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5/2014

CHRISTOPHORUS



NEW CAYENNE

ENTHUSIAST DRIVEN

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Customers get to drive the 918 Spyder on the Shanghai International Circuit.

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Asia's premier racing series returns to the Marina Bay Circuit in Singapore.

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A journey of exploration to heavenly Qinghai and Tibet.



Cayenne	0 - 100 km/h	Power
	6.9 S	333 hp
Cayenne S	0 - 100 km/h	Power
	5.5 S	420 hp
Cayenne S-E Hybrid	0 - 100 km/h	Power
	5.9 S	416 hp
Cayenne Turbo	0 - 100 km/h	Power
	4.5 S	520 hp

ON THE ROAD

THE NEW CAYENNE ENTHUSIAST DRIVEN

How can the best sports car in the SUV segment be improved even further? Easy: New design. New engine. Increased power with greater efficiency. And more enthusiasm than ever before. Welcome to the next thrilling chapter of the Cayenne success story.

Text Jason Miles

In the sports car world, what sets Porsche apart? What transforms even the most mundane trips into thrilling adventures? The answer is simple: Enthusiasm for life. A yearning for new experiences. And a love for the car that takes us every step of the way. This is the essence of the new Cayenne. A car built by enthusiasts. For enthusiasts.

The first thing one notices about the new Cayenne is its streamlined exterior design. With lines that run outwards instead of towards the middle and a sharper, more aggressive bonnet, it appears wider. More powerful. It is also much closer to the ground. Redesigned air intakes on the sides, a new roof spoiler and dynamic 21-inch wheels serve only to further emphasize the car's sporty look. Confident, dynamic and precise, the latest Porsche masterpiece is unmistakable at first glance. It is imme-

diately clear that this is a car for those with places to go and things to do.

Responsibilities. We all have them. Whether we're picking up or dropping off. Taking a family trip or a Sunday afternoon drive. With five doors and plenty of room for driving pleasure, the new Cayenne is ready for anything. A spacious interior with luxurious leather seats provides an unprecedented level of comfort while an extended range of standard equipment gives you all the versatility you need. Simply strap everyone in, sit back and enjoy the ride.

Yes, the Cayenne can seat the whole family. But does it have room for your dreams? Of course. It is a Porsche after all. With its newly-developed engine and improved power train, the Cayenne will take you anywhere you need to go. Quickly. You've put in a hard days work.

Now it's time for some fun. Why not take that scenic drive through the city or, better yet, on the racetrack? With a multifunction sport steering wheel, shift paddles and an elevated centre console, the driver's seat feels more like the cockpit of a racing car than the front of an SUV.

No doubt the new Cayenne's sleek design, increased power and versatility are impressive. And while these features alone are certainly enough to guarantee the Cayenne is top of its segment, Porsche had to ask, as they always do: How do we take this one step further? The answer they received was one word: efficiency. The new Cayenne is almost 10% more efficient than its predecessor. That means more exploring, longer adventures and less environmental impact. What more could you ask for in a traveling companion?

The Cayenne fulfills our deepest desire: to drive with passion. It is a vehicle that handles the daily commute as supremely as it does the Corkscrew at Laguna Seca, and one that enjoys the short sprint as much as the long distance. One that is designed for the whole family – and yet for us alone. And one that is one thing above all else: a Porsche.

The new Cayenne is available in all Porsche Centres from end November 2014. For further information please visit your preferred dealership or visit us at: www.porsche.com/china/en/ You can also scan the QR code below for more detailed information.





Porsche recommends  | 

Visit www.porsche.cn for more information

Enthusiast driven.

The New Cayenne

The best day for driving a sports car: every day. With enthusiasm at every kilometre. The Cayenne offers a higher output, yet comparatively low fuel consumption. And impressive driving pleasure with great variability to boot. Ready to face the everyday challenges and thrills.



PORSCHE

EVENT REVIEW

DRIVING TO THE FUTURE IN THE 918 SPYDER

In an ever changing world, the 918 Spyder is the pure interpretation of the super sports car of tomorrow. Combining outstanding performance with lower fuel consumption, this super car conquers the apparent contradiction of a race track sports car with every-day usability. So what better way to test its unrivalled performance than on the Formula 1 race track in Shanghai. A group of 918 Spyder customers and prospects had the unique opportunity to do just that last July.

Text Kim Hobson

Photo Kai Hartmann

Designed, developed and produced by motorsport engineers, every inch of the 918 Spyder is a race car for the road and the track with its optional front axle lift system, rear axle steering, plug-in hybrid technology and top-mounted exhaust pipes. With only 918 cars in production, it is also one of the world's most exclusive super cars. However, the real thrill from this Porsche is the pedigree that lies within: a 4.6-litre V8 combustion engine is combined with two electric motors, and it's this state-of-the-art hybrid technolo-

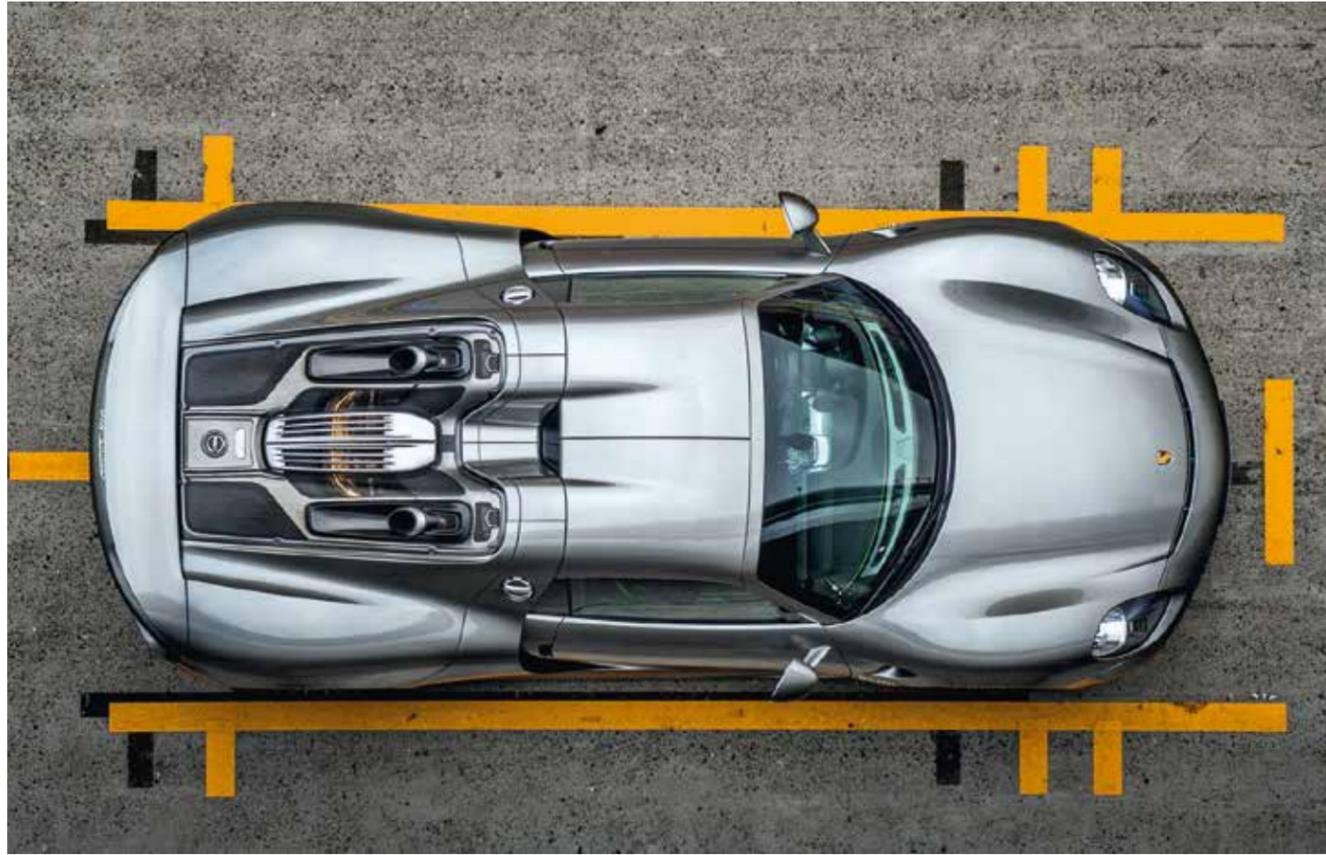
gy that unites the unparalleled contradiction of fuel efficiency and high performance to offer an exhilarating driving experience. Thanks to an optional Weissach Package, which further decreases the car's weight, the 918 Spyder achieved a phenomenal 6 minute 57 second record lap around the Nurburgring, making it the fastest production car on the road and Porsche's most advanced vehicle to date.

As guests entered the race pit for a pre-drive briefing with expert 918 Spyder in-

structors on hand, the electrifying atmosphere hung in the air. Having experienced a pulse raising taxi ride in the prototype last May, this was the very first time 918 Spyder customers could get behind the wheel of this super sports car. With a Porsche hospitality area and 918 Spyder showroom, customers and prospects were individually run through the latest engineering and design developments in addition to an array of personalised options they could choose from for their own model. And if that were not



Combining futuristic racing technology with a sleek cutting-edge design, the 918 Spyder is truly the super sports car of tomorrow.



enough to tantalise their taste, a lounge area with relaxing massages and entertainment was at their disposal in addition to an exclusive dining experience with live cooking demonstrations from German Michelin star chef, Thilo Bischoff.

Before setting foot in their dream car, customers and prospects started off with a few warm up laps in another signature sports car: the Porsche 911 Turbo S. Pulsing racing and anticipation overflowing, it was time to test the capabilities of the 918 Spyder on the race track. As soon as their foot touched the throttle, the futuristic whirr of the electric engine filled the compartment. Taking a few laps in E-Power – using the electric engines alone – they experienced the amazing performance capabilities of its electric engines which can go from 0 to 100 km/h in 6.2 seconds (6.1 seconds with Weissach package) and reach speeds of up to 150 km/h. Pressing

even harder on the accelerator, they moved through each of its hybrid settings: Hybrid, Sport Hybrid and Race Hybrid, where the roaring V8 engine springs to life to work together with the electric engine for the greatest possible fuel efficiency.

As drivers met the tight corners, hairpins and long straits of the Formula 1 circuit, the car's unique weight distribution delivered exceptional handling and agility despite the incredible power. After all, this is a car built for everyday driving and its mid-engine layout allows it to perform around the tightest corners with total control. With their time on the circuit coming to an end, there was just one more mode to try – Hot Lap. This race mode unleashes the full effect of its hybrid powertrain releasing the torque built up by the electric engine in one blast whilst the combustion engine holds nothing back to deliver unparalleled acceleration.

As the drive event came to a close, one thing was clearly apparent. The sheer exhilaration from guests was undeniable. Not only had they experienced the fastest car on the road, they also had a glimpse into the future; the 918 Spyder contains the genetic make up for cars to come as Porsche strives to create automobiles with minimum impact on the environment without compromising on performance, and most importantly, driving pleasure. ●



Top-mounted exhaust pipes give the 918 Spyder even greater power.



The interior is not only sporty but highly functional.



Christophorus had the unique opportunity to spend five minutes with 918 Spyder Ambassador Hans-Joerg Lenz, to discuss the developments and concepts behind this super car.



Christophorus: What is the concept of the 918 Spyder and how did Porsche come up with this super sports car? What were the overall goals from the beginning?

HJL: We wanted to show that low fuel consumption and super sports car performance are not mutually exclusive anymore. So we set two goals. The first was a fuel consumption of 3l/100 km. The second was setting a new record on the Nürburgring.

Christophorus: On the 918 Spyder, design elements have been taken from the Porsche 917 and Porsche Carrera GT. What else highlights the Porsche DNA on this model?

HJL: The 918 Spyder features sharper lines, three dimensional tail lights and a unique solution to the top pipes on the back of the car. In this way it showcases the future design DNA of Porsche.

Christophorus: What makes this car so special?

HJL: Its hybrid technology and the resulting performance combined with a very emotional design.

Christophorus: How did the Porsche engineering team balance the heat brought by the engine with the cooling of the electronic motors?

HJL: We developed a new sophisticated heat management system. It starts with the architecture of the car. The car's battery is located far away from the hot exhaust parts while the air from the radiators provides additional cooling to the area. Lastly, a mesh, not a hood, covers the top of the engine bay.

Christophorus: You've drawn on the historical connection of the 917, which was never a road car. Why is this connection so important to the 918 Spyder? What were the key elements for the engineering team to create a super sports car for the road which originally came from the racetrack?

HJL: The 917 was the groundbreaking racecar of the 70s. We expect the 918 Spyder to be the groundbreaking street car of today. It also inspired us to find new and extraordinary technical solutions.

Christophorus: The hybrid technology in the 918 Spyder is unrivalled. Will there be more focus on hybrid technology in future Porsche cars?

HJL: Definitely. We recently unveiled the new Cayenne S E-hybrid. Meanwhile, the Panamera S E-hybrid is still the first PHEV in its segment. The 918 Spyder shows that PHEV technology is also possible in a sports car.

Christophorus: It must have been a big challenge getting all of these separate drive components to behave as one "team." Do you feel you've succeeded in making the 918 Spyder not just incredibly fast, but also dynamically pure as a Porsche?

HJL: It is one of the purest Porsche cars ever. You don't feel the individual components. In fact, this is the most interesting point and feature of the car: everything works seamlessly together. This is one of the reasons the car is so fast.

Christophorus: How do you make that happen with so much electronic technology? How do you keep it pure like that?

HJL: It is part of our integration process in electric and electronic development. It has been incredibly helpful to have a small group of decision makers and specialists guiding the way.

Christophorus: You must have a lot of motorsport talent working on the 918 Spyder, but was there anything directly from your racing programs?

HJL: We have some direct carryover parts like wheel nuts, oil pump shafts etc. More important, however, is the implementation of previous design rules regarding the engine layout, combustion chamber and the double wishbone layout of the suspension.

Christophorus: Will Porsche create a model range based on the 918 Spyder like the 911?

HJL: No, there will only be 918 units worldwide.

EVENT REVIEW

THE NEW MACAN BRINGS LIFE INTENSIFIED TO THE ROADS OF CHINA

Xiamen, a city of lively waterfront retreats and active outdoor escapes. Able to satisfy even the deepest hunger for adventure, it is no wonder this city was chosen to host the exciting China launch of the new Macan, a car built for an intensified life in which the thirst for experience and thrills is ever-present.

Photo Kai Hartmann & Mark Gong



Guests witness the unveiling of the new Macan.



Stunning Parkour performance during the launch dinner.



A BMX show reveals the life-intensifying character of the Macan.



Taking place at the beautiful Xiamen Seaview resort, VIP guests and members of the media travelled to the coastal city to meet the all-new Porsche Macan, which was celebrating its National Launch. From the unveiling night through to the test drive which awaited them, the event would take each guest through the range of intensified emotions of this new sports car. Presenting a range of intensified performances, the launch night demonstrated boldly and vividly the Macan lifestyle; from the incredible Parkour act to the free style dance, symbolising the style, agility and intense sporty characteristics of the new Macan.

Just as the Macan represents a life that refuses to be hemmed in by conventions, the anticipation from guests was clearly palpable as the cityscape art piece at the centre of the show was slowly lifted to

unveil the latest sporty member of the Porsche family. Vice President and Chief Operating Officer of Porsche China, Mr. Michael Kirsch, took to the stage to introduce the three models in the series: the Macan, Macan S and the Macan Turbo, each unmistakable in their segments and each one a sports car to their core. "This launch event for the Macan is extremely important. We want to allow everyone to have access to this car and give more people the chance to be members of the Porsche family," exclaimed Mr. Kirsch. "The Macan is a Porsche through and through. It's a true sports car in the SUV segment and gives all the emotions a Porsche should have. The Macan is born out of our heritage in design and motor sports, and delivers unrivalled performance in its class."

Amid laughter, cocktails and delicacies, guests enthusiastically explored the star

of the night. With its accentuated athletic body, the new Macan is unmistakable. With its dynamic front end and wrap-around bonnet, it is instantly recognisable as a member of the Porsche family. The gently sloping roofline and clean and unique Porsche design language in the rear accentuate the model's sporty elegance. A direct descendant of the 911 and the 918 Spyder, the Macan combines the racy feel of a sports car and everyday usability that an SUV customer demands, bringing the sports car dream to new and adventurous customers.

Beginning in the inner city's winding streets, guests finally had the chance to test drive the new Macan and experience first-hand its dynamic on and off road capabilities. Derived from the Indonesian word for tiger, the Macan's quick and responsive performance allowed it to effortlessly prowl through the narrow

A sports car with the body of an SUV, the Macan offers the best of both worlds.



streets with agile grace. Raising the bar for elegance and cachet, the Macan is also equipped with impressive technical advantages. "Many of the Macan's functions suit city conditions," stated Porsche Sport Driving School instructor, Mr Li Bin, who both designed and led the test drive during the launch. "For example, the Auto Start Stop function means when you are stuck in a traffic jam, the engine will stop, but the air conditioning and stereo will remain on. When the traffic gets moving again the engine will start, making the model more efficient and perfect for daily usability".

To further enhance efficiency, each model comes equipped with VarioCam, which delivers high-specific power and high torque, even at low engine speeds, reducing fuel consumption whilst still delivering extraordinary acceleration power. Leaving the city streets for Xia-

men's expansive highway, drivers could fully test the performance of the Macan. Equipped with the 7-speed Porsche Doppelkupplung gearbox as standard, gear changes are delivered instantly resulting in no interruption to power flow. "Even though this is a compact SUV, it is still a Porsche and the sport feeling is in its make up," states Li Bin. With gradual acceleration, the Macan responded to the driver's touch with the penetrating enthusiasm of a tiger's stare. Engineered for intensity, the car offers drivers the feeling of becoming one with the open road in which the thirst for new experiences and thrills is ever-present.

Alongside power, the long straights allowed drivers to experience the Macan's smooth and comfortable drive thanks to its impressive Porsche Traction Management system which configures the latest all-wheel Porsche technology and deliv-

ers superior handling. Optional features like the Sport Chrono Package, also offers increased sportiness at the push of a button. It enables an even sportier set-up for chassis, engine and transmission, while the Porsche Torque Vectoring Plus offers variable drive torque distribution at the rear wheels including electronically controlled rear differential lock: sporty driving with incredible comfort, for a sense of being truly alive.

Turning off the expansive highway, the convoy began their accent into Xiamen's leafy mountainous hills and this was where drivers truly experienced the defining Life, Intensified motto of the new Macan. Whilst it roars on the open roads, the Macan positively purrs at the prospect of tackling steep inclines, bends and corners. In addition, the Macan's built-in Porsche Stability Management ensured complete stability even as the

Leaving the city in search of adventure.



difficult roads pushed it to the limits of its sporty performance. High up in the fresh mountain air, drivers met every challenge nature threw at them, true to the dictum that you can achieve anything from the seat of a Macan.

Having effortlessly tackled the intensive and varied test route, it is evident that the Macan is an extremely versatile vehicle that lets the driver blaze a trail of its own. Of course, with three models in the series, Mr. Li Bin explains that the right model for the customer depends on their daily habits. "I often drive the other Porsche models and with the Macan you can feel the acceleration and brake are very familiar. If you just want to drive this car as a commuting tool in the city, then the Macan basic model is a great choice. But beside city commutes, if you will often drive on the highway, the Macan S with its performance is impressive and also very efficient. As for the Macan Turbo, it suits the most passionate drivers who are keen for power and acceleration".

As the event came to a close the defining conclusion amongst drivers was evident - the Macan is a true Porsche. Combining innovative technology, sporty design and incredible performance, it delivers the energetic and passionate sensation craved by avid adventure seekers. A practical concept that boasts plenty of space for hobbies, leisure and sport, the Macan is anything but ordinary, and leaves no room for compromise. ●

Agility and power, a perfect combination for the up hill tight corners.



The convoy take on the winding mountain roads of Xiamen.



The new Macan is compact, powerful and close to the road.



MOTORSPORT

IGNITING MOTOR-SPORT PASSION

PORSCHE CARRERA CUP ASIA ROUND 10

When the difference between victory and defeat is a matter of seconds, everything counts. Every turn. Every maneuver. Lose focus for a single moment and you're gone. Nowhere was this more apparent than from 19-21 September, when the Porsche Carrera Cup Asia grid took on the famed Marina Bay Circuit in Round 10 of Asia's premier racing series.

Text Jason Miles



Martin Ragginger, Earl Bamber and Alexandre Imperatori celebrate their win on the podium.



With 23 corners, tight chicanes, fast straights and plenty of concrete, it is no wonder the Marina Bay International Circuit garners both praise and respect in the world of motorsport. Weaving gracefully through downtown Singapore under bridges and past landmarks, the 5-kilometre city street track reveals a side of racing rarely seen outside of Europe. For many drivers, this presents an unprecedented challenge. But for Team Mentos' Egidio Perfetti, it simply means he is home. "Living here in Singapore gives me a bit of an advantage," says the former Class B champion. "When we did the track walk on Thursday, it was all very familiar. So with regards to preparations for the race, it was simply a matter of looking at my breaking points from the year before." That's not to say it isn't still challenging. "It can be difficult to keep up the speed of the car and push it to the limit being so close to the bar-

rier all the time. Every small mistake can have big consequences."

Perfetti learned this the hard way during the qualifying session for Round 10. "After a very good session on Friday, I was perhaps a bit too aggressive," he says. "I made contact with one of the corners, which caused me to stop. This meant I could only complete a few laps." But the Team Mentos star wasn't the only one to suffer on the technically challenging circuit. Despite crossing the finish line first, reigning Porsche Carrera Cup Asia champion Earl Bamber was demoted five grid positions for exceeding track limits during the qualifying round, leaving Alexandre Imperatori of PICC Team StarChase and Team Porsche Holding's Martin Ragginger in first and second place respectively. "I was quite happy with my lap." Says Imperatori. "It's a street circuit – it's about at-

tacking, getting close to the walls and going beyond what your brain tells you what you can do and that means pushing it."

Nexus Racing's Alif Hamdan, on the other hand, was less than satisfied with his performance, his true ambition clearly to be in amongst the seasoned professionals: "Qualifying here is always difficult, especially with 28 cars. There's not much room in 5km, so you have got to plan your way the best way you can and you need a bit of luck on your side. Although I'm not 100% impressed with that performance, I guess if I'm Class B pole that's got to be good enough."

Hamdan's ambition is admirable. Many drivers start out in Class B with hopes of making it to the professional league. Having transitioned from Class B to the overall championship this season, Perfetti has seen both sides of the coin. "In the gen-

With its sharp turns and fast straights, the Marina Bay Circuit is a notoriously difficult track to master.



tlemen class, everyone is allowed to make a few mistakes, as they don't really affect your overall standing in the championship," he says. "In the professional class, it's not like that. If you don't do well in a race, it hurts your standings more." With so much pressure, is there still room for fun? "Of course. Obviously, it is more challenging but that means a chance to improve my skills even further."

Adding even more ferocity to the notoriously difficult race, this weekend saw the debut of the latest Porsche 911 GT3 Cup (Type 991) on this race track. The new model boasts improved handling, newly designed single piece 18-inch race rims and 40 more horsepower. For Perfetti, it was the 911 GT3's predecessor which first attracted him to the Porsche Carrera Cup Asia almost three years ago. "Porsche cars are renowned for being

some of the most difficult cars to drive well at a competitive level," he says. "They are challenging but very rewarding. If one does well in a Porsche racing series, you will be able to do well in any other series."

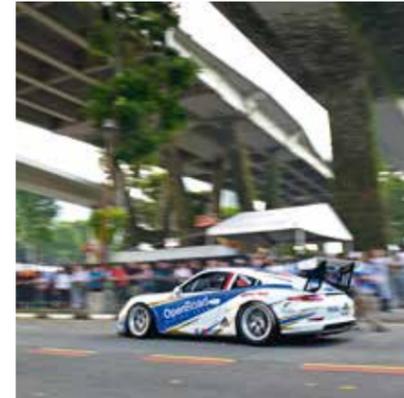
With the qualifying session over and every driver eager to make their mark, the stage was set for Round 10. As the lights went out, Imperatori didn't get a good lift off from pole, almost stalling. Ragginger wasted no time capitalizing on the situation, storming into the lead followed by Team Jebesen's Rodolfo Avila. Bamber meanwhile was already up to third as the 28-strong field hurtled into a dramatic opening lap which saw Avila drop down to 7th.

While Ragginger set about building a gap from Imperatori, Bamber was piling on the pressure to the Swiss ace, trying

to rattle him into an error and finally finding a way past on lap 4. From there, the New Zealander set off to hunt down Ragginger, catching up and passing him on lap 7 after a furious battle.

Due to his bad luck in the qualifying round, Perfetti started Round 10 in 16th position. "It was a home race for me so I tried to make do and fight an uphill battle to regain as many places as I could. I ended up 10th which, given the circumstances, is not too bad but still a little disappointing." You would think competing against some of the strongest racing drivers in the world on a notoriously difficult track is challenging enough. Not so, according to the former Class B champion: "Because of the heat and humidity, I had to use a cooling box for the first time this weekend. It adds a bit of weight to the car, but we decided it was necessary as the heat can take its toll on

This street race leaves no room for mistake.



your performance, especially towards the end of the race."

Hamdan didn't get the best of starts either. The Nexus Racing prodigy came together with a rival at turn 2, which put him to the back of the field. From there, he charged back up through the pack, closing up to his Class B rivals by lap 9.

Following the race, Bamber stated: "We put our heads down and just did our best, and today best was first! It was very clean and fair and I think we put on a great show for the Singapore fans. LKM Racing have given me a fantastic car all season and that makes my life easier – they're just a stunning team."

"At the end of the day, not many people understand just how competitive this sport is," explains Perfetti, reminiscing not only about the race, but also about his stellar racing career. "It is challenging, but also incredibly rewarding. When you complete a good lap and reach your goals, it is a very good feeling. These moments are difficult to explain."

With just two rounds left this season, the stakes have never been higher in the Porsche Carrera Cup Asia as drivers head to Shanghai in October for a thrilling finale on the Shanghai International Circuit. The burning question on everyone's mind: Who will take the championship title this year? Find out in the next issue of Christophorus, where we will be providing in-depth coverage on the final two rounds of the 2014 Porsche Carrera Cup Asia season. ●

Intense competition: 28 Porsche 911 GT3 Cup cars racing for pole position.



For drivers, a race here means just one thing: focus.



The grid competes fiercely against a backdrop of some of Singapore's most famous landmarks.





**保时捷溢彩心
empowering the future**

MAY
Porsche China donated 5.4 million RMB to UNICEF to support the reconstruction of earthquake-hit areas in Sichuan Province.



OCTOBER 19
Porsche China executives and staff representatives, along with representatives from UNICEF visited the site schools in Qingchuan, Sichuan Province to see the progress of the METRU project.



NOVEMBER 11
The 1st Porsche "Empowering the Future" Art Contest award ceremony was held in the Art Museum of Sichuan Fine Arts Institute.

SEPTEMBER 8
10 winning works from the first Art Contest were exhibited during ShContemporary 2011 to the public at the Shanghai Exhibition Centre.



OCTOBER 14
Porsche China executives and staff representatives, along with representatives from UNICEF, again visited the site schools in Qingchuan, Sichuan Province to see the progress of the METRU programme.

MARCH
The Porsche "Empowering the Future" Advisory Committee was successfully founded in Beijing.

MAY
Porsche Centre Hangzhou Westlake donated 20,000 RMB to the "Empowering the Future" programme.



JUNE 7
Porsche China commemorated three years of its "Empowering the Future" initiative in China. A Letter of Intent was signed for IECD partnering with UNICEF.

2008

2009

2010

2011

2012

DECEMBER 8
Porsche China officially launched the "Empowering the Future" programme by donating four Cayenne and more than 10 million RMB to UNICEF's Mobile Educational Training and Resource Units Programme (METRU) in Sichuan and Gansu Province for 3 years.



DECEMBER
A total donation of 2.274 million RMB was received by Porsche "Empowering the Future" programme, of which 1 million RMB from Porsche Centre Wenzhou, 1 million RMB from Porsche Centre Xi'an and 274,000 RMB raised from Shanghai Puxi Porsche Centre Customers.



DECEMBER 15
Porsche China extended its cooperation with UNICEF on the METRU programme in Yunnan Province, with donations of 2 more Cayenne and over 4.9 million RMB. Meanwhile, Porsche China renewed the METRU programme in Sichuan and Gansu province from 3 (2009-2012) to 5 years (2009-2014), with additional 6 million RMB donations to support the two-year extension.



OCTOBER 30
The 3rd Porsche "Empowering the Future" Art Contest award ceremony was held in the Art Museum of Sichuan Fine Arts Institute.



SEPTEMBER 7
Award-winning artworks selected from Porsche "Empowering the Future" Art Contest in 2010 and 2011 were exhibited during ShContemporary 2012 to the public at the Shanghai Exhibition Centre.

OCTOBER
The Integrated Early Childhood Development Programme was officially launched.

OCTOBER 18
Porsche China executives and staff representatives, along with representatives from UNICEF visited site schools in Xihe, Gansu province to see the progress of the METRU project.

2014

2013



AUGUST 29
The 3rd Porsche "Empowering the Future" Advisory Committee Meeting, Press Conference for the 5th Anniversary of Porsche "Empowering the Future" and the Premiere of the Documentary "Stories Through 180 Lenses" were held in Beijing.

MARCH 13
Porsche China executives and staff representatives, along with representatives from UNICEF visited site schools in Cangxi, Sichuan province to see the progress of the METRU programme.

OCTOBER
The 4th Porsche "Empowering the Future" Art Contest award ceremony was held in the Art Museum of the Sichuan Fine Arts Institute. The 2nd Porsche "Empowering the Future" Advisory Committee Annual Meeting was held in Chongqing.

JUNE 25
Porsche China donated 4 Cayenne to UNICEF to further support the IECD programme.



NOVEMBER 27
Award-winning artworks selected from Porsche "Empowering the Future" Art Contest in 2012 and 2013 were showcased during the ART021 Shanghai Contemporary Art Fair.

EVENT REVIEW

PORSCHE EMPOWERING THE FUTURE FIVE YEARS ON THE ROAD

Empowering the Future is a Porsche outreach initiative which aims to improve the lives of children throughout China by delivering essential aid and fostering education. The initiative includes several programmes in collaboration with the United Nations Children's Fund, such as the Integrated Early Childhood Development Programme (IECD) and the Mobile Education and Training Resources Unit (METRU). Founded in response to the devastating Sichuan Earthquake in 2008, Empowering the Future has gone from strength to strength ever since, delivering relief to hundreds of thousands of children and creating opportunities for a brighter future.

Text Jason Miles

Members of the "Empowering the Future" Advisory Committee with Mr. Deesch Papke, CEO, Porsche China, at the 3rd Porsche "Empowering the Future" Advisory Committee Meeting.



A Cangxi student films his classmates playing games with Mr. Deesch Papke.



A Cangxi student smiles for the camera.



Stories through 180 lenses

As part of a special series of celebrations marking the fifth successful year of the Porsche China's "Empowering the Future" programme, Porsche premiered the innovative "Stories Through 180 Lenses" documentary, which takes a closer look at how children across China are benefitting from the initiative.

Directed by Zhang Yimou, the documentary provides insight into the daily struggle children face in some of China's poorest areas by taking a unique "on-the-ground" approach. Instead of filming "Stories Through 180 Lenses" using traditional methods, children were given camcorders to record moments in their daily lives. The majority of the documentary consists of these deeply moving digital memories.

The film comes several months after Porsche and UNICEF representatives

joined Mr. Deesch Papke, CEO Porsche China, in March to visit one of the schools in Cangxi County, Sichuan, where the documentary was filmed. Here, they had a chance to witness the new changes in the school first-hand, including the introduction of specialised learning equipment and innovative educational games.

At the premiere, Zhang Yimou stated, "The concept of our documentary on the METRU programme is bold. We took a chance with an innovative production method aiming at striking a chord with audiences and exploring the future direction of social philanthropy."

The idea for the documentary began in March, 2013, at the Porsche "Empowering the Future" Advisory Committee's first meeting in Beijing. During the meeting, the committee agreed to invite

Zhang, also a committee member, to shoot a documentary to commemorate the 5th anniversary of the Porsche "Empowering the Future" programme. Filming started soon thereafter in Cangxi, with 180 DVs being distributed to over 2000 students in 72 Schools. Seven months and thousands of hours of footage later, the project was successfully completed.

After the premiere, the film was distributed to a wider audience, including university students majoring in education and film, Porsche dealers and customers nationwide, and to the students of the Cangxi schools who participated in the filmmaking. A significant achievement both in terms of corporate awareness and filmography, the documentary highlights the key role of corporate support when it comes to improving the lives of children in China.

Fascinating heritage cars are on display at Pinakothek der Moderne museum.



Art works displayed in the Pinakothek der Moderne Museum.



The artists pose for a photo outside Schloss Neuschwanstein Castle.



2014 artistic trip to Germany

In an effort to reward and inspire the most talented artists of the 2013 "Empowering the Future" Art Contest, Porsche offered the top three winners the opportunity of a lifetime: a trip to Germany, from 14 to 19 July. The tour began in Fuessen, a town 120 km south west of Munich, where the artists had a chance to witness the magnificent Märchenschloss Neuschwanstein castle. Situated in the Alps, the castle was designed by opera painters and stage designers, giving it a dreamy, illusory touch that enthralled the group at first sight.

The next day, the artists had a chance to experience the majestic city of Munich itself. Known as a paradise for art enthusiasts, the city both captivated and inspired the trio as they visited three of its most well-renowned art establishments: the Sammlung Shack Museum, the Neue Pinakothek Gallery and the Brandhorst Museum. Afterwards, a dinner at the

royal beer house HB provided an opportunity to enjoy some warm German hospitality as well as the country's esteemed beer culture.

Of course, no trip would be complete without a visit to one of Germany's most iconic landmarks: the Porsche Museum in Stuttgart. After a delicious breakfast in the south-western part of the city, the group made their way to the Porsche museum, where they discovered how Porsche cars evolved into the aesthetically beautiful yet powerful machines they are today. 80 historical Porsche models and more than 200 pieces of Exhibition articles allowed the artists to experience the rich history of the marque in vivid detail.

Alas, all good things must come to an end. The last leg of the tour took the artists to Berlin, where they had a chance to experience several of Europe's most awe-

inspiring landmarks, including the Unter den Linden Avenue and the Symbol of Berlin, Brandenburger Tor. The final stop was a visit to an establishment of immense artistic, cultural and historical significance: the Reichstag. Standing on top of the Reichstag's newly built dome in the centre of Berlin, the group enjoyed a bird's eye view of the city as they reflected on all they had learned.

With the tour coming to an end, the artists were full of gratitude and praise both for Porsche, the marque which had given them this prestigious opportunity and for Germany, the country which had shared so much of its art and culture with the group. As they returned to China, these three talented individuals will no doubt go on to hone their skills even further using their newfound inspiration and artistic insight gained on this once-in-a-lifetime trip.

A customer keeps her eye on the ball after driving it down the green.



EVENT REVIEW

ALL EYES ARE SET ON THE PORSCHE GOLF CUP 2014 CHINA FINAL

Following a another spectacular Porsche Golf Cup, all eyes are now firmly set on the China Final this December, where the National Championship will conclude with an exciting weekend of close competition and camaraderie amid Sanya's fantastic seaside backdrop.

Text Kim Hobson

The Porsche Golf Cup has been uniting Porsche customers through the common passion of sports cars and golf since 2011. In just a few short years this exciting competition has grown in both stature and size— from 15 tournaments and 1,322 participants at its inauguration in 2011, to this year's record of 26 tournaments and 1,925 Porsche owners taking part. As the last round of the qualifying tournaments hosted by Porsche Centres around China took place, qualifying participants now wait in anticipation for this year's national final to be played at the Sanya Luhuitou Golf Club from 5 to 7 December. At the finale, the top-three players from each local tournament will vie for the title of Greater China Champion and the honor of representing China at the Porsche Golf Cup World Final 2015.

Many golfers competing at this year's China final are experiencing their first

Porsche Golf Cup participants pose for the camera outside the club house.



A participant celebrates a great shot.



Prestigious trophies await the victors.



taste of success, and excitement for the event is at an all-time high. "Every Porsche enthusiast appreciates the finer things in life and there are few things finer than a trip to the golf course with our family, our friends and our colleagues," states Porsche China President and CEO, Mr. Deesch Papke, who will once again have the pleasure of taking the first swing teeing off the competition's final. "The success of this tournament is due to the trust and support of Porsche fans, to whom I would like to extend my sincere thanks on behalf of Porsche China. We are looking forward to bringing you another stunning finale this year".

Golf perfectly reflects the Porsche spirit of precision, perfection and performance, and the Porsche Golf Cup is part of the marque's dedication to provide enthusiasts with unforgettable experiences in the lap of luxury. "The Porsche Golf Cup is

professionally put together and because of its fairness and stature, it attracts more top amateur players than other competitions," says Mr. Li Shihong, who not only won last year's Porsche Golf Cup China Final, but also took the Gross Runner-up position in the Porsche Golf Cup World Final as China's team representative. "I truly believe that someone would buy a Porsche in order to play in this tournament!".

With the National Final fast approaching, preparations are getting underway at Sanya Luhuitou Golf Club, which has successfully hosted the event since the competition began. Known as a landmark green in Hainan's 'City of Forever Paradise', each of the course's 18 holes are designed to make the most of the location's rippling green hills and stunning sea views. Attention to detail, both on the green and in the exclusive hospitality ar-

rangements, make this a venue participants love to return to and a great setting to see the five Champions of the Men's Gross, Ladies' Gross and Net Handicap Category A, B, C of the competition, emerge to victory and go on to represent China in the Porsche Golf Cup 2015 World Final next May.

With the credibility of the Porsche Golf Cup greater than ever, the marque once again hopes to make this year's competition one that fosters camaraderie not only for the game of golf, but also for the shared passion of the Porsche lifestyle. We wish all the competing players in the upcoming National Final the best of luck and we look forward to announcing the winners of the Porsche Golf Cup 2014 in the next issue of Christophorus. ●

EVENT REVIEW

JOURNEY TO THE LAND OF WONDERS

PORSCHE TRAVEL CLUB

Porsche Travel Club participants embark on the ultimate journey of discovery with two breath-taking tours through the Tibetan Plateau.

Text Jason Miles

Photo Mark Gong

Qinghai Tour

Situated on the upper reaches of the heavenly Tibetan plateau, Qinghai is known for two things. First, as the cradle of the ancient Kunlun Civilization. And second, for its wide, open spaces and awe-inspiring natural beauty. This July, participants in the Porsche Travel Club experienced both an unforgettable 4-day journey spanning more than 700 kilometers. These intrepid explorers had the opportunity to explore the region's fascinating local culture first-hand while enjoying the extraordinary beauty of the surrounding landscapes – all behind the wheel of the Porsche 911 Carrera 4S.

The journey began in Xining, a city known not only as the capital of Qinghai province but also as the Summer Resort Capital of China for its refreshingly cool

summers. Arriving at the Qinghai Yin-long hotel, a luxurious five-star establishment in the city centre, guests were greeted with impeccable service and a delicious dinner while the Porsche Team unveiled the plan for the exciting trip. Nothing, however, could have prepared them for the rich culture and natural wonders yet to come.

Departing in the gentle morning glow of the northwestern sun, the fleet set course for the Kanbula National Forest Park, an area renowned for its red earthen landscapes as well as its rich contributions to Buddhist history. Here, participants had a chance to enjoy fascinating rock formations in the shape of pillars, columns, animals and even humans while exploring a number of famous Buddhist religious sites, including the secluded Aqionganzong Temple and the enchanting Nanzong Buddhist Nunnery.

For many participants, such as Mr. Pan from Porsche Centre Hong Kong, this marked their first trip with the Porsche Travel Club. "Before we set off, I didn't know what to expect," says Mr. Pan. "But I knew that the Porsche Team would take care of us. Luckily, I was right. They provided almost everything including professional outdoor jackets and snacks and drinks in the car. They even gave us Oxygen Replacement Bottles because of the high altitude!"

The next day, participants had a chance to live the dream of every Chinese car enthusiast and nature lover: a drive around the sacred Qinghai Lake. The largest in China, the lake boasts a girth of about 350 kilometres and features an exhilarating combination of slopes and bends – the perfect road to experience the thrill of Porsche sports cars. "If I had to choose one thing to do again in Qing-

Reaching full bloom in early July, the golden rape fields of Qinghai provide a radiant panorama which stretches as far as the eye can see.



hai,” says Mr. Pan, “it would be driving around the Qinghai Lake. It was simply spectacular.” After experiencing the lake from behind the wheel of their Porsche sports cars, the group enjoyed a lunch in traditional Tibetan tents on the water’s edge. “It was so beautiful, we decided to stop there for half a day.” Says Mr. Pan. “We even went on a boat trip across the lake. I missed it as soon as we left.”

With its glittering waters set against an azure sky, the Qinghai Lake is undoubtedly one of the year-round jewels of the Tibetan plateau. But for a brief time each year, an even brighter jewel shines for the world to see: the golden rape fields of Menyuan. The rape flowers in Qinghai typically blossom in late June, reaching full bloom in early July – perfect timing for the Qinghai Tour. On the third day of the tour, participants had a chance to witness Menyuan’s sun-kissed

fields first-hand from the top of Zhuoer Mountain. “After two hours of driving through the Qilian mountain range, we arrived at the peak.” Says Mr. Pan. “Below us, lay a massive field of rape flowers, stretching as far as the eye could see. I remember the weather was perfect that day: blue sky, white clouds and snow-capped mountains behind. It was truly an astonishing view.”

The final day of the tour saw participants drive back to Xining, giving them a second chance to absorb the spectacular mountain scenery before a sumptuous farewell dinner at the Qinghai Yinlong hotel. “The most impressive part of the tour was definitely the scenery.” Says Mr. Pan. “During the trip, the weather was spectacular. There were flowers everywhere and almost everywhere we went, there were amazing vistas waiting for us.” Of course, it wasn’t just about the

magnificent landscapes. “The driving experience itself was also great! The many different combinations of roads provided our Porsche sports cars with the perfect opportunity to showcase their cutting-edge performance.” Many first-time participants such as Mr. Pan are already planning their second Porsche Travel Club trip. “I am planning to go on the Tibet tour next year,” exclaims the Hong Kong based Porsche enthusiast. “I can’t wait!”

Tibet Tour

Tibet: the Land of Snows, the roof of the world. For centuries this mysterious Buddhist kingdom, locked away in its mountain fastness of the Himalayas, has exercised a unique hold on our collective imagination. This September, Porsche Travel Club participants had a chance to experience the region in its full splendor:

With its lofty peaks and meandering mountain passes, Tibet offers vistas of unparalleled beauty.





A rainbow arches above the untouched Tibetan landscape.



Powerful and precise, the Macan handle winding mountain roads with ease.



The ancient city of Lhasa holds untold cultural wonders.



A herd of mountain goats greet the convoy.

fabulous monasteries and temples, stunning views of the world's highest mountains and a rich local culture steeped in ancient spiritual tradition. The Tibet Tour not only marked the Porsche Travel Club's first excursion, it was also the first time participants had the opportunity to travel round the region in the newest addition to the Porsche family: The new Porsche Macan.

The five-day trip began in the fabled city of Lhasa, where guests had a chance to adapt to the high altitude while delving into the delightful local culture. After a hearty breakfast at the luxurious St. Regis Hotel, they were taken to the majestic Potala Palace. An architectural wonder even by modern standards, the palace provided 13 storeys and more than a thousand rooms, including magnificent chapels and ancient prayer rooms for participants to explore. Guests also had

an opportunity to visit the sacred Jokhang Temple before enjoying a walk down the well-renowned Barkhor Street, where they reveled at the charming local customs and practices.

The biggest highlights of the tour, however, were yet to come as guests arose refreshed the next day, ready to put their Porsche Macans to the test on the Tibetan Plateau. The first stop of the day was Yamdrok Lake, the largest and most beautiful lake north of the Himalayas. Formed from the melted snow of mountain peaks, its surface, smooth as the purest blue jade, provided guests with an untouched glimpse into nature. On the way back to Lhasa, the group stopped for a visit at the much-famed Norbulingka, a Tibetan garden where the Dalai Lamas of past generations handled official business in summer. Surrounded by majestic temples and awe-inspiring nat-

ural beauty, the participants enjoyed a delightful picnic before heading back to the capital.

The next day of the tour would prove to not only be the most exciting for participants but also the most challenging for their Porsche travelling companions. On an almost 10-hour journey from Lhasa to Nyingchi, participants had a chance to explore some of the most remote and spectacular gems of the Tibetan Plateau while pushing their Macan sports cars to the very limit. The journey reached an exhilarating climax at the Mount Mira pass, where the group found themselves at an altitude of 5,013m, surrounded by panoramic vistas of indescribable beauty. The group then made their way to the quaint village of Apei for lunch, before continuing their journey to Nyingchi, where they arrived in the twilight hours.

After a good night's rest, the guests arose ready to enjoy their final few hours in Tibet. Together, they reflected on their awe-inspiring journey of discovery as they said their final goodbyes. For many, the tour provided a deeply spiritual experience, filled with profound moments of serenity and oneness with nature. It was clear to all that Tibet, with its rich culture and beautiful landscapes of immense scale, is truly one of the world's most sacred and special destinations.

For more information about the Porsche Travel Club, please visit your preferred Porsche Centre or visit our website at: www.porsche.cn/travelclub.



Formed from the melted snow of mountain peaks, Yamdrok is one of the largest, most beautiful lakes in Tibet.

Mr. Wang Lei enjoys his ride in the snow.



CULTURE AND HEALTH

ENJOY YOUR WINTER TIME ON THE SNOW

Picture yourself strapped in to a snowboard at the top of an untouched peak. The air is crisp, the scenery is breathtaking and your heart is racing as you prepare to make your mark in fresh virgin snow. Is there anything more captivating?

Text Jason Miles
Photo Wang Lei

Winter is coming. For most people, that means keeping warm in the comfort of your home. But for some, it presents the thrill of a lifetime: a chance to go snowboarding on some of the world's finest powdery peaks. One such avid winter enthusiast is the first Chinese professional snowboarder Mr. Wang Lei, widely regarded as a key ambassador for the sport in China. "I love snowboarding because it allows me to be close to nature while having fun," says Wang. "Also, it is the fastest sport you can do on land." A snowboarder for 26 years, Wang has a wealth of experience on some of the world's most famous slopes. Recently, however, he has been focusing more on promoting the sport to his fellow countrymen. "With more and more snowboarding routes and resorts opening in China, more and more people go snowboarding in winter which is very encouraging," says Wang. "Right now, we are organising the first Snow-

boarding League in China as we try to bring in more high quality snowboarding competitions into the country."

"Snowboarding is a bit difficult for beginners," says Wang. "It takes a lot of practice to learn how to control your body and the board." Luckily, the pro snowboarder has some advice to shorten the learning curve. "For beginners, you have to prepare your equipment well," he says. "Winter is cold. A fast-drying T-shirt is essential. You also need a waterproof jacket and pants as well as a helmet, hat and ski goggles. In addition, you should take some protective equipment, such as hip and knee pads." But it's not just about the equipment, states Wang, "It is also very important to have a professional coach for your first time, who will teach you the basic moves and get you on your way to becoming a snowboarding champion." ●

Wang Lei's Recommendations: Snowboarding in China.



Wanda Changbaishan Resort
Location: Changbaishan, Jilin Province

Located a mere 13 km from the new Changbaishan airport, the Wanda Changbaishan Resort is situated on a double-peak at an altitude of 1,400 metres. It consists of a north section which houses condominiums and year round facilities and a south section that includes the ski mountains and an extensive Alpine Village. With seven ski lifts and 18 distinct trails, this resort offers an unforgettable adventure to skiers and snowboarders of all levels.



Genting Resort Secret Garden
Location: Chongli, Hebei Province

Just a three-hour drive northwest of Beijing and situated in the valleys of Chongli Village, this all-seasons resort offers spectacular views, state of the art facilities and fun activities for every member of the family. In winter, the lush green scenery of the Genting Grand transforms into a snowladen paradise. Situated on a 2,500-metre high mountain, the resort hosts over 30 trails that cater for everyone from beginners to extreme snowboarders.



Xinjiang Silk Road Ski Resort
Location: Urumuqi, Xinjiang

The biggest of its kind in northwest China, the Silk Road International Ski Resort offers a unique and exhilarating experience. With slopes resting at an altitude of 1,700 to 2,500 metres, the resort is equipped with 6 trails, 2 sets of sightseeing cable cars to an ancient forest, 5 sets of ropeways, a professional skating rink and many other entertainment facilities. It is perfect for skilled skiers and snowboarders, but novices can also have fun with the help of the professional coaches.

Wang Lei's Recommendations: Snowboarding abroad.



Austria, Europe

With vast ski areas, mountain ranges and beautiful glaciers, Austria has something for everyone. Alpine villages, fantastic après ski and miles of tree-lined trailers await your arrival at the Austrian ski resort of your choice. Moreover, the standard of service is higher, the welcome is warmer, and lift systems are on par with the finest in the world. Whatever your level, you will be spoilt for choice in Austria. A wide variety of resorts cater to all levels of skiers and boarders.



France, Europe

When it comes to skiing, France is one of Europe's top destinations. It is on the French-Italian border where the Alps, Europe's greatest mountain range, reach their peak, in the eternal snows at the summit of Mont Blanc. While the Alps provides an unparalleled experience, there are several other destinations that should also be considered including the Vosges, the Massif Central and the Pyrenees, all of which have fully equipped downhill and cross-country ski resorts.



New Zealand, Oceania

With a well-deserved reputation as an international skiing destination, New Zealand is the perfect off-season choice for Chinese skiers and snowboarders. The season runs from June to October, the landscapes and scenery are out of this world, gear is easy to hire, and the queues are comparatively short. New Zealand ski fields are uncrowded with plenty of wide-open bowls and gentle slopes for first-timers while also offering challenging trails for the more experienced.

Mr. Daniel Schmollinger, Vice President, Network Management and Development, Porsche China, congratulates Mr. Eddy Mok, General Manager, Porsche Centre Chengdu Airport at the opening ceremony.



MARKET PAGES CHINA

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NEWS

PORSCHE OPENS THIRD PORSCHE CENTRE IN CHENGDU

On 16 September, Porsche Centre Chengdu Airport celebrated its grand opening ceremony, becoming the third Porsche Centre in Chengdu.

Capable of displaying up to 10 Porsche sports cars as well as a wide selection of Porsche Exclusive and Tequipment Genuine Accessories, this all-new Porsche Centre offers an unforgettable experience to Porsche enthusiasts. The approximately 9,000 square-metre state-of-the-art facility will provide Porsche customers in the region with access to the full-range of ultimate Porsche sports cars as well as the lifelong premium service for which the marque is renowned. ●

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