innovations of the 918 Spyder.

The 918 Spyder was systematically developed to be a performance hybrid with plug-in technology. The hybrid super sports concept car made its debut at the 2010 Geneva International Motor Show, where it was met with a grand ovation. In the summer of 2010, its production development began. When the car was launched on the market in late 2013, the 918 Spyder represented the continuation of a series of super sports cars in the history of Porsche. Yet more than that, as a technology pioneer, the ground-breaking concepts and technologies it embodies has endured the harsh test on the race track, and are now providing strong impetus for the advanced development of technologies for the sports cars of the future.

GRAND OPENING OF PORSCHE CENTRE KUNMING HONGQIAO

On 17 June, 2015, Porsche Centre Kunming Hongqiao, the second Porsche Centre in Kunming, opened with a grand celebration. The new Porsche Centre covers an area of 12,573 square metres with a state-of-the-art showroom capable of displaying 18 Porsche sports cars at the same time. The fourth investment by Wuhan Kangshun Automotive Services Co., Ltd, this brand new facility will offer customers and enthusiasts in Kunming and the surrounding area convenient access to the full range of Porsche sports cars, world-class service and supreme customer care.



PORSCHE CHINA DEALER NETWORK

Dedicated to premium customer service, Porsche Centres are the foundation of Porsche China's growth and success. With additional Porsche Centres planned to open in the coming months, Porsche continues to deliver outstanding first-class care to even more loyal customers throughout the country.



For further information on Porsche Centre locations or any other queries, please visit our website www.porsche.cn or scan the QR code.



CALENDAR



PORSCHE WORLD ROADSHOW

28 August - 2 September, Shanghai

6 - 11 November, Zhuhai



To book a trip, please call us on the Hotline: **400 8205 911**; or for more details, please email us at travelclub@porsche.cn.

PORSCHE TRAVEL CLUB

12 - 17 July, 18 - 23 July, 24 - 29 July, Qinghai

18 - 23 September, 25 - 30 September, Tibet

8 - 12 August, Black Forest

9 - 14 October, 22 - 27 October, USA

2 - 8 September, Alpine

10 - 14 October, 16 - 20 October, 22 - 27 October, Shangri-La



To book, please call us on the Hotline: **400 8205 911**. For more details, email us at drivingexperience@porsche.cn.

PORSCHE SPORT DRIVING SCHOOL

7 September, Compact, Shanghai

14 September, Telemetric, Shanghai

8 - 9 September, Precision, Shanghai

15 - 16 September, Performance, Shanghai

10 - 11 September, Performance, Shanghai

13 November, Compact, Zhuhai

12 - 13 September, Master, Shanghai

14 - 15 November, Precision, Zhuhai



PORSCHE CARRERA CUP ASIA

31 July - 2 August, Chang International Circuit, Thailand

Rounds 7 & 8

Thailand Super Series

4 - 6 September, Sepang International Circuit, Malaysia

Rounds 9 & 10

Asian Festival of Speed

18 - 20 September, Marina Bay Circuit, Singapore

Rounds 11 & 12

Formula 1 Support Race

30 October - 1 November, Shanghai International Circuit, China

Rounds 13 & 14

FIA World Endurance Championship



Porsche recommends  | 

Visit www.porsche.cn for more information

Above it all.

The New Cayenne Turbo S.

An output of 570 hp (419 kW) is complemented by maximum torque of 800 Nm – between 2,500 and 4,000 rpm. 0 to 100 km/h in 4.1 seconds and a top speed of 284 km/h. Standard Sports Chrono Package, Porsche Ceramic Composite Brakes and Porsche Active Suspension Management. The new Cayenne Turbo S. Above it all.



PORSCHE