



PORSCHE TRAVEL CLUB: USA TOUR

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California's breathtaking coastline.*

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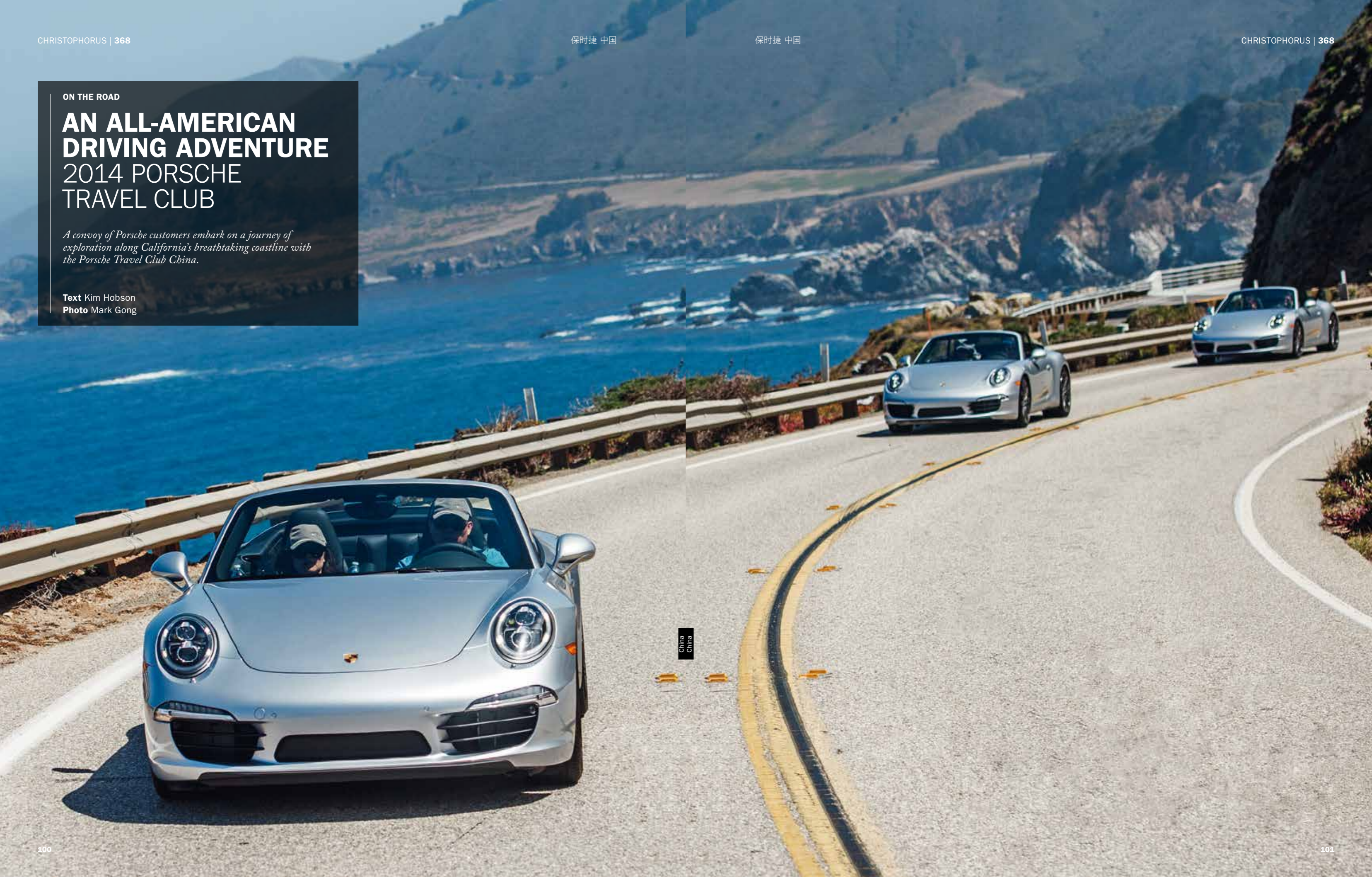
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ON THE ROAD

AN ALL-AMERICAN DRIVING ADVENTURE 2014 PORSCHE TRAVEL CLUB

A convoy of Porsche customers embark on a journey of exploration along California's breathtaking coastline with the Porsche Travel Club China.

Text Kim Hobson
Photo Mark Gong



China
China



Participants pose for a memorable shot beside the vast Pacific Ocean.



This June, Porsche Travel Club China took to the road for another exciting journey. The destination was the USA's California State Route 1—one of the world's most stunning highways designated as an All American Road thanks to the diversity of its landscapes and scenery. Every year, the Porsche Travel Club sets out to offer adventurous Porsche customers the chance to combine their love of sports cars with their thirst for new cultural and travel experiences. With chosen routes offering unparalleled driving pleasure and natural beauty, drivers get to share their passion for adventure whilst experiencing a refreshing burst of freedom one can only get from the open road.

This year, Porsche Travel Club China returns to California Route 1 for the second year running. More than just a stretch of tarmac, this route is a destination in itself and a key item on the itinerary of any

driving enthusiast. To add a twist to this year's experience, the drive was reversed—heading from San Francisco in the north to Los Angeles in the south—which made the drive even more enticing with more breath-taking views of California.

On day one, participants arose eager to hit the road after spending the evening getting acquainted with San Francisco's famous sights. As the convoy headed out of the bustling metropolis, their wheels made contact with Highway 1, signalling the start of the 198km journey and the beginning of their American adventure. This first leg of the route is famous for its sea-views, and the group had the chance to take in the sights of local hot spots like Half Moon Bay and the historic Pigeon Point Lighthouse. As they navigated the sweeping coastlines and plunging cliffs, they edged closer to the day's destination:

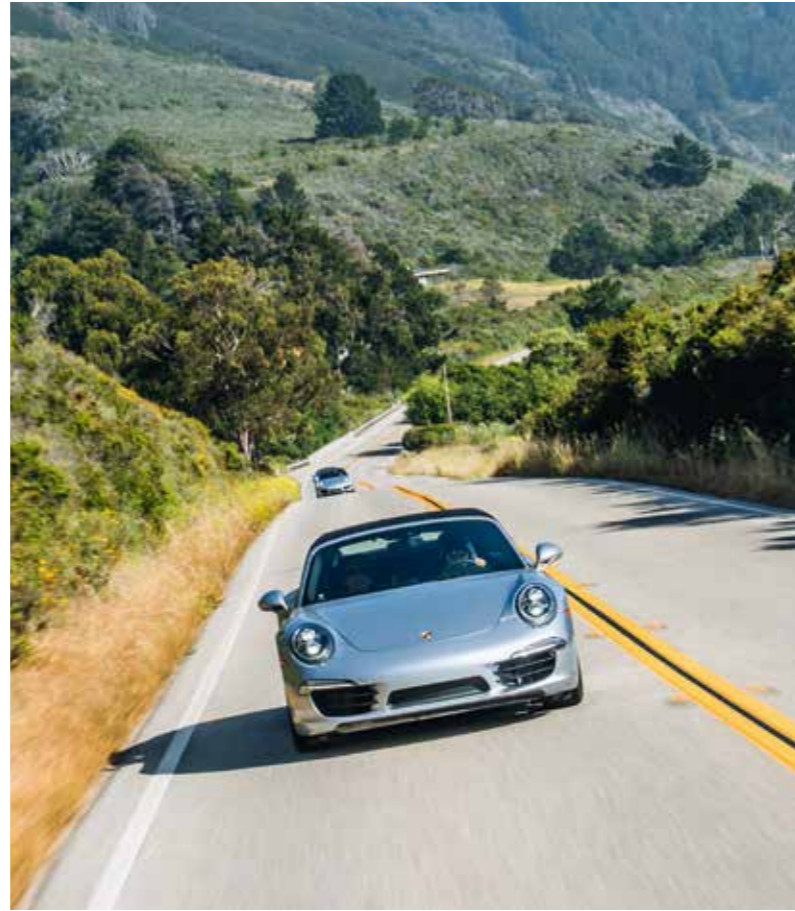
the tranquil colony of Carmel-on-the-sea, an upscale village of quaint and colourful cottages and beautiful art galleries.

For first-time participants, Mr. Yan Zhicheng and Ms. Sang Qingchun, this stop was a particular highlight of the trip and set the tone for the rest of the drive. "The first day was such an impressive start to the journey", said Mr. Yan. "It was our first time driving in the USA and arriving in Carmel we were taken aback by its astonishing nature. We were greatly impressed by the hotel we stayed in too, it was very luxurious and comfortable and really reflected the local style and culture—something we wouldn't have been able to find travelling by ourselves". As the day drew to a close the group took in the sight of the Pacific Ocean lapping against Carmel's wide palm-fringed beach before settling down in their lavish hotel for the night.

Hearst Castle basks in the radiant Californian sunshine.



Participants cruise through fantastic greenery.



Arising refreshed the next morning, drivers continued southbound through the Carmel Highlands before reaching the northern gateway of the Big Sur. Widely recognised as one of the most scenic roads in the world, this famous coastal region runs from Pebble Beach to Pacific Grove in the south. The start of the route is also home to the legendary 17 Mile Drive where participants put their cars to the test on a road full of twists and turns whilst taking in sights of magnificent mansions, landscapes and wildlife. For Ms. Lin Zihui, who has been driving with the Porsche Travel Club since 2008, it was the Big Sur roads that attracted her to this year's trip. "I've been on the Black Forest Tour in Germany, the Province Tour in France, and the Dubai tour, but this is my first time in the USA. The second day to Big Sur had a lot of corners that were very cool to drive through, but most importantly allowed

us to fully experience the control of the new Porsche 911, which is very responsive on acceleration and breaking. At home, I drive a Boxster RS 60 Spyder, so getting to drive the new Porsche 911 was a fun experience".

On the third day drivers cruised through Big Sur National park as they continued to follow the winding trail of the rugged Californian coast. Stunning views of the ocean contrasted with luscious green trees and although drivers firmly kept their eyes on the road, it was impossible to keep their gaze from the breathtaking scenery. Porsche provided plenty of stops where customers could take in the perfect sights as well as set foot on the fabled stretch of road. One of the most impressive spectacles of the day was Bixby Creek Bridge, on which many iconic cars have been photographed. Participants followed suit and from its high vantage point, they captured

the moment in their own Porsche sports cars against a backdrop of the crystal clear blue sea. "I posted some of my photos of the journey online" said Ms. Lin Zihui. "They're quite stunning and everybody was asking where they were taken. I will recommend Porsche Travel Club to my friends for sure, it will be easy to convince them by showing them photos from the road!"

Entering the southern section of the journey and fourth day of the trip, the passing landscape transformed into pastureland and rolling sand dunes. The group took a pit stop to explore Hearst Castle where they experienced a guided tour of one of the largest private antique and art collections in the world. Mr. Ding Hao, who first heard about Porsche Travel Club through Christophorus magazine, remarked that the castle, along with the drive from Carmel to Big Sur had been a

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The fleet of Porsche 911 cruises along the spectacular Bixby Creek Bridge.



particular highlight of the trip. "I've been very impressed with Hearst Castle, its very beautiful. So far the driving experience has featured many more highlights than I had expected! The Porsche team is also very professional and kind hearted and I would like to try other routes in the future".

Retiring from the castle and driving into the late afternoon light, the group arrived in Santa Barbara, a town steeped in Spanish history where they spent the night and took time to appreciate California's colourful heritage. Leaving Santa Barbara the following morning and embarking on their final day of the trip, the group covered expansive highways in addition to small lanes and winding roads sandwiched between the Pacific Ocean and the lofty Rocky Mountains. As the sun set over the highway and on the final day of their trip, the convoy completed

the last few kilometers, snaking their way towards Los Angeles, their final destination.

As the exciting journey came to an end, Ms. Kou Xiaoyan, BetterLife Porsche Group Marketing Director, who helped to organise this Porsche Travel Club tour, reflected on why this year's trip stood out from the other experiences she has had with Porsche. "I've been to almost all of the Porsche China driving events, but the Porsche Travel Club is my favourite. This time we did not drive too fast so everyone had the chance to drive and enjoy the beautiful scenery. The sights in the USA are very different from other trips and the beauty is astonishing. This year all participants were the same age and we all got along very well, it was like spending time with old friends. I look forward to helping to organise future driving routes, both domestic and abroad, so even more

customers can experience the thrill of driving a Porsche on some of the world's most attractive roads".

Having driven on a truly All American Road of sweeping coastlines, seascape forests and gloriously deserted beaches at the helm of Porsche sports cars, the five-day tour left Porsche customers feeling refreshed and looking ahead to their next driving adventure with Porsche. ●

MOTORSPORT

FIERCE COMPETITION AT MT. FUJI PORSCHE CARRERA CUP ASIA 2014 ROUNDS 6 & 7

You're strapped into a Porsche 911 GT3 Cup Car, one of the most advanced pieces of racing machinery ever built. Beside you sit 27 other world-class racing drivers, each one hungry for a spot on the podium. As the lights go out and the field roars off the grid, the difference between victory and defeat becomes a matter of split seconds. Welcome to the Porsche Carrera Cup Asia, the biggest one-make racing series on the continent.

Text Jason Miles

Photo Kai Hartmann & Mark Gong



China
China

Class B winners Francis Tjia, Alif Hamdan and Yuey Tan celebrate together on the podium with Mr. Deesch Papke, President & CEO, Porsche China.



No matter how experienced you are, no matter how fast your reaction time is, anything can happen on the challenging tracks of Asia's premier racing series. This was doubly true from 6 to 8 June, as the championship made its triumphant debut in Japan with an exhilarating double-header on the Fuji International Speedway.

For many drivers, such as Zheng Tong Auto's Zhang Da Sheng, it was their first time racing on Japanese soil. "Yes, it was my first time racing in Japan," says three-time Porsche Carrera Cup Asia contender Zhang. "It was a very precious opportunity for me to experience this country and its rich racing culture." Zhang is part of the China Junior Development Programme. Held in conjunction with the Porsche Carrera Cup Asia, the programme is designed to support talented Chinese drivers between the ages of 18 and 26 by utilising

Porsche Motorsport's formidable expertise in the international racing world.

For the less-experienced Bao Jin Long of Team Synsanly, also part of the programme, the race represented a chance to hone his raw talent. "This is my first year in the Porsche Carrera Cup Asia, and also my first time driving a race car with so much horse power. Frankly, it was a bit tough in the beginning, but I am getting better and faster now."

Set against the imposing shadow of Japan's tallest peak, Mount Fuji, the 4.5km Fuji International Speedway has witnessed countless heated battles in its 40-year history. The latest performance showcased by the Porsche Carrera Cup Asia field, however, may have been the most epic yet. Looming thunderclouds and light rain set the stage as the 28-strong grid awaited the green light at the start of

Round 6. But no less than 5 minutes before the start of the race, the rain died down, prompting many to change their wet tyres for slicks. "Before we started the race, most of the drivers chose to use wet weather tyres. But I was one of the few to use slicks," says Zhang. "It was a calculated risk and it paid off."

As the lights went out, defending champion Earl Bamber took pole, leaving a determined Rodolfo Avila to make a bold move on PICC Team StarChase driver Alexandre Imperatori. Meanwhile, Martin Ragginger, who had started from the front row, made it a three-way duel with Alexandre Imperatori in the centre. Imperatori was forced out, while Avila managed to continue. Behind them, a hard-charging Zhang got the better of Budweiser Team Absolute Racing's Ho-Pin Tung, with Team Yongda Dongfang's Ro.C. Skyangel also racing fiercely.

Drivers line up on the starting grid with the magnificent Mt. Fuji behind them.



“The most challenging part of the race for me was using the grip on my tyres to maximum effect,” says Zhang. “The 911 GT3 Cup’s powerful rear can easily send you into a drift on corners, but if you can handle the power correctly you will achieve high speeds. For me, this is the most attractive thing about Porsche Sports cars: presenting new challenges and at the same time giving us better performance.”

In a dramatic turn of events towards the end of Round 6, both Bamber and Ragginger were given drive-through penalties, leaving Hamdan with his first overall lead in a Porsche Carrera Cup Asia race. But the two would not give up so easily. Headlights ablaze, they stormed ahead on the hunt for pole position, locked in combat every step of the way. Bamber could taste victory, first passing Zhang and then Hamdan, leaving

Ragginger, who got by Hamdan on the final lap to cross the finish line second.

“I knew it was inevitable that eventually Earl and Martin would catch me,” says Hamdan. “But Earl is my mentor and coach so I’m pleased he won.” As the second Class B driver in Porsche Carrera Cup Asia history to take a spot on the podium, the Nexus Racing prodigy certainly has a lot to be proud of.

Zhang Da Sheng, who narrowly missed out on his first podium finish, is grateful nonetheless. “The most important thing I have learned is to be thankful and cherish every opportunity,” he says. “When you set a goal, and try everything you can to achieve it, it means you value it. Every time I am in my car, I really appreciate the opportunity to be sitting in the driver’s seat to join in the competition, so I am always trying my best.” Many feel it is only

a matter of time before the talented China Junior Development Programme driver takes his first trophy.

Round 7 saw the grid continue with the same electrifying momentum, with Bamber quickly taking pole and leaving Ragginger, Imperatori and Avila packed nose-to-tail in the high-speed charge off the grid. “For me, Bamber is definitely the most impressive driver in the Porsche Carrera Cup Asia,” says Bao Jin Long. “He is so fast! I feel privileged just to be in the same competition as him.”

After being forced off the track in a battle with Ragginger, Imperatori was pushed down the order. In a magnificent comeback, the PICC Team Starchase ace managed to dive past first-time Porsche Carrera Cup Asia contender William Bamber, but was temporarily held at bay by Team Clearwater Racing’s Hiroshi

Martin Ragginger, Earl Bamber and Alif Hamdan celebrate their Round 6 victory.



Zhang Da Sheng discusses the challenges ahead.



Bao Jin Long prepares for his first race on Japanese soil.



Hamaguchi. Three laps from the flag and there was no let-up in the tension, with Egidio Perfetti, Ho-pin Tung and Jason Zhang Zhi Qiang locked in high speed combat. Suddenly, Imperatori appeared in their mirrors, diving first past Perfetti and then Tung on his furious charge through the field.

Up ahead, Avila continued to withstand everything Ragginger threw at him, putting in lap after lap of precise and controlled driving while remaining right on the limits. On the final lap however, all Avila’s efforts were apparently for naught when he was hit by a back marker while passing, allowing Ragginger to storm by to cross the line second after Bamber.

The Japan debut of the Porsche Carrera Cup Asia was nothing short of spectacular, with some of the most exciting battles in the series’ 12-season history all played

out against the dramatic backdrop of Mt. Fuji. “We’ve had a brilliant weekend in Fuji,” said Bamber after the race. “This track is really amazing and it has been a privilege to be able to drive here in the dry. Japan really turned on the weather for us today.”

Bamber is not the only driver impressed with the circuit. “It’s Perfect,” says Zhang Da Sheng, “Because it contains long straights, low speed corners, high speed corners, and plenty of ups and downs. It is definitely the top circuit for me in Asia.” Bao agrees: “The circuit is very challenging because it is built in the mountains. It is the ultimate test of driving skill.”

For Zhang, the end of the double-header marked a good time to reflect on his accomplishments in the championship that has given him so much. “The Porsche Carrera Cup Asia is the best racing

competition in Asia for me,” he says. “Every one has the same car, the difference is how good your driving skills are. This is a very good platform for us, we spent many weekends together, and it makes us feel like in a big family. I really enjoy my time here. I hope I can stay in this big family and try my best to improve myself.”

To follow the action with the Porsche Carrera Cup Asia, visit our website: www.carreracupasia.com.

Situated in a stunning archipelago off the Spanish Coast, Mallorca boasts some of the most beautiful golf courses in the world.



EVENT REVIEW

PORSCHE GOLF CUP WORLD FINAL 2014

Against a backdrop of white sandy beaches and soaring mountains, Porsche hosted the first Porsche Golf Cup World Final, a highly exclusive international golfing event specially tailored to the shared passion and enthusiasm of Porsche customers.

Text Kim Hobson

The Porsche Golf Cup takes place in a number of countries around the world and is specifically tailored for Porsche customers. These avid golfers come together in their respective markets to compete for the Porsche Golf Cup and subsequently a place to compete in the Porsche Golf Cup World Final and represent their own country. Having emerged triumphant at the Porsche China Golf Cup Final 2013, Mr. Shihong Li, Mr. Lingqi Gao, Mr. Shunwen Wu, Mr. Xu Zhang, and Ms. Fangjuan Li, joined representatives from nine other nations for the chance to bring home the illustrious Porsche Golf Cup.

In a stunning archipelago off the picturesque Spanish Coast sits Mallorca, where you will find some of the most beautiful and challenging golf courses which have been featured in a number of well-known golf magazines and golf guides around

Europe. The island was selected for the 2014 Porsche Golf Cup World Final from the 6th to 9th May, where participants enjoyed a long weekend of relaxation, camaraderie and exclusive Porsche hospitality.

The first day of the tournament saw players gather on the challenging golf course of Son Muntaner. With exhilarating tee locations granting panoramic views of the Bay of Palma, the course was an inspiring way to begin the competition and provided the perfect platform for Porsche China customers to play golf with like-minded Porsche enthusiasts. The Son Muntaner golf course offers golf enthusiasts a wide range of strokes, and is a real challenge for every player. With its special design, the course features demanding greens, a driving range and a pitching area. In the evening, guests were invited to an exclusive dinner at Coast restaurant,

China
China

Mr. Li Shi Hong keeps his eye on the ball after his swing.



The Porsche China Team pose for a memorable shot.



Mr. Gao Ling Qi meticulously prepares his next shot.



where they dined late into the night in typical Spanish style, sampling a number of local delicacies while taking in the charming views of Port Adriano Marina.

Following a restful night's sleep at the Castillo Hotel Son Vida, players journeyed to the northern part of the Island of Mallorca to the famous Alcanada Golf Course for the second round of the tournament. Dotted with pine and olive trees and with breath-taking views of the sea, this golf course is renowned for its technical greens and picture perfect Mediterranean views. In spirit of the game's sportsmanship and camaraderie, teams were intermingled to allow golfers of different nationalities to play together. As avid golfers, it is no surprise everyone wanted to play on these manicured and demanding golf courses which provided Porsche customers with diverse challenges and plenty of fun. To close the final

day of the tournament, an evening gala dinner was held in honour of the competition winners. Amongst those finishing top were Porsche China customers Mr. Li Shi Hong, who came an admirable second place in the Gross Men competition, and Mr. Gao Lingqi, who came a respectable third in both the Gross Men and Category A Net Handicap rounds. We congratulate our Porsche China team!

For those accompanying the tournament players, Porsche organised a number of exclusive and exciting experiences so guests could fully immerse themselves in the Catalan culture. Accompanying guests had the opportunity to test drive the latest Porsche sports cars, including the new Porsche Macan. Privately organised tours of the island were also arranged, where guests could discover the hidden gems of the Mediterranean island; stroll down cobbled streets of the

nearby quintessential Spanish towns and indulge in sumptuous local delicacies.

The first Porsche Golf Cup World Final was a resounding success by all accounts and was deemed by many attendees as a golfing trip of a lifetime. Proving once again that performance and precision do not belong solely to the racetrack, a shared passion for both the Porsche brand and the game of golf was strongly evident throughout the competition, which added a sense of camaraderie between players. As ever, Porsche is dedicated to providing enthusiasts with unique and unforgettable experiences, whether on the road or, in this case on the greens. This premium golf tournament is just one of many exclusive programmes designed by Porsche for its loyal customers to truly reflect their lifestyle. After all, Porsche is not just about high performance cars; it also stands for precision, style and distinction. ●

Freshly caught from Yangcheng Lake, the crabs are sent all over the country.



CULTURE AND HEALTH

DELVING DEEP FOR EIGHT-LEGGED TREASURE

They're orange, hairy and delicious. And soon enough, these bristling crustaceans will be popping up on street corners, wet markets and, most importantly, dinner plates everywhere.

Text Jason Miles

Hairy crab season is upon us. That time of year when the Yangtze Delta region works itself into a crustacean craze and thousands scour the Eastern seaboard for eight-legged treasures. But just what makes the little creatures so irresistible?

The answer lies somewhere in the murky green waters of the Yangcheng, the most famous of the hairy crab – producing lakes. Located 1.5km outside of Suzhou, Yangcheng offers *Eriocheir sinensis*, also known as mitten crab, everything it could ever need: fresh water, clean air and most importantly, an abundance of tasty crab food. A product of their pristine environment, freshwater Yangcheng crabs have a fresher, cleaner taste compared to larger sea crabs.

Every September, Yangcheng sees thousands of people flock to its grassy shores as crabs migrate towards the Yangtze

delta for mating season. They make easy picking for veteran crabbers who head out in motor boats and harvest the crabs manually with collapsible net traps. The traps extend out into a long series of “caves” when dropped into the water. Within minutes, the crabs crawl in as they feel safe in the cocoon-like environment – a grave mistake. The catch is brought to the processing plant where they are tagged before being packed and sent off.

Thankfully, for those who prefer urban comfort to rural adventuring, you don't have to travel all the way to Yangcheng to experience the prime steak of the seafood world. Come crab season, wet markets across China will have ample stock of the hirsute delicacy. But which ones are the real deal, and why is this important?

Firstly, keep in mind that not all hairy crabs are created equal. The true delicacy

China
China

Fishermen unload full traps during the crab season.



Mitten crabs are usually steamed to retain their fresh flavour.



An array of delicacies are made with fresh crab.



– dazhaxie weigh in at a minimum of 150 grams. Anything less and they're plain old hairy crabs. This might seem trivial – until you see the price difference. Dazhaxie can be a staggering 30 to 50 times more expensive than your average run of the mill maoxie.

Secondly, there are many unscrupulous crab traders who would sooner see you eat less desirable, cheaper crabs from other parts of China – while still paying full price! Therefore, it is imperative you find a good, reputable seller.

When picking out your crab, under no circumstances should you choose one that is dead or stationary. Eating one of these will make you sick. Instead, choose the feistiest crab you can find – vigorous claws, snapping pincers and quick glaring eyes. Bonus points if it tries to escape in the first five minutes. On that note,

never ever undo the ties preventing the crab from moving about before you cook them, as this will surely end in disaster!

Chefs know that with a great product, you don't have to do much to create something extraordinary. From home kitchens to the best restaurants around the Jiangsu region, the favoured recipe for hairy crab is to simply steam it belly-side-up for about 15 to 20 minutes, depending on its size. When cooked, the crab should turn from a dark gray/green colour to orange tangerine, after which it can be enjoyed with a little vinegar accompanied by slices of ginger. But not just any vinegar – it must be the other famous product of the Jiangsu region, the elegant and complex Zhenjiang black vinegar.

Connoisseurs will also enjoy hairy crab with little glasses of Chinese wines, either white or yellow. As the crab is considered

a yin food that has a cooling effect on the body, the meal is often finished with a cup of warming ginger tea.

To the uninitiated, it may be hard to see the crab's appeal. While locals deftly pick and paw their way through the shell and small appendages, the amount of work required to get at the meat can make the seasonal ritual seem more like a chore. The most common complaint continues to be the lack of payoff for all the picking, sucking and slurping – just 1 to 2 tablespoons of white meat, and a dollop of golden roe. But make no mistake, this ritual is part of the fun! Eating hairy crabs is art form. Even if a decidedly messy one at that. ●

NEWS

Mr. Michael Kirsch, Chief Operating Officer, Porsche China congratulates Mr. Wei Xiao.



NEW PORSCHE CENTRE OPENED IN YINCHUAN

On 19 May, Porsche China celebrated the opening of its first Porsche Centre in Ningxia and the 67th Porsche Centre in the country, Porsche Centre Yinchuan.

This all-new Porsche Centre boasts a modern showroom of 2,058 square-metres. Meanwhile, the After Sales service centre covers an area of 2,799 square-metres with 2 preview service bays and 5 standard service bays to provide professional After Sales services. Designed to maximise customer convenience, Porsche Centre Yinchuan will give even more Porsche enthusiasts access to the marque's exclusive sports cars, while providing unparalleled service and a comprehensive brand experience to customers on every visit.

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Porsche Centre Xi'an Fengqing rolls out the red carpet for its grand opening ceremony.



SHAANXI OPENS SECOND PORSCHE CENTRE

On 30 May, Porsche Centre Xi'an Fengqing enjoyed a grand opening ceremony, becoming the first Porsche Centre in Xi'an and the 68th Porsche Centre in the country.

Capable of displaying up to seven ultimate Porsche sports cars as well as a wide selection of Porsche Exclusive and Tequipment Genuine Accessories, this all-new city showroom offers an unforgettable experience to Porsche enthusiasts. The approximately 780 square-metre Porsche Centre will provide Porsche customers in the region with access to the full-range of ultimate Porsche sports cars as well as the life-long premium service for which the marque is renowned.

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