

Porsche Centre Directory

Porsche Centre Beijing

Phone: +86 10 65211 911
Ground Floor, Chang An Club,
10 Dong Chang An Avenue, Beijing Tower,
Beijing, China, 100006

Porsche Centre 3S Beijing

Contact: Ms. Shi Xiao Wei
Phone: +86 10 67869 911
No.A1, East Ring North Rd, BDA
Beijing, China, 100176

Porsche Centre Chengdu

Contact: Ms. Tina Hu
Phone: +86 28 87592 911
173 Shuxi Road, Yangxi Xian,
Chengdu International Automobile Yard,
Chengdu, China, 610091

Porsche Centre Chongqing

Contact: Mr. Oliver Jiang
Phone: +86 23 63674 911
2F Platinum Times Building,
60 Yangtze River 1st Road, Yuzhong District,
Chongqing, China, 400014

Porsche Centre Dalian

Phone: +86 411 82883 911
219 Zhong Nan Road, Zhong Shan District,
Dalian, China, 116001

Porsche Centre Guangzhou

Contact: Mr. Laurence Hua
Phone: +86 20 37199 911
G/F, No.197, North Guangzhou Dadao, Yuexiu District,
Guangzhou, China, 510075

Porsche Centre Hangzhou

Contact: Mr. Clifford Choi
Phone: +86 571 87088 911
218 Nan Shan Road, Shang Cheng District,
Hangzhou, China, 310002

Porsche Centre Kunming

Contact: Ms. Linda Wu
Phone: +86 871 4595 911
The crossing of Shili Long Street and the Luguang Road
Kunming, China, 650228

Porsche Centre Nanjing

Contact: Mr. James Mao
Phone: +86 25 52458 911
22 Ningnan Road, Yuhuatai District,
Nanjing, China 210012

Porsche Centre Qingdao

Contact: Mr. Bert Liu
Phone: +86 532 86679 911
38 Xianggang Middle Road,
Qingdao, China, 266071

Porsche Centre Shanghai

Contact: Mr. Tommy Zhao
Phone: +86 21 23214 911
Ground Floor, Chong Hing Finance Centre,
No.288 Nan Jing Road West, Huang Pu District,
Shanghai, China, 200003

Porsche Centre Shenyang

Phone: +86 24 25120 911
17-2 Beier East Road, Tiexi District,
Shenyang, China, 110025

Porsche Centre Tianjin

Contact: Mr. Yizheng Wang
Phone: +86 22 24359 911
No.59 Autopark Middle Road,
Tianjin Airport Industrial Park,
Tianjin, China, 300308

Porsche Centre Wenzhou

Contact: Mr. Kevin Jin
Phone: +86 577 88305 911
G/F, Xueyuan Building, NO.278-280,
Xueyuan Middle Road, Lucheng District,
Wenzhou, China, 325000

Porsche Centre Wuhan

Contact: Mr. Jacky Wu
Phone: +86 27 82669 911
Panlong Auto City, Panlong City Economic Zone,
Wuhan, China, 430312

Porsche Centre Xiamen

Contact: Ms. Estella Li
Phone: +86 592 2393 911
105-107 Xinlong Town (phase2), 16# Xidi Nanli,
Xiamen, China, 361001

Porsche Centre Xi'an

Contact: Mr. Jacky Liu
Phone: +86 29 86289 911
No.A8-10 Jinyuan New Century,
Beierhuan Street, Weiyang District,
Xi'an, China, 710016

Porsche China

Jebsen & Co. (China) Motors Ltd.
18/F, Chong Hing Finance Center
288 Nan Jing Road West,
Shanghai, P.R. China 200003

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PORSCHE

Porsche 速报

Porsche 速报 Issue 1/2008

Contents:

- The Boxster RS 60 Spyder
- VarioCam Plus
- The Porsche 718 RS 60 Spyder
- Porsche in the ALMS
- Porsche Classic
- Porsche Driving Experience
- Breaking the ice with Porsche in Harbin
- Porsche Desert Camp Dubai 2008
- Porsche Drive to Excellence
- Porsche Centre Kunming Opening
- Porsche Service



The Boxster RS 60 Spyder

Light-weight construction, a low centre of gravity, mid-mounted engine. Even today, these are the crucial points that make a sports car out of a Roadster at Porsche. These values are more alive than ever in the limited edition special Boxster RS 60 Spyder.

The Boxster RS 60 Spyder

Dear Porsche enthusiast,

Hello and welcome to Porsche China's first newsletter of 2008.

Let me begin by wishing you all the very best for the New Year from everyone here at Porsche China. I hope you are feeling refreshed after a well deserved break over Spring Festival, and that you are ready to enjoy what promises to be an exciting year ahead.

The "Year of the Rat" is traditionally seen as a time for new beginnings and Porsche is reaffirming its commitment to China with a range of new Porsche Centre openings and customer events starting up this year. Of course, this is also a particularly special year for Porsche, since it was in the Year of the Rat that we designed our very first sports car, the Porsche 356, some 60 years ago.

Featured in this newsletter, you can read all about the lavish opening ceremony of Porsche Centre Kunming, whilst the Porsche Travel Club saw a group of Chinese enthusiasts put the Cayenne through its paces in the deserts of Dubai.

From the searing heat of the desert, to the arctic climate of Heilongjiang province, we see some stunning images of Porsche's first appearance at the Harbin Ice and Snow festival. The celebrations were marked in some style this year with the presentation of four life-sized Porsche models carved solely from ice.

Porsche drive events are always occasions to relish, and our brand new "Drive to Excellence" test drive programme is no exception. Providing our enthusiasts with an opportunity to fully explore the Porsche model range, you can read about the successful debut in the beautiful cities

of Guangzhou and Xiamen amongst other topics in this edition.

As you would expect, it has been a busy few months and I sincerely hope you enjoy reading this latest issue of the Porsche Newsletter.

Safe driving, and New Year's greetings to you once again.

Porsche China
Jebsen & Co. (China) Motors Ltd.



Helmut Broeker
Managing Director



The Boxster RS 60 Spyder

History can't be turned back, but it can be revived. The Boxster RS 60 Spyder.

Forests, serpentine, and magnificent views; typical for the popular mountain races in the 1960s. Unpredictable and at times extreme corners put special demands on the vehicles. The Porsche 718 RS 60 Spyder mastered them with bravado and at that time wrote racing history. Its decisive advantages: low weight and high agility – the classic Roadster virtues at Porsche to this day. The most recent proof: the Boxster S special model “RS 60 Spyder” limited to 1,960 cars.

Agile, athletic, authentic.

High performance, agility, a low centre of gravity and the mid-engine concept – the core values of the 718 type are more alive than ever in the new Boxster RS 60 Spyder. Its power-enhanced mid-

engine and chassis coordinated for agility result in an authentic driving experience. The design? Just as expressive as its role model. Together with the colouring, it is reminiscent of the aesthetics of the Porsche racing car 718 RS 60 Spyder.

The design: Dynamic.

The 718 RS 60 Spyder's design vocabulary was characterised by its function, and the direct linking of functionality and design. The expression of this styling can be found in the Boxster today. For

example on the front section: elegantly rounded, flattened down, and pulled closer to the road. The overall impression? Powerful, purist and elegant like its predecessor – just far more suitable for daily use. In addition to these design features, the Boxster RS 60 Spyder also assumed the silver

paintwork typical for the 718 RS 60 Spyder. Even if it is in a special version: the GT Silver Metallic. Reminiscent of the super sports car Carrera GT, also with mid-engine.

The windshield frame painted black and the striking red hood underscore the classic sports car genes of the Boxster RS 60 Spyder – and stand in elegant contrast to the body paintwork. The hood can be opened and closed in just 12 seconds. ▶



The Boxster RS 60 Spyder

Its available power: High.

A 6-cylinder boxer engine with 3.4-litre displacement drives the Boxster RS 60 Spyder. The mid-engine delivers 223 kW (303 bhp) at 6,250 rpm and a maximum torque of 340 Nm between 4,400 and 6,000 rpm.

Acceleration: 0 to 100 km/h in just 5.4 seconds. Its top speed is 274 km/h (170 mph). On the road, this power is transferred via a precision-guided 6-speed manual transmission. Upon request, you can also get the 5-speed Tiptronic S. The engine has the VarioCam Plus as standard (more about that in the technology feature). In

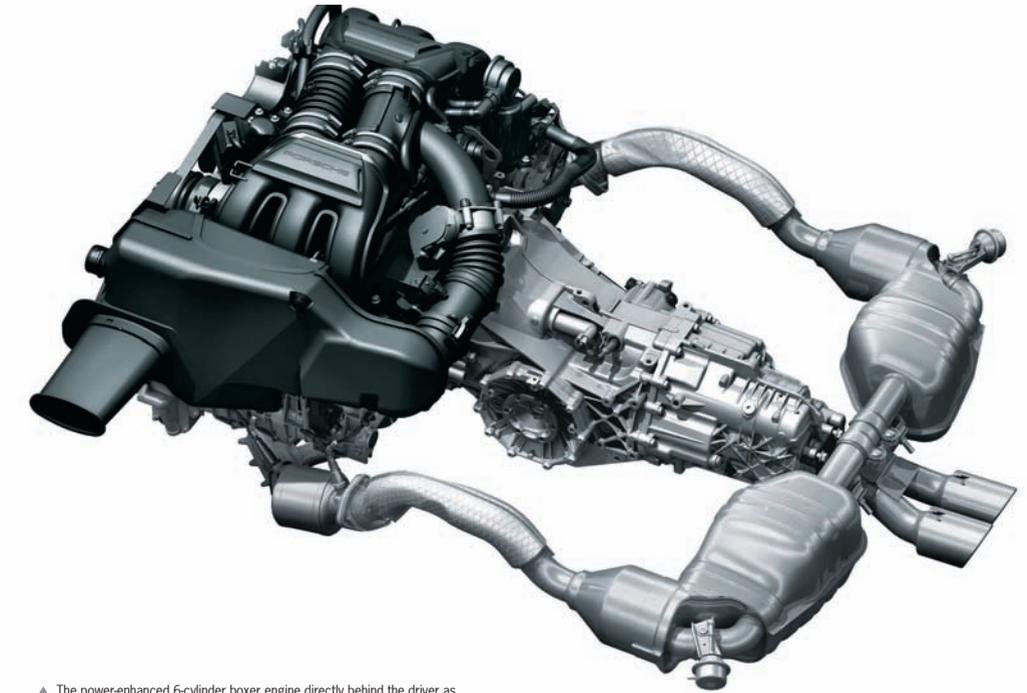
addition to excellent running quality, low fuel consumption and fewer exhaust emissions, above all it makes high performance and torque values possible. Optimisations on the exhaust flow and the additional standard sports exhaust system on the Boxster RS 60 Spyder with a twin-branch tailpipe akin to the 911 GT3 contribute

to increasing the power output to an impressive 303 bhp.

The standard 19-inch SportDesign wheels with 5-mm wheel spacers for the Boxster RS 60 Spyder let the car appear more muscular and enhance its connection with the road.

The brake system has 4-piston aluminium monobloc brake callipers. Advantages include high inherent rigidity and low weight resulting in particularly fast and effective responsiveness.

The standard vehicle stability system, Porsche Stability Management (PSM), provides for additional safety. Upon deviation from the desired direction of movement, it initiates targeted braking of individual wheels. Also standard is the Porsche Active Suspension Management (PASM), an active damper system that additionally optimises road holding. With PASM, the body is lowered by 10 mm. Through the electronic adjustment of the damping system, the damping power is actively



▲ The power-enhanced 6-cylinder boxer engine directly behind the driver as well as the standard sports exhaust system with twin-branch tailpipe

and continuously controlled for each individual wheel – depending on the driving style, driving situation and the selected programme “Normal”

or “Sport”. For outstanding agility, increased driving pleasure and increased active safety for every driving style. ►

* Red tail lights not available in China



The Boxster RS 60 Spyder



The interior: Sporty.

The "RS 60 Spyder" logo on the door entry guards made of stainless steel already promise exclusivity. A discreet limited edition plaque on the cover of the glove compartment provides the proof: This special model is one of a limited edition numbering just 1,960 cars.

The striking leather interior in natural Carrera Red leather is reminiscent of early motor sport. It is colour coordinated with the exterior of the car – like the red hood. With the option available – at no additional cost – black hood, the interior is in dark grey natural leather. Driver and passenger airbags are also standard as is the Porsche Side Impact Protection System (POSIP) with its separate head and thorax airbags as well as side impact protection – all effective even when the hood is open.

Urban fuel consumption (l/100 km)¹⁾: 15.3*/16.3** ; fuel consumption non-urban (l/100 km)¹⁾: 7.8*/7.9** ; fuel consumption overall (l/100 km)¹⁾: 10.6*/11.0** ; CO₂ emissions (g/km): 254*/262** . *6-speed manual transmission. **Tiptronic S. ¹⁾ According to 1999/100/EC.



▲ The interior picks up the exterior paintwork in the GT Silver Metallic – for an even more harmonious coordination of the overall concept

On the finishing line: The Boxster RS 60 Spyder.

The 718 has found a worthy successor in the Boxster RS 60 Spyder. It is only logical that the boxer mid-engine was again power-enhanced compared with the already very sporty Boxster S.

It is only consistent if the special model supports this added agility and dynamism visually. And it is only Porsche if a Roadster drives like a sports car. The result: more comfort than in the past from mountain race driving. ■

You will find more information in our web special at:
www.porsche.com/boxsters60

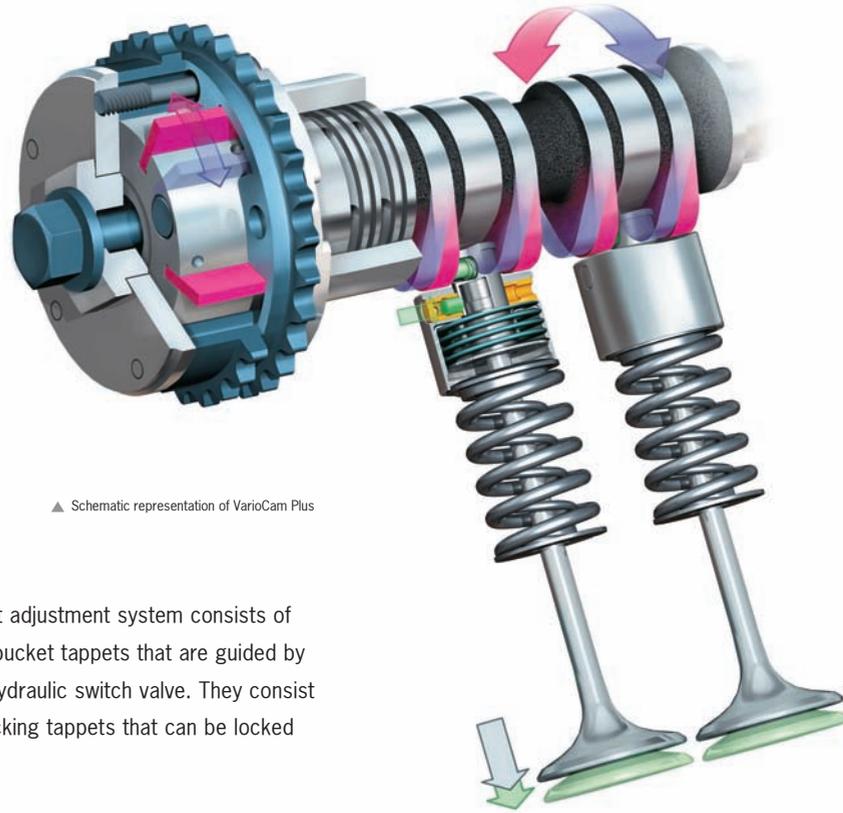


VarioCam Plus

The Boxster RS 60 Spyder: Propulsive power and low in consumption thanks to VarioCam Plus.

The Boxster RS 60 Spyder creates enthusiasm not least due to its impressive thrust and its high reserves in power. One reason for this is the 6-cylinder boxer engine with VarioCam Plus.

The Boxster RS 60 Spyder – like all Boxster models – has this system to adjust the intake camshafts and to change the valve lift of the intake valves. In addition to the best running quality, low fuel consumption and fewer exhaust emissions, above all VarioCam Plus makes high performance and torque values possible. And VarioCam Plus is a 2-in-1 engine concept. It adjusts itself to the respective demand for power. The switch occurs without being noticed by means of the Motronic ME7.8. This results in spontaneous acceleration and extremely low engine noise.



▲ Schematic representation of VarioCam Plus

The valve-lift adjustment system consists of switchable bucket tappets that are guided by an electro-hydraulic switch valve. They consist of 2 interlocking tappets that can be locked

by means of a bolt. Either a large cam works on the intake valves via the exterior tappet or a small cam via the internal tappet. The intake control times are infinitely variable via a camshaft controller attached to the front of the camshaft that works according to the vane principle. The control occurs via an electro-hydraulic control valve.

For example, in order to optimise the petrol intake during the warm-up phase at low temperatures, VarioCam Plus selects large valve lifts with retarded valve timing. In the mid engine speed and low load range, the system reduces fuel consumption and exhaust emission by switching to small valve lifts with advanced valve timings.

To achieve maximum power and torque, the valve lift is raised and the timing advanced. ■



The Porsche 718 RS 60 Spyder

King of the mountains: The Porsche 718 RS 60 Spyder.

▼ Schauinsland (Freiburg) in 1961, 99 Heini Walter, winner with Porsche RS 60 (718)



At the beginning of the 1960s, Porsche used the 718 RS 60 Spyder to expand on their concept of success in the legendary Porsche 550 Spyder: light-weight construction, a low centre of gravity, mid-mounted engine. Even today these are the crucial points that make a sports car out of a Roadster at Porsche.

High dynamics and high functionality.

The starting point for the development of the 718 RS 60 Spyder was a change in the rules of the FIA that required a closer proximity to series production for the racing cars of the 1960 racing season. At Porsche this was seen as a challenge, resulting in the creation of the 718 RS 60 Spyder on the basis of the 718 RSK, a sports car that – if not intended for the road – could in principle be used on the road. Nevertheless it concentrated on the most important features: agile and precise handling. It had rather unusual features for a racing car: for

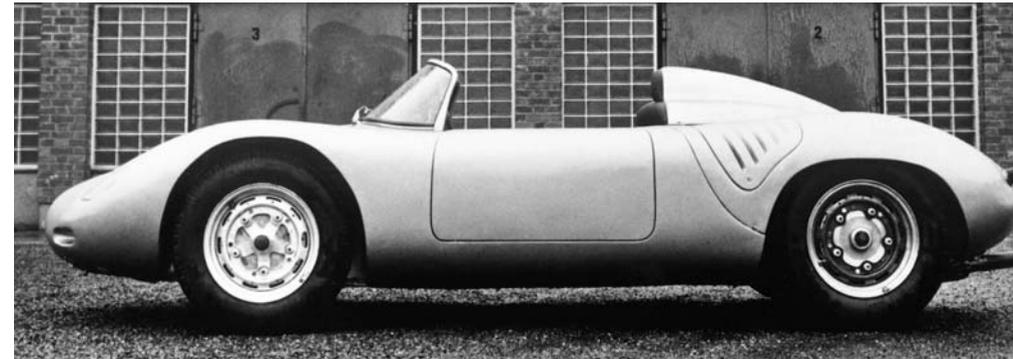
example, a larger windshield, a functioning hood and a luggage compartment that was in the rear behind the power-enhanced engine.

The engine itself: a boxer engine with displacement enlarged to 1,587 cc and 160 bhp at 7,800 rpm. In combination with the low gross weight of 550 kg and the low centre of gravity, it decisively improved the agility and the performance of the car.

The concept: Victorious.

What effect did the vehicle concept have in combination with the additionally enhanced

▼ Stirling Moss' vehicle in 1961



▲ The newly produced 718 RS 60 Spydors in 1960 in the yard of factory I in Zuffenhausen (Stuttgart)

power output of the 718 RS 60 Spyder? Extreme manoeuvrability and the ability to accelerate quickly out of a corner; especially important particularly for mountain racing. And so its

drivers made it to the winners' rostrum worldwide in the host of disciplines. The victories speak for themselves: The 718 RS 60 Spyder won the 44th Targa Florio 1960 – with a margin of 6 minutes. It won at the 4th and 5th European Hill Climb Championship in 1960 and 1961 and excelled at the 12 hours of Sebring in the US. Twice, because it won both first and second place. It thus counts among the outstanding racing cars of the 1960s. ■

Porsche Motorsport

Success in a series: Porsche in the ALMS.

12 races, 11 classes and 8 overall victories. Manufacturer, team and driver titles – the American Le Mans Series (ALMS) 2007 was extremely successful for Porsche. Now the challenge is to continue the series of successes in the 2008 season.

▼ The Porsche RS Spyder on the track in Sebring, Florida 2007



High expectations in the ALMS.

When the ALMS 2008 starts on 15 March in Sebring, the pilots of the Penske Racing and Dyson Racing teams will again do their best in their Porsche RS Spyders to dominate the LMP2 class like they have in the years before. Already in 2006 and 2007 they were able to win the manufacturer assessment with Porsche. In the season just ended, in 8 out of 10 races the sport prototypes from Weissach were even faster than

the LMP1 vehicles with their 200 bhp stronger and clearly superior power-to-weight ratios. The goal for 2008 is demanding: In the coming 12 runs, the Porsche pilots in their Porsche RS Spyders – at the lead the Penske Racing team with Sascha Maassen, Patrick Long, Timo Bernhard, Romain Dumas, Emmanuel Collard and Ryan Briscoe – will come up against the numerically reinforced competition.

The RS Spyder in the LMS.

Besides the ALMS, Porsche will also start at the European Le Mans Series (LMS) and at the 24-hour race of Le Mans. At the 6 LMS races in 2008, each over a distance of 1.000 km, the Horag Racing team will also drive a Porsche RS Spyder. The Swiss are already the 2nd customer team to implement the extremely successful LMP2 sports car in Europe. The Dutch VM Motor sport team will also start the Le Mans Series in 2008 with one of the 478-bhp strong sport prototypes.



Like the cars from the Penske Racing and Dyson Racing teams in the ALMS, the RS Spyder from Horag Racing will be racing on tyres from the manufacturer Michelin. Initial test drives are planned for November. As is customary for its customer teams, Porsche will provide technical support for the test and racing deployments.

24 hours of fascination – Porsche Motorsport.

At the LMS halftime, from 14 to 15 June 2008, one of the classics par excellence will also be added: the 24 hours of Le Mans. The race on the

traditional French track represents a further high point in the motor sport calendar – for Porsche just as it is for all motor sport fans. Maximum excitement is once again guaranteed here – just like at the ALMS and the LMS races. ■



Dates for ALMS 2008

- | | |
|--------|----------------|
| 15.03. | Sebring |
| 05.04. | St. Petersburg |
| 19.04. | Long Beach |
| 26.04. | Houston |
| 18.05. | Salt Lake City |
| 12.07. | Lime Rock |
| 19.07. | Mid-Ohio |
| 09.08. | Road America |
| 24.08. | Mosport |
| 30.08. | Detroit |
| 04.10. | Road Atlanta |
| 18.10. | Laguna Seca |

Dates for LMS 2008

- | | |
|--------|-------------------|
| 06.04. | Barcelona |
| 27.04. | Monza |
| 11.05. | Spa Francorchamps |
| 17.08. | Nürburgring |
| 14.09. | Silverstone |

(Date and location for the 6th LMS run were not yet set at the time of going to press.)

Dates for 24 Hours of Le Mans 2008

- | | |
|------------|---------|
| 14./15.06. | Le Mans |
|------------|---------|

Porsche Classic



How an original stays an original: Factory restoration at Porsche.

Who could restore a vehicle better than the people who built it? Therefore, customers from all over the world turn for good reason to the Porsche Classic Customer Centre. It brings Porsche sports cars back to their original

condition with a great deal of love for detail and thus makes sure that they emit a high degree of fascination even decades after being manufactured.

Restoration folder for the customers ►



Classic Customer Centre workshop.

The restoration of customer vehicles is one of the service offerings of the Classic Customer Centre. Interested parties from all over the world are first advised personally, by telephone or in writing, by the customer advisers of the Classic Workshop. Once the Porsche is delivered to Plant I in Zuffenhausen, the headquarters of the Classic Customer Centre, the owner of the vehicle receives a condition report or, after a vehicle or unit breakdown, a detailed proposal of costs. If the order is given, this quote is free-of-charge.

The restoration: Traceable.

A special highlight of Porsche factory restoration for many customers is the restoration folder. This includes a book that documents the individual steps of the restoration process. From the point of initial delivery, the book

accompanies the vehicle through the participating departments: Metalworking, aggregate construction, chassis technology, leather interiors and paintwork. The before/after comparison and the description of the work performed allow the customer to participate in the restoration of his Porsche standard vehicle or racing car.

The book is rounded out with technical information about the vehicle type and by historical images of the model from the Porsche archives. In addition to the book, the restoration

folder – which is handed over with the vehicle – contains a “birth certificate” for the vehicle and a plaque that documents the original factory restoration and which can be attached to the vehicle upon request. ■

You can find more information on the Internet at:
www.porsche.com/classic



▼ Older Porsches are in good hands in Plant I



Porsche Driving Experience

Porsche Driving Experience: Leisure sport, excitingly different.

Porsche Driving Experience offers Porsche enthusiasts unforgettable experiences and fascination: The Porsche Travel Club offer ranges from a glance behind the scenes of the sports car maker all the way to Porsche Adventure Tours. Ambitious drivers learn to improve their individual knowledge and skills at the Porsche Sport Driving School. Two examples: the new day tour of the Black Forest. And the popular Precision Training for women.

New: the Porsche day tour of the Black Forest.

It is certainly incredible what all one can experience on a single day: The Black Forest day



▲ Climb in, start the engine and experience the incomparable feeling of driving a Porsche

tour begins at the Porsche AG in Ludwigsburg once everyone has arrived. After the vehicles have been handed over and initial instruction given, the participants head off for the Black Forest, Germany's largest contiguous range of low mountains in the Porsche 911 provided. Marvellous nature and curving roads lay before them. Ideal preconditions to be able to fully enjoy the drive in the Porsche. The delicacies offered

in the renowned Traube Tonbach, however, are also an absolute delight. In the restaurant's Köhlerstube there is the option of indulging in culinary pleasures. Afterwards, the tour returns to Ludwigsburg to the starting point.

The Black Forest day tour takes place on four dates: on 29.03., on 16.07, on 06.08 and on 25.10.2008.

Porsche training exclusively for women.

The women-only training based on a 2-day precision driving course takes place from the 17th to the 18th of May 2008 on the LuK Driving Centre in Baden-Baden. No more than 40 participants in four training groups experience what it means to move a vehicle in a sports manner. Whether in their own Porsche,

in a non-owned vehicle or in a Porsche model rented from Porsche for the training, all ladies are very welcome to the training.

The first training day is completely geared to vehicle handling and to the correct behaviour in dangerous situations. Under professional instruction, the participants learn the correct way to approach and drive through corners. Possible dangerous situations are also taken into

▼ Small group, large learning effect: Training for women. Women learn the fundamentals of handling a Porsche with experienced instructors



You will find more information on the Internet at: www.porsche.com/travelclub and www.porsche.com/sportdrivingschool



consideration that could occur in road traffic. Particularly important here is to learn how to correctly estimate speed and to be able to react spontaneously. On the second day, driving enjoyment is at the forefront during guided and freestyle driving over the entire circuit. The participants have ample opportunity to practice precise steering as well as measured braking and controlled acceleration– basic preconditions for safely driving through corners.

By the way: Men are also more than welcome as companions – however, only in the passenger seat! ■

Breaking the ice with Porsche in Harbin



Breaking the ice with Porsche in Harbin.

When someone tells you they are going on a winter break, you imagine a southward-bound holiday of sun, sand and beach-fuelled bliss. Yet, as Porsche saw at first hand this year, Harbin's Ice and Snow Festival gives rise to a northerly migration of a different kind.

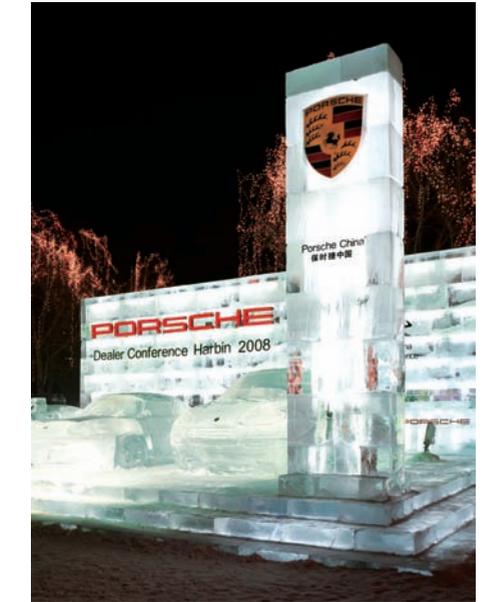
Despite temperatures of -20 degrees celsius, thousands of tourists flock to Harbin every January to revel in a breathtaking display of elaborate ice sculptures; arranged beautifully along the banks of the Songhua River. From icy manifestations of China's Great Wall and Forbidden City, to enormous reproductions of the Acropolis and Arc de Triomphe, the creativity of the ice sculptors is almost without end.

Porsche was privileged to take part in the festival, as the only international car marque at the celebrations this year, where a team of 30 sculptors were recruited to carve 150 cubic

metres of ice into life-sized versions of the Boxster, Cayman, 911 and Cayenne. Crowds gathered for photos around their favoured Porsche where, just like the real thing, every



aspect of the models had been prepared to the finest detail. Unfortunately, of course, not even our highly-trained technicians could get these Porsches to drive. ■



Breaking the ice with Porsche in Harbin



Porsche Desert Camp Dubai 2008



The dunes of Dubai from a Cayenne perspective.

For centuries the prospect of crossing the Dubai desert filled people with dread, where the searing heat and endless dunes have frequently challenged Man's very will to survive. Of course, this was long before the Porsche Cayenne entered the scene.

From November 5 to 11, 2007, the Porsche Travel Club arranged for 26 Porsche enthusiasts from Shanghai and Beijing to see at first hand the uncompromising performance of the Porsche Cayenne. Whether it was off-roading through the impressive dunes of the desert Al Madam, or bounding across the dried-up river beds of

the desert Al Shwaib, the Porsche Desert Camp aimed to put the off-road potential of both driver and Cayenne to the ultimate test.

The five-day desert adventure began at Dubai International Airport, where the group enjoyed a luxury Cayenne transfer through the bustling

streets of Dubai to the five star Bab Al Shams Desert Resort, located in the isolated desert of the city. Gazing out on this futuristic metropolis from the comfort of a Porsche Cayenne, the participants began to understand something of what makes Dubai such a special place to visit. Enormous skyscrapers point upwards to the clear blue skies, whilst every street corner affords a glimpse at more traditionally beautiful Arabic architecture; all are symbols of Dubai's rapid transformation from sleepy fishing village to one of the most important cities in the world.

The three day driver training programme began the following day, with a short morning drive to the exclusive Porsche Desert Camp. After a customary safety briefing with the Porsche trained instructors, the participants undertook intensive driver training on three separate sections of the desert camp course. Aided by the expert advice of the Porsche team, the group was able to make exceptional progress, reflected in the evening's

final exhilarating cross-desert drive back to the Bab Al Shams Desert Resort.

Standards in driving and performance continued to be raised over the two days that followed, with the enthusiasts responding positively at every turn. Knowledge and experience gained from the first day was put to good use as the group relished the challenge of scaling the mountainous dunes of the desert Al Madam. The drivers actually ended up putting on quite a show for the watching spectators, confidently tackling sharp inclines of sand that many would have thought impossible to negotiate on a standard four wheels.

Arguably saving the best for last, the Porsche team arranged for the final day's training to take place among the dried-up riverbeds and gorgeous red and yellow dunes of the desert Al Shwaib, where a driver's off-roading abilities are always challenged to their fullest extent. Much to the pleasure of drivers and instructors alike, ►



Porsche Desert Camp Dubai 2008



the whole group rose to the challenges of the final day, where the knowledge gained over the duration of the course was there for all to see.

One of the participants, Mr. He Zhen, described his experiences of driving in the desert as the

highlight of his trip: "It was very different to what I expected. Driving the Cayenne over large hills of sand and navigating the uneven terrain was very exciting, and it taught me a lot about what Porsche is capable of." Mr. He Zhen was not alone of course. As fountains of sand erupted

from behind the wheels that hauled the Cayenne forward, everyone involved got a clearer idea of what it means to see Porsche off-road engineering at its best.

As if the exhilarating performance of the Cayenne was not enough, the Porsche Travel Club included a number of extra activities that made the group's stay even more memorable. A quad bike tour brought home the challenging nature of the terrain that the Cayenne had navigated so effortlessly before, whilst a camel ride across the dunes provided an off-road adventure of a more traditional kind. The participants were also treated to a falconry demonstration and traditional dinner in an Arabian Bedouin tent, with only the stars and their memories of the day to keep them company.

Ending this unforgettable trip in style, the final evening's activities were held in the ecstatic opulence of the world famous Burj Al Arab, acclaimed as the only seven star hotel in the world. Having taken a submarine to reach the



underwater restaurant Al Mahara, the group reminisced about what everyone agreed had been the driving experience of a lifetime.

The success of the recent trip to the Porsche Desert Camp is the latest in a long line of achievements by the Porsche Travel Club, which has been providing a wide range of unforgettable tours for over 11 years now. The club is open to everyone; owners and enthusiasts alike. Whether you want to learn how to negotiate the ice and snow in Finland, or how best to take corners in the mountain passes of Italy, the Porsche Travel Club offers advanced driver training in the most beautiful and exotic locations in the world. As the participants on the recent trip to Dubai will tell you, there is no better way to appreciate your Porsche than to test it against the most extreme environments nature has to offer. If the recent Desert Camp in Dubai is anything to go by, you can be rest assured that Porsche will be with you every step of the way. ■

Dates for Desert Camp 2008

29.10. - 02.11.	18.11. - 22.11.
03.11. - 07.11.	23.11. - 27.11.
08.11. - 12.11.	28.11. - 02.12.
13.11. - 17.11.	03.12. - 07.12.

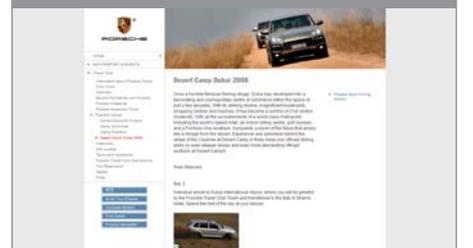
Contact

For more information, please contact +49 (0) 711/ 911-78155 or e-mail us at travel.club@porsche.de

Prices

Camp per person/DBL	4,911 €
Camp per person/SGL	5,600 €

For more information please visit:
www.porsche.com/china/en/localmotorsportandevents/travelclub



Porsche Drive to Excellence

PORSCHE

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Porsche Driving Experience

Finding the perfect Porsche for you.

Remember a time when something just felt right? It's one of those feelings we get when everything comes together, leaving no room for doubt or hesitation. If only every

decision was that easy. Yet with the new Drive to Excellence programme in China, Porsche can help each individual choose the perfect model every time. ▶



Porsche Drive to Excellence



Driving a Porsche is always a special experience, but when you get the chance to sample the delights of six different Porsche models in quick succession, then that really is something to get excited about. The Porsche Drive to Excellence programme, held for the first time in December 2007, essentially aims to do just that. This exciting new test drive event is intended to help participants appreciate the differing qualities of each individual Porsche, with everything geared towards a relaxed day of driving pleasure.

The programme kicked off for the first time in Guangzhou on December 7, and ran for three days. A successful debut was followed by a repeat performance in Xiamen a week later, where participants cruised along the scenic public roads and reveled in the all-round capabilities of the Porsche model range. All the Porsche models were made available for this exclusive event, from the soft-top Boxster to the legendary 911, as the programme sought to offer what might well be described as the ultimate Porsche test drive.



The innovative pilot scheme proved to be a resounding success, with 72 enthusiasts attending in Guangzhou and a further 74 in Xiamen. The participants were largely made up of newcomers to the Porsche family, all keen to find out more about Porsche and discover the model that best suited their own everyday driving needs. In addition to the actual driving itself, the group also enjoyed a lunch with the Porsche instructors, allowing them to chat freely about their driving experiences and the various advantages of each model in the Porsche range.



In this respect, many saw the event as ideal preparation for their first Porsche purchase, where they could gain valuable insights that would help them move closer to making that all important decision. Most pleasing to Porsche, however, was the relaxed and friendly atmosphere that characterised both events, as the participants were able to gather the

information they required through a stress-free day of driving at its best.

The success of the Drive to Excellence programme in Guangzhou and Xiamen has been of great encouragement to Porsche, affirming our belief that such an event marks a welcome addition to the Porsche services already

available in China. This exciting new test drive event will be rolled out across other Porsche Centres over the summer, where we aim to further enhance the Porsche driving experience, and help all our enthusiasts discover the perfect Porsche for them. ■

For more information please contact: marketing@porsche.cn

Porsche Centre Kunming Opening

Porsche Centre Kunming Opening.

On January 10, 2008 Porsche blossoms once more with the Grand Opening of Porsche Centre Kunming, opening its doors to the people of Yunnan Province.

Kunming, the provincial capital of Yunnan, is distinguished from other major Chinese cities by its delightful year-round climate and ethnically rich population. The "City of Eternal Spring", as it is often known, Kunming has enjoyed rapid growth for the past 50 years, and its future is as bright as the hundreds of different flowers that adorn the city streets.

The opening of the 19th Porsche Centre in China sought to honour the diversity of Yunnan with a lavish ceremony held at the new state-of-the-art Porsche Centre in the heart of Kunming. Over 400 esteemed guests attended the event, including government officials, VIP customers, Porsche enthusiasts and 25 representatives from the media. Those present all agreed that the event had provided a unique experience for everyone involved.

The Managing Director of Porsche China, Mr. Helmut Broeker, was delighted to attend the opening of the first new Porsche Centre of 2008. In his address, Mr. Broeker praised the virtues of Kunming and emphasised Porsche's commitment to serving the people of Yunnan in the years ahead.

Porsche has always sought to acknowledge the distinct character of every community in which it operates, and the opening ceremony of Porsche Centre Kunming was no different.

The 3000 square metre floor was covered with flowers in celebration of Yunnan's reputation as the 'Flower Kingdom' of China. The well-received performance by indigenous Yunnan dance troupes also reflected Porsche's understanding that it is only through such public displays that valued traditions are kept alive.

The General Manager of Porsche Centre Kunming, Mr. William Huang, was thrilled at the success of the ceremony and expressed his excitement in bringing the Porsche sports car range to the people of Yunnan province. With the presentation of the Porsche 911 Turbo



Cabriolet, a memorable night's entertainment was finished off in style. If the success of the opening ceremony is a sign of things to

come, it seems clear that Porsche Centre Kunming's cooperation with the people of Yunnan has a very bright future ahead. ■



Porsche Service

Porsche Car Cosmetic Campaign. Porsche Service.

A pristine appearance to match the design qualities and performance of your Porsche.

Every Porsche is instantly recognisable as one of the most distinctive cars on the road. Each one combines powerful performance and exceptional build quality with elegant, athletic design. Little



wonder that Porsche owners are so passionate about caring for their cars.

With Porsche Car Cosmetic, we can now provide the ultimate in car care direct from your Porsche Centre. This exclusive programme comprises a range of care packages that cater to the highest expectations of our customers. Each package can be adapted to your Porsche, ensuring fully comprehensive, professional care as well as

optimum value for money. Options range from a full valeting service, inside and out, to specialist treatment of paintwork and hood using high-quality products developed specifically for use on Porsche vehicles.*

*** Not available at all Porsche Centres. Please contact your nearest Porsche Centre for further information.**

Porsche Car Cosmetic Comfort.

The Car Cosmetic Comfort package uses a wide range of options to bring a whole new gleam to your Porsche. The service begins with a full exterior hand wash, including tar removal on the wheels, followed by an extensive cleaning programme for the instruments, controls, glass and mirrors (interior and exterior), as well as all interior panels and carpets. If required, we can provide additional specialist valeting on upholstery, leather and interior rooflining, as well as fabric care and treatment on Cabriolet hoods.

Porsche Car Cosmetic Superior.

For the ultimate in care for any Porsche model, choose Porsche Car Cosmetic Superior. This comprehensive package includes all basic care options, most of the items featured in the 'Comfort' package, plus a wide range of additional services. The most important of these

are the cleaning and restoration of the luggage compartment(s) and the various rubber seals, a full underbody wash, plus wash and seal treatment for the engine compartment. Optional extras include a full wax service or paint conditioner treatment with long-term protection and exterior plastic conditioning. ■

Offer available between: April 14 - April 30, 2008

