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IN FOCUS 聚焦保时捷

2008年第3期

To the core. The new 911.



- More from PCCA 2008
- Transsiberia 2008:
China's lasting impression
- Coming soon:
Desert Camp Dubai
- Driver's selection:
911 specials



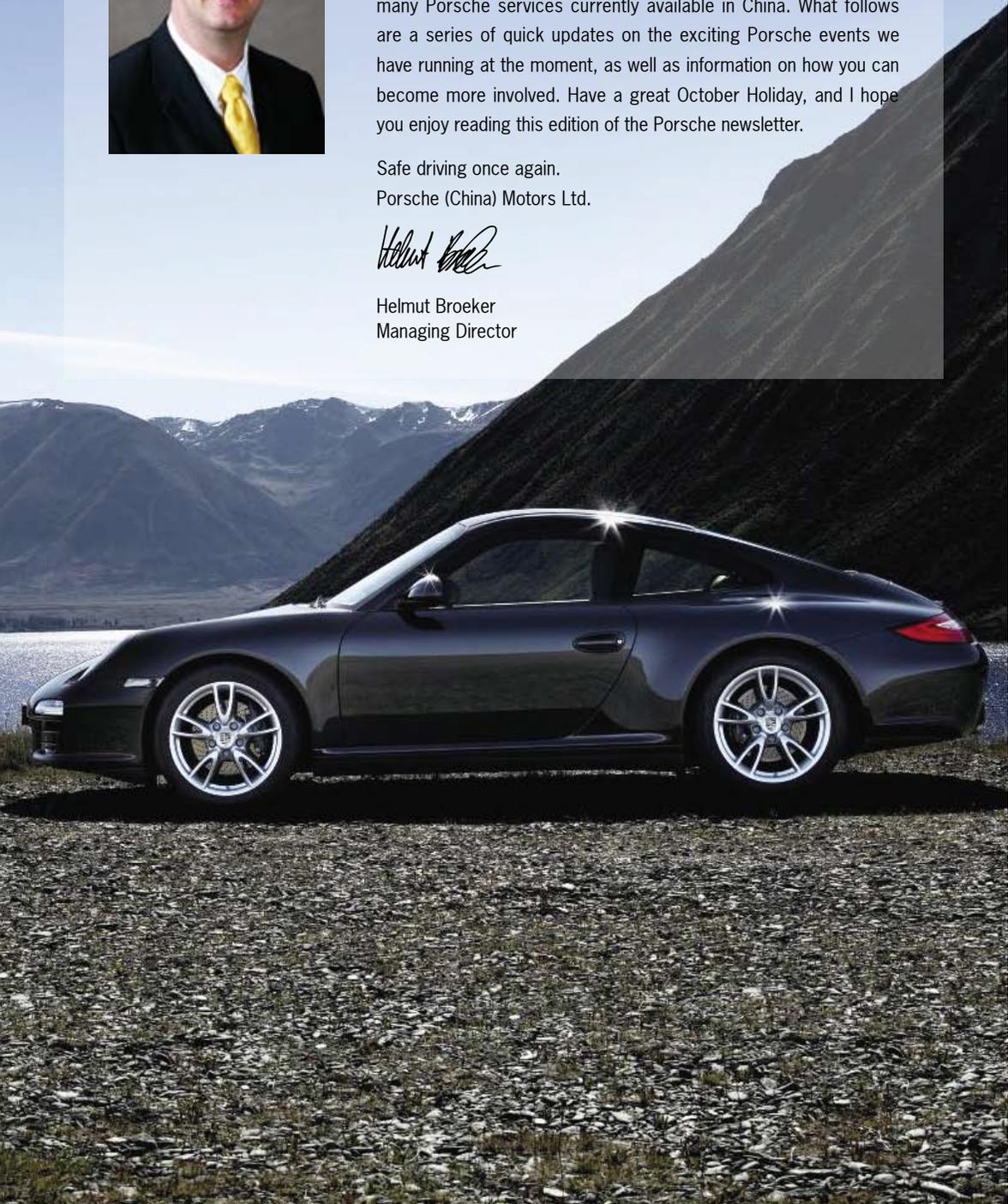
Dear Porsche enthusiast,

Hello, and a very warm welcome to the third Porsche newsletter of 2008. You will notice a number of changes in this issue of our newsletter, as we aim to make it easier for you to find out about the many Porsche services currently available in China. What follows are a series of quick updates on the exciting Porsche events we have running at the moment, as well as information on how you can become more involved. Have a great October Holiday, and I hope you enjoy reading this edition of the Porsche newsletter.

Safe driving once again.

Porsche (China) Motors Ltd.

Helmut Broeker
Managing Director



To the core. The new 911.

Building sports cars – numerous car manufacturers are able to do that. But what is the defining essence of a 911? Besides the reworked classic design, it's the pioneering technology it hides. In short: its inner strength. The new 911.

Inner strength in the new 911 comes about first and foremost through state-of-the-art technology. For example, with two completely new engines with direct fuel injection (DFI), the new, optional Porsche Doppelkupplung (PDK) transmission and the intelligent all-wheel drive Porsche Traction Management (PTM) and the latest generation of Porsche communication management (PCM).

The engines.

Whether it's the coupé, cabriolet or Targa – all ten new

911 models have a new generation of engines with direct fuel injection (DFI). This makes sure the fuel is directly injected and measured by the millisecond. Technically, that means optimum carburetion and combustion. For the driver, that means a clear increase in performance and torque, and a clear decrease in fuel consumption and emissions. Depending on the model, CO2 emissions can be reduced by up to 15 percent.

The 3.6 litre 6-cylinder horizontally-opposed engine in the rear of the new 911 now provides 254 kW (345 bhp) at 6,500 rpm and a maximum torque of 390 Nm at 4,400 rpm. The figures for the S versions are even more convincing: the 3.8 litre engine develops 283 kW (385 bhp) at 6,500 rpm and a maximum torque of 420 Nm at 4,400 rpm.



The intelligent all-wheel-drive.

The new all-wheel-drive 911 Carrera 4 models and the new 911 Targa 4 models now also have Porsche Traction Management (PTM). The electronically steered multi-disc clutch determines the distribution of the propulsion force to the front axle while taking the driving conditions into account. The result: the PTM in collaboration with Porsche Stability Management (PSM) delivers the correct power distribution in every driving situation, producing excellent thrust and outstanding driving dynamics. The advantage of PTM becomes clearest on wet and snowy roads. The acceleration potential here is straightforward and simply breathtaking. The result: a high degree of safety and outstanding performance, implemented with extreme intelligence.

Porsche Communication Management (PCM).

Cutting-edge technology is provided in communications too, with the new, standard Porsche Communication Management (PCM). This has a touch screen and an optional universal audio interface for the first time, for the connection and convenient operation of an iPod® for example. Upon request, a TV tuner is also available for the reception of analogue and digital television broadcasts. An intuitive operating philosophy and an optional voice control



system with whole-word entry are all part of the package.

The design: an expression of inner strength.

The new 911's inner strength does not stem solely from technological achievements. It also comes from the consistent linking of design and functionality, as well as from day-to-day usability and sportiness.

Each element fulfils a specific function and the new 911 also draws its inner strength from this. The very low drag coefficient of 0.29 of the new 911 Carrera is the logical consequence. Standard for all 911 models are the Bi-Xenon headlights. Indicators and the daylight driving and position lights executed in LED technology are integrated harmoniously into the separate front end lights using the exterior air intakes – for a striking



visual effect. The optional dynamic cornering light has a rotatable module for the dipped beam – visible technology enabling better vision. Also newly designed is the rear. The new imposing LED tail lights are drawn far into the wing and come to a point at the outer edge. Unmistakable - especially at night.

With all the pioneering technology, one thing remains undisputed: the new 911 is a 911, because it has the inner strength to become better with each generation.

You can find more information in our web special at: www.porsche.cn



Wearing inner strength on the outside.



Chronograph 911 TO THE CORE Classic Limited Edition

Quartz clockwork. Interstage chronometry and date display. Stop function up to 12 hours and tachymeter. Luminescent hour and minute hands. Blue highlights on the instrument dial. Black stainless steel case with anti-reflection sapphire glass. Diameter: 44 mm. Natural rubber wrist strap in black, with tyre profile on the inside. Textile wrist strap also integrated into the packaging with blue TO THE CORE logo, as well as switching tool. Limited to 911 units.

WAP 070 006 19 | RMB 8,002

Polo Shirt Piqué 911 TO THE CORE

Buttons with Porsche logo. Tone-in-tone 911 TO THE CORE print on the chest. Porsche transfer print on the back. Contrasting colour interior seams. 100% mercerised cotton. In blue and black.

Sizes: S, M, L, XL, XXL.

WAP 731 00S-XXL 19 (blue) | RMB 1,152

WAP 738 00S-XXL 19 (black) | RMB 1,152

Women's Polo Shirt 911 TO THE CORE

With button tape in a different colour. Buttons with Porsche logo. Porsche transfer print on the back. 95% cotton, 5% elastane. In lilac and black.

Sizes: XS, S, M, L, XL.

WAP 737 0XS-OXL 19 (lilac) | RMB 1,152

WAP 732 0XS-OXL 19 (black) | RMB 1,152

Please visit your nearest Porsche Centre for more details.



The Porsche Doppelkupplung (PDK) double clutch transmission.

The Porsche Doppelkupplung (PDK) transmission with both manual gearshift and automatic modes makes extremely fast gear changes possible without interrupting power delivery. For clearly improved acceleration and lower fuel consumption – without having to sacrifice the convenience of a converter automatic.

Switching gears in milliseconds.

The new PDK, available upon request for all 911 models, is based on a Porsche development and caused a sensation in Porsche race cars on the world's race tracks back in the 80s. The new PDK has seven gears; in effect two transmissions integrated into one housing and – as the name suggests – two clutches.

The new, optional Porsche Doppelkupplung transmission has seven gears at its disposal, divided over two transmissions and two clutches, with manual and

automatic modes. When in gear, the next gear is always preselected in the other transmission. It is thus possible to switch gears within milliseconds and without interrupting the power delivery. PDK therefore achieves clearly better acceleration rates than a conventional manual transmission. And that's with comparable fuel consumption. Through improved responsiveness, and thus higher agility, PDK delivers higher driving pleasure than the previous converter automatic.

Looking at just one example: the 911 Carrera S with PDK accelerates in just 4.5 seconds from 0 to 100 km/h. In combination with the optional Sport Chrono Package Plus, new functions can be selected for the PDK: "Launch Control" for the best possible acceleration when starting and "Race track shift strategy" for gear-shifting behaviour similar to race driving, delivering acceleration from 0 to 100 in just 4.3 seconds.



19-inch Carrera Sport wheel

Porsche Exclusive & Tequipment for the new 911.

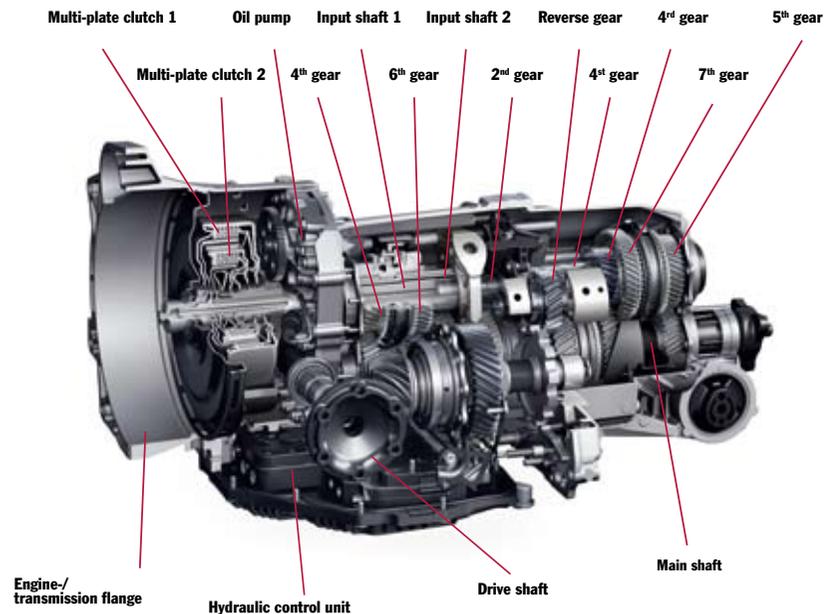
There are no alternatives to a 911. But when it comes to its finish it's a different story. Porsche Exclusive & Tequipment offer many options for the new 911 and make a unique vehicle in the truest sense of the word out of what is already an extraordinary vehicle. From the factory using Porsche Exclusive. And later, too, using Porsche Tequipment.

available in the matt Aluminium Look as well as the lateral decorative inscriptions with the respective model designation. Or alternatively in Guards Red, Speed Yellow, Black, Carrara White, Orange, Green, Dark Blue or Meteor Grey. This means an impressive effect can be achieved with each exterior colour.

Visually accentuated dynamism.

Starting in October 2008, Porsche Exclusive & Tequipment will be offering exciting options for vehicle personalisation for the new 911. This includes the front air intake grill painted in body colour, which harmoniously fits into the vehicle design. The grill is also optionally available in a matt Aluminium Look. Matching this, the exterior mirror subshells are

The 19-inch Carrera Sport wheels are also eye-catching – with a wheel centre painted in GT Silver Metallic, highly polished rim flange and wheel hub covers with a coloured Porsche Crest. For the 911 Carrera 4 and the 911 Targa 4 models, starting in November 2008, the wheels are also available with a lower wheel offset (50 instead of 67). With this option, the previously integrated 17 mm wheel spacers are no longer required.



7,100 km through desert, mud and dust.

Fourteen strenuous stages – the Transsyberia is one of the hardest challenges in rally sports. Once again this year from July 11 - 25, various Porsche customer teams were at the start. Their most important equipment component: the Cayenne S Transsyberia.

Based on the experience of the Transsyberia Rally last year, the off-road vehicle was optimised for 2008.

Off-road tyres by BF Goodrich increase the ground clearance by an additional 30 millimetres. The higher, reinforced sidewalls offer more protection from tyre damage, and the pneumatic spring suspension was newly coordinated. The Porsche Dynamic Chassis Control system (PDCC), which compensates for the lateral inclination in curves through active anti-roll bars, was especially adapted to the marathon conditions of the Transsyberia Rally – for optimum side stability even over difficult ground.

The 4.8 litre V8 naturally-aspirated engine continues to come from the series and puts out 385 bhp with direct fuel injection (DFI). The 6-speed automatic transmission of the Cayenne S was combined with the shortened axle transfer of the Cayenne GTS for quick spurts.

Equipment for the teams was also supplemented by winches, fire extinguishers, sand boards, spare wheels, 2-man tents, insulating mats, ratchet straps and tool boxes.



Off-road tyres by BF Goodrich increase ground clearance by 30 mm



Team China take on the challenge

China's lasting impression at Transsyberia 2008.

The Transsyberia is one of the highlights of the year for any rally enthusiast, yet there was further cause for celebration this time round as Porsche entered its first ever Chinese team to this grueling off-road event, ready to embark on the marathon journey from Russia's capital to the mystical climes of Ulaanbaatar.

Luo Ding was the pilot for Team China's historic debut appearance, an ideal candidate given his extensive off-road experience as a three-time participant in the now legendary Paris-Dakar. As the first ever

Chinese national to take part in the Transsyberia, Luo's very presence marked another giant step forward for China in the international rally scene.

Alongside Luo sat the vastly experienced Eddie Keng, Vice President for Porsche Club Singapore, whose navigational expertise as co-pilot would prove invaluable as Team China faced up to the many challenges that lay ahead.

The Chinese team, specially sponsored by Jebson and FCACA, competed admirably throughout the two weeks, finishing amongst the leaders on a number of occasions, epitomized by their impressive performance just after the border crossing into Mongolia.

In arguably the most difficult stage of the Transsyberia

this year, where rocky plains and perilous marshland posed fresh challenges at every turn, Luo Ding and Eddie Keng beat off stiff competition to secure another top 10 finish for Team China.

Agonizingly close to the Mongolian capital, Team China's rally was unfortunately brought to a premature end due to a minor technical issue. Yet it was difficult for them to feel too disheartened, especially given their contribution to the success enjoyed by Porsche in the rally as a whole.

Team France, piloted by the impressively consistent Christian Lavielle and Francois Borsotto, crossed the finish line first to claim the title for 2008. For Porsche China, of course, the heroics of Luo Ding and Eddie Keng were reward enough, as their efforts pave the way for similar success stories in the future.



Eddie Keng, co-pilot for Team China



Luo Ding, pilot for Team China

PCCA fans in for feast of motor sport action at season's end.



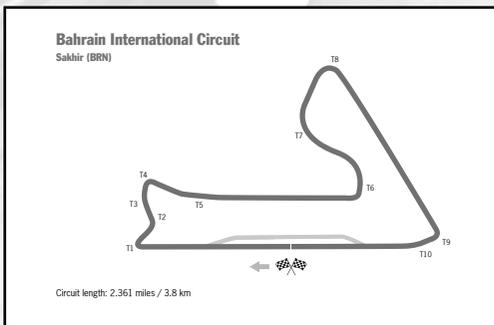
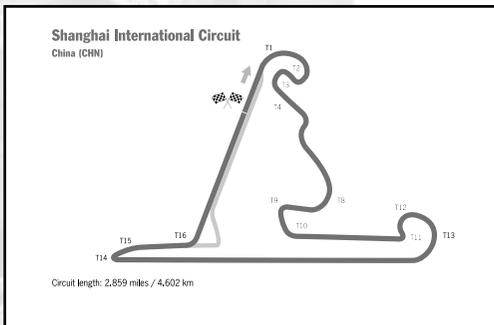
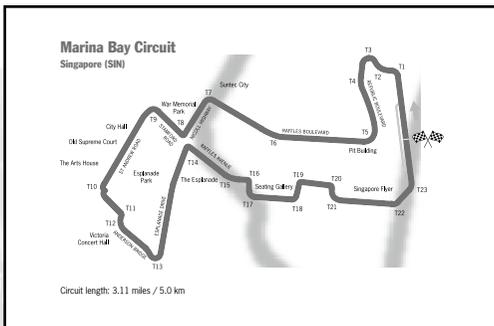
As the Porsche Carrera Cup Asia (PCCA) heads into the final stages of this season, there seems to be no let-up to the electrifying pace that has marked 2008 as such a great year. In Bahrain on November 6 - 8, fans will finally get to see who will emerge victorious from this fiercely contested one-make series.

The Bahrain leg will serve as a suitable finale to what has been a groundbreaking season as the PCCA has become the favoured support series for top-tier racing events in the region. This one time partnership with the Bahrain International Circuit as a PCCA venue will also be the first time the series has partnered with the world-famous V8 Supercar Australia Championship

The Bahrain leg follows on from the Singapore and Shanghai heats, where the PCCA teams will feature as support for the prestigious Formula 1 Championship. Round 9 in Singapore on September 26 - 28 will not only be the city's inaugural Grand Prix, but also the first night race in F1 history.

The round in Shanghai in mid-October will be no less of importance, as the Porsche and F1 drivers seek to impress on one of the worlds most challenging circuits. Spectators will hope the race will prove as thrilling as the third round of PCCA that was contested there in mid-April earlier this year.

At the end of such a successful year, fans and drivers can look forward to next season as the growing reputation of the PCCA sees it becoming one of the highlights on the Asian motor sport calendar, and with the growing number of Chinese teams, 2009 looks to be a competitive season ahead.



- Round 9: 26. - 28.09.2008
Singapore, Formula One Support Race
- Round 10: 17. - 19.10.2008
Shanghai, FIA Formula One Support Race
- Round 11: 16. - 18.11.2008
Bahrain Int. Circuit, Bahrain. V8 Supercar Australia

Chasing 'The Dragon'.

Porsche lovers will have just one more chance to catch a glimpse of the 911 GT3 Cup 'Dragon' car in China this year. The one-of-a-kind design will be displayed during round 10 of the Porsche Carrera Cup Asia, which is due at the Shanghai International Race Circuit on October 17 - 19.



The model has proved a popular draw on its promotional tour of Asia, having made its debut at the Harbin Ice Festival in February, and throughout the year has visited all Porsche Centres across China. With its striking body design featuring a scarlet-red dragon draped over the rear arch of this white GT3, the model pays tribute to China's outstanding cultural heritage.

The dragon was chosen as a perfect motif for Porsche for its ancient association with the qualities of majesty, benevolence and strength.

The specially designed 911 GT3 Cup will make its final China appearance in Shanghai on October 17 - 19.

On the road with Porsche Travel Club.



On three exciting days, under the direction of the Porsche instructors, participants then experience moments of exhilaration behind the steering wheel as they drive through sand dunes, dried out river beds and take on the most demanding desert excursions. Many contrasting experiences are included - travelling in the Porsche Cayenne and on the back of a camel, and dining in an Arabian Bedouin tent.

Desert Camp Dubai.

Porsche Travel Club - a holiday which offers everything. Absolutely everything, except boredom. Created to provide a very special experience in the world's most beautiful landscapes for enthusiasts of the Porsche brand whether driving a Boxster, Cayman, 911 or Cayenne.

The 5-day Desert Camp Dubai is a first-rate off-road adventure. Desert sand, instead of just asphalt roads and add the attraction of a foreign culture with its fascinating contrast between eastern tradition and western modernity.

Desert Camp Dubai:	
29.10. - 02.11.2008	18.11. - 22.11.2008
03.11. - 07.11.2008	23.11. - 27.11.2008
08.11. - 12.11.2008	28.11. - 02.12.2008
13.11. - 17.11.2008	03.12. - 07.12.2008

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