

PORSCHE DRIVING EXPERIENCE

FUELLING EXCITEMENT



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ON THE ROAD

PORSCHE DRIVING EXPERIENCE

Anyone with a passion for sports cars will undoubtedly have a passion for performance and accuracy. An innate desire to master the road and its challenges in all weather, and above all, to master our ultimate line up of Porsche sports cars. What better way to do this than with Porsche Driving Experience?

Text Ronni Rowland



Porsche Snow Force gives participants a chance to experience the sheer thrill of driving on snow and ice with powerful Porsche sports cars.



Porsche Travel Club takes you to some of the most breathtaking destinations, equipped with our latest line-up of sports cars.



With three exclusive events, you can get behind the wheel of a Porsche in pursuit of the ultimate driving adventure, both on and off the track.

"I LOVE DRIVING ON THE RACE TRACK. HAVING THE OPPORTUNITY TO DO SO HAS BEEN BY FAR THE MOST EXHILARATING PART OF THE COURSE FOR ME. AFTER ALL, THIS IS WHERE PORSCHE CARS BELONG!"

Our Porsche Driving Experience events have been designed to cater to the needs and tastes of our most avid Porsche drivers. Porsche Sport Driving School takes you to the perfect learning environment – the racetrack – where you will test and refine your driving skills. For extreme thrills, Snow Force offers you the chance to harness the power of Porsche sports cars and conquer the fierce conditions on ice and snow – the most extreme conditions you can imagine. Meanwhile, Porsche

The Porsche Sport Driving School is the perfect opportunity to take your driving skills to the next level while having fun.



With the addition of challenging new programmes, Snow Force 2015 promises even more exhilarating experiences.



"WHY I AM HERE IS ALL ABOUT LOVE! THE LOVE OF DRIVING A SPORTS CAR. SNOW FORCE IS A UNIQUE OPPORTUNITY THAT I HAVE ONCE A YEAR TO REALLY ENJOY THE CHALLENGE OF DRIVING ON ICE AND SNOW."

Porsche Sport Driving School

With the Porsche Sport Driving School everything is possible. Designed for all levels of driving, devoted experts will guide you through the basics of dynamic driving all the way through advanced level training courses for professional racing skills. Nothing takes you closer to the limitless possibilities of driving a Porsche than training with professional driving instructors on some of China's famed international circuits.

And for those who dream about racing on the track, Master Level now offers the opportunity to qualify for the International C-Class Racing License – allowing you to compete in international motorsport, such as the Porsche Carrera Cup Asia.

For further information please visit the Porsche Sport Driving School website: www.porsche.cn/sportdrivingschool.

Porsche Snow Force

We all yearn for exhilaration. And with Porsche Snow Force, this desire will be fulfilled in every possible way. In the far-away frozen lands of Yakeshi in Inner Mongolia, you will learn controlled acceleration and advanced skills like drifting and slalom all on a specially designed ice circuit. For maximum adrenaline, Porsche drivers can compete with a fellow participant in the spirited "Fox Hunt" racing competition. For avid drivers who have already tested Snow Force, you can take your skills to the next level with Porsche Snow Force S, where our sports cars are equipped with 2mm spike tyres to provide you with phenomenal traction on snow and ice.

A highlight for the 2015 season is the addition of Snow Force RS. Navigating a specially equipped Porsche 911 with 4mm spike tyres through intense snow and ice conditions, participants will learn how to take full command of the vehicle while adapting to higher lateral and longitudinal forces.

The beautiful stretching rapeseed fields in Qinghai provide the perfect environment to test drive Porsche 911 sports cars.



Porsche Travel Club

It takes a special travel companion to truly appreciate the world's natural splendor and rich cultural diversity. It takes a Porsche.

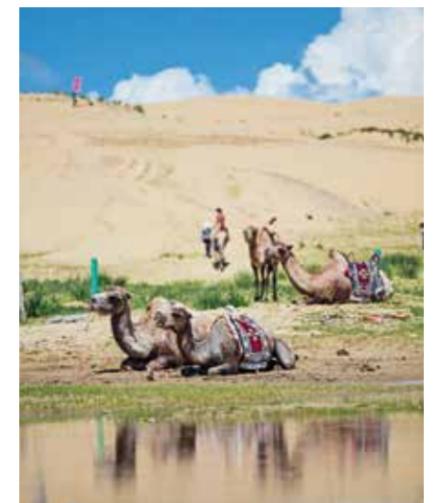
"I HAVE BEEN TO ALMOST ALL OF THE PORSCHE CHINA DRIVING EVENTS, BUT THE PORSCHE TRAVEL CLUB IS MY FAVOURITE."

With Porsche Travel Club China, one can explore destinations that are unmatched in beauty and cultural heritage – all from behind the wheel of a Porsche. Discover China's breathtaking scenery in a series of magnificent domestic tours, from the dramatic deserts of Kanas to the rugged highlands of Tibet. Or if you have set your sights further abroad, take part in one of the driving tours through Germany, Italy, the Alpine or the USA. Perfectly planned

down to the last detail, Porsche Travel Club China provides guests with the driving adventure of a lifetime.

For further information on our Porsche Travel Club tours, please visit us on: www.Porsche.cn/travelclub.

Our Porsche Driving Experience events are designed to give you maximum driving pleasure while harnessing the raw power of a Porsche. No borders. No limits. Just you, your Porsche and exhilarating experiences. ●



Sand dune and camels are picturing a charming west china scene by the Qinghai lake.



INTERVIEW

BLUEPRINT FOR THE FUTURE

Christophorus interviews Mr. Deesch Papke, President and Chief Executive Officer of Porsche China, to discuss the many successes since his appointment and the exciting programmes ahead for Porsche in China.

As the first SUV to incorporate hybrid technology, the Cayenne S E-Hybrid represents an important part of Mr. Papke's future strategy for Porsche in China.



The future looks brighter than ever for Porsche in China. With a growing presence on the Mainland and a unique vision for the Chinese market, the sports car manufacturer is constantly raising the bar, whether in customer service, enthralling events or automotive engineering. With the careful guidance of Mr. Deesch Papke, Porsche China will continue to push the limits of what is possible in the years to come.

Christophorus: Fascination for sports cars is at the heart of the Porsche brand – how is Porsche evolving to meet the increasing demand from the Chinese market?

DEESCH PAPKE: Porsche is a sports car manufacturer which fully meets the demands of the market and fulfills the highest expectations of our consumers, regardless of where they are. Whether you are after a 4-door or 2-door sports car, for city driving or off road terrain, you are guaranteed with per-

formance, day-to-day usability and more importantly with exclusivity. In a fast growing market like China, it is important to keep a unified image of our brand, which is why all Porsche Centres follow the same Porsche Corporate Identity and customer service standards. In addition, all Porsche dealer staff embody the characteristics and passion for the brand as well as in-depth knowledge about our glorious heritage, which they can disseminate to our clients. Many of our key decisions, such as the launch of the new Panamera Executive Edition and the all-new Macan have been made with the specific needs of our Chinese customers in mind. We believe these two models, together with the rest of our full lineup of ultimate Porsche sports cars, suit the practical needs of our customers in China while incorporating the classic DNA of Porsche.

Christophorus: Porsche has always led the automotive industry in terms of innovation. In your

view, with the recent launch of the third Porsche hybrid model, the new Cayenne S E-Hybrid, is Porsche leading the way for E-Mobility in the China sports car market?

DEESCH PAPKE: Porsche is the first sports car manufacturer to launch a hybrid model in the SUV and D-Sedan segment, as well as the first to launch a hybrid super sports car with the 918 Spyder. With increasing need to cut back on car emissions, our focus is on building exceptional sports cars while paying close attention to our responsibility for the environment. With this in mind, the Cayenne S E-Hybrid, Panamera S E-Hybrid and the 918 Spyder fully meet the needs and demands of our customers, who value cars which have minimum impact on the environment without compromising on performance. These sports cars live up to all performance expectations customers could have for Porsche, while using the most advanced technology in an intelligent way for outstanding efficiency.

The new Cayenne is equipped with new design features, a new engine and a sporty character.



Christophorus: All Porsche Centres in China are now fully operational with hybrid servicing capabilities. Will E - Mobility be a strong focus for Porsche China in 2015 and beyond?

DEESCH PAPKE: Yes it will. This is a very big step forward in terms of environmental awareness and Porsche China is dedicated to sustainability within the Chinese market. With our new hybrid models available across China, Porsche is a market leader with its 'sustainable high performance' cars, which have minimum impact on the environment while offering exceptional performance. With this focus on sustainable engineering, each Porsche dealership is now fully equipped since January 2015 with the complete After Sales service, free charging service and charging installation service, for all of our E-hybrid models.

Christophorus: Porsche took the world by storm with the launch of the plug-in hybrid 918 Spyder.

This super sports car is being delivered to Porsche customers throughout China as we speak. Has this car created a shift in what is technologically possible in sports car engineering and how has it been perceived within the Chinese market?

DEESCH PAPKE: The 918 Spyder embodies the pure DNA and heritage of the Porsche brand. It is the emblem of the super sports car of tomorrow. It is also a pioneer for our Porsche e-mobility strategy and it is the first super sports car to combine plug-in hybrid technology with a combustion engine. Through its engineering, technology and design, it clearly demonstrates that Plug-in Hybrid Electric Vehicle technology is also possible in a super sports car. We have sold this car in over 30 cities across China, with the first two customers in China receiving their cars last October. The Chinese market is growing rapidly and it is our duty as a responsible sports car manufacturer to ensure our cars and our overarching customer ser-

vice, delivers premium quality and innovative engineering. And that is what we are delivering with the 918 Spyder: a car that embodies the spirit of the Porsche brand - an exhilarating drive with a focus on fuel efficiency which has zero impact on performance. This super sports car is a true ambassador for Porsche.

Christophorus: As a market leader, Porsche China not only aims to fascinate its customers and prospects with high performance sports cars; it also brings fascination through its events and drive programmes. Do you have new and exciting events in store for your customers and enthusiasts this year?

DEESCH PAPKE: Sure. Our annual Porsche events kick off with new programmes this year with more and more Porsche customers taking part in Snow Force, Porsche Golf Cup, Porsche Sport Driving School, Porsche Travel Club, just to name a few. Notably with

OUR MILESTONE CHANGES under Mr.Papke's leadership

2013

50 Years Anniversary of the Porsche 911
10 Years of Porsche Carrera Cup Asia

2014

National Launch of the Macan
World Premiere of the new Cayenne
Delivery of the 918 Spyder
5 years of "Empowering the Future"

the Porsche Golf Cup, this event is growing year by year with an increasing number of tournaments across China which only elevates the competition and camaraderie. 2015 also marks the first year for the Porsche Carrera Cup Asia as the supporting race at the World Endurance Championship to be held in Shanghai, which further solidifies the growing importance of motorsports in China. We also see the return of Porsche to the Le Mans LMP1 Class for the second year running. With motorsports clearly at the heart of the Porsche brand, the awareness and fascination for motorsport in Asia keeps growing among our fans and enthusiasts.

Christophorus: On a more personal level, since joining Porsche China in July 2013, what is your most memorable experience with the company?

Deesch Papke: There have been countless memorable experiences since I first joined Porsche China. To name a few: being so well received by the Porsche dealer network and Porsche staff, the continuous development and achievements of our Porsche dealer network, the incredible 50 Year Anniversary of the iconic 911 within the historic walls of Taimiao, which marked just how far the brand has come and the significant growth of Porsche in China. Last but not least, the launch of the new Macan in China and the growing success of this new Porsche sports car in the Chinese market. ●



50 Year Anniversary of the 911 in Taimiao, Beijing.



Launch of the new Macan in China.



The 918 Spyder is delivered to customers in China.

The new Cayenne - a model tailored for the China market, celebrates its World Premiere at Auto Guangzhou 2014.



EVENT REVIEW

SAME DNA, NEW BREATHTAKING MODELS

They say you should never judge a book by its cover. But can you judge a sports car by its exterior? The answer proved to be a resounding "yes" last November, as Porsche unveiled its latest innovations to the Chinese market at Auto Guangzhou 2014.

Text Jason Miles
Photography Kai Hartmann

Showcasing the latest Cayenne models alongside a line-up of ultimate Porsche sports cars, China's leading sports car marque provided a feast of technology and engineering for automotive lovers of China from 20 to 29 November at the China Import and Export Fair Complex in Guangzhou. From the luxurious yet efficient Panamera S E-Hybrid to the high-performance 918 Spyder, every model on display was clear in its goal: a celebration of the most cutting-edge innovation both in terms of performance and design.

The star of the show, however, was undoubtedly the new Porsche Cayenne. Celebrating its World Premiere at the prestigious show, the China-exclusive model provided attendees with an exciting glimpse into the future of sporty SUVs. Featuring a sharper design that emphasizes its sporty character, the latest

With its futuristic design and state-of-the-art plug-in hybrid technology, the 918 Spyder fascinates the crowd at the Porsche stand.



Porsche masterpiece appears even more powerful, dynamic and closer to the ground. With an updated 3.0-litre V6 supercharged engine delivering an output of 333 hp (245 kW), the new Cayenne is capable of accelerating from zero to 100 km/h in just 6.8 seconds.

The new Cayenne, a model specifically created for the China market, represents Porsche's continued commitment to bringing the fascination of Porsche sports cars to Chinese enthusiasts. Addressing the audience at the prestigious show, Mr. Deesch Papke, President and CEO of Porsche China, stated: "We are witnessing a milestone at Auto Guangzhou, as we celebrate the arrival of the new Cayenne along with the other Porsche sports cars. The Cayenne has been widely embraced by Porsche enthusiasts since its debut, and the new Cayenne will fascinate customers and enthusiasts alike. It is a reaf-

firmation of our commitment to the Chinese market."

Attendees also had a chance to witness the Asia Premiere of the all-new Cayenne S E-Hybrid, the very first Cayenne to feature plug-in hybrid technology. With a perfect balance of power and efficiency, the new sports car is the purest embodiment of Porsche Intelligent Performance yet. At 416 hp (306 kW), the combined system power output of its new supercharged 3-litre V6 engine and electric motor catapults the car from zero to 100 km/h within 5.9 seconds. Meanwhile, an upgraded lithium-ion traction battery allows for an electric range of between 18 to 36 kilometres, making every day journeys as green as possible without consuming fuel or producing local emissions.

The new hybrid marks an important milestone in hybrid expertise for Porsche.

Addressing the audience at the Auto show, Mr. Manfred Braeunl, Vice President Marketing for Porsche China stated, "Along with the 918 Spyder and Panamera S E-Hybrid, Porsche has become the only brand to offer three plug-in models in three segments, making Porsche the leading manufacturer in this field."

By all accounts, Auto China 2014 was a roaring success for both Porsche and its enthusiasts. Showcasing its latest line-up of cutting-edge models while proving its commitment to the next generation hybrid technology as well as Chinese customers, the marque once again maintained its leading role in automotive innovation and excellence. ●

Famous film director Feng Xiaogang enjoys his first swing on the green.



With its signature design and sporty character, the 911 Targa 4S is the perfect prize for the hole-in-one.



Basketball star Yao Ming poses in front of the Panamera.



Actress Nicole Kidman takes the stage.



EVENT REVIEW

THE DRIVE FOR PERFECTION

There are few finer feelings than driving a Porsche down an open highway or driving a ball against the backdrop of a scenic ninth hole. Together, these two pursuits stand at the pinnacle of a sporty lifestyle; and for Porsche owners, golf perfectly reflects the Porsche spirit of sportiness, precision, performance and above all camaraderie.

Text Bo Brennan/Jason Miles
Photography Lei Gong

Last October, Porsche once again returned to the acclaimed Mission Hills Resort in Haikou as a major sponsor of the Mission Hills World Celebrity Pro-am Golf Tournament. With the sport becoming ever more popular in China, this was the perfect platform for Porsche China to invite a select group of Porsche customers to play golf while sharing their passion for the sports car marque. Held on the world famous Blackstone Course on the tropical southern island of Hainan, the tournament provided the perfect opportunity for a select group of customers to join hands with celebrities and golf professionals for an unforgettable weekend. The manicured fairways of the Blackstone Course were graced with an array of celebrities such as Yao Ming, Morgan Freeman, Sammo Hung, Jessica Alba, Jay Chou, Feng Xiaogang, and Nicole Kidman who played alongside some of the world's most professional golfers, in-

cluding John Daly, Gary Player, Paul McGinley and Greg Norman.

With a focus on luxury and exclusivity, the professionally organized Mission Hills World Celebrity Pro-am Golf Tournament provided Porsche customers with the opportunity to unwind on one of the world's most beautiful golf courses during a weekend of relaxation, sport and enjoyment. Also apparent was a genuine sense of camaraderie as players competed in a competitive yet friendly manner. The challenging hole-in-one on the Blackstone's par three, signature 15th hole, provided an exclusive prize - the new Porsche 911 Targa 4S which combines the classic Targa concept with state of the art roof technology. With a 3.8 litre engine, it delivers 400 hp (294 kW) and reaches a top speed of 296 Km/h. A very fitting reward for such a challenging feat. Famed the world over for creating ulti-

mate everyday sports cars, Porsche forms a perfect synergy with golf - a sport of precision and performance which perfectly embodies the values of the sports car culture. This is especially true in China, where a growing number of enthusiasts are finding themselves enamoured both by the Porsche brand and the activities such as golf, which accompany the Porsche lifestyle so perfectly. The Mission Hills golf tournament is just one of many exclusive programmes which caters to this need. Sponsored by Porsche, it is a gesture of appreciation to the marque's loyal customers in China, now its second largest market worldwide.

Addressing participants at the prestigious tournament, Porsche China President and CEO, Mr. Deesch Papke stated, "Porsche is dedicated to bringing not only sports cars but the sports car culture and lifestyle to China. Many Porsche enthusi-

asts are avid golfers. The game, like Porsche sports cars, is based on performance, power and precision, the enjoyment of that pursuit of performance and appreciation for the technology that goes into it."

The 2014 Mission Hills World Celebrity Pro-am not only provided Porsche owners with the chance to put their golfing skills to the test alongside celebrities and world renowned golfers, but also an opportunity to meet other enthusiasts to share their passion for the Porsche brand during a weekend of camaraderie. As ever, Porsche continues to provide its loyal customers with unforgettable experiences in the lap of luxury. This May, the winners of the Porsche Golf Cup China Final 2014 will have the chance to compete and represent China at the Porsche Golf Cup World Final, which will be held in Mallorca, Spain. We wish all participants the best of luck!



EVENT REVIEW

PURE ADRENALINE BEHIND THE WHEEL

Adrenaline. Cheering crowds. Roaring engines. The Porsche Carrera Cup Asia is revving up for another exciting season of premier racing events throughout Asia.

Text Ronni Rowland

With a dynamic season in 2014, a growing driver training programme and new circuit added to the thrilling motorsports competition calendar this year, Porsche China continues to promote the region's racing culture and unparalleled driving talent with the Porsche Carrera Cup Asia.

A formidable force in the Porsche Carrera Cup Asia 2014 season, New Zealander Earl Bamber of the LKM Racing Team topped the podium in all six of the races he competed in. Bamber dominated the track with a decisive first place finish in overall standings, with Austrian Martin Ragginger of Team Porsche Holding placing second and PICC Team Starchase's Alexandre Imperatori taking third.

In the Class B amateur races, Malaysian racer Alif Hamdan of Nexus Racing roared past the chequered flag to win

Guest driver Kelvin Kwan puts in a stellar performance on the Shanghai International Circuit.



Participating teams are getting ready for the Sports Car Championship Festival, a feast for the fans.



With a wave of the flag, the battle begins.



first place in overall standings. Coming in second was Yuey Tan of Singapore driving for Dorr Havelock Racing, followed in the category by Openroad Racing Team's Francis Tjia.

While these racers realised their championship dreams on the race track, selected fellow drivers pursued their own ambitions to sharpen their skills on the track as members of the elite China Junior Development Programme. Through this programme, newly introduced in 2014, Porsche is developing supreme motorsport talent in China's most promising young racecar drivers aged 18–26, with comprehensive training in all aspects of professional racing.

Aiming for a career in motorsports competition, the young drivers compete with high-profile professionals like two-time Porsche Carrera Cup Asia champion – and winner of the prestigious Porsche

Motorsport International Cup Scholarship – Earl Bamber. China's future motorsport stars have the opportunity of a lifetime to train with the best and become the best, with many of them already showing strong performances throughout the 2014 season.

To see these professional and amateur racers, including members of the China Junior Development Programme in full throttle, fans can enthusiastically look to the 2015 season of the Porsche Carrera Cup Asia and its eight-stop calendar beginning in March. In addition to the highly anticipated races on the famed circuits in Malaysia, Shanghai and Singapore, the 2014 newcomer Mt Fuji International Circuit in Japan will again host an eager field of racers for a second year at its scenic race track. In a bid to extend its strong presence in Asia, the Porsche Carrera Cup Asia welcomes a

new circuit to the elite series in 2015, Yeongam International Circuit in South Korea. The challenging course features the longest straight on an Asian circuit as well as a series of tight switchbacks. Racers will take to the new grid in May to compete in the thrilling Asian Festival of Speed.

As the Porsche Carrera Cup Asia prepares to blast off for the 13th season, never before in the history of regional motorsport have we seen a more impressive lineup of pure talent and unmatched technological excellence. With an unwavering dedication to the development of motorsport culture in Asia and the continued mission to bring pure exhilaration to sports car enthusiasts, the next season of Asia's premiere racing series is destined to attract even more fans and create more unforgettable moments on the racetrack. ●

CULTURE AND HEALTH

LUXURIOUS
BY DESIGN

You can see its influence today in buildings, clothing and jewelry. From the distinctive radiating scaffolds of the Jin Mao Tower in Shanghai to the latest sparkling Louis Vuitton vintage handbag collection. Each design embraces the same clean uncluttered shapes, simplified lines and glittering surfaces. Decorative yet functional. Indulgent yet industrial. Together, these elements embody the hallmarks of Art Deco, a style that, in the 1930s, came to encompass everything from furniture and ceramics to skyscrapers and automobiles.

Text Jason Miles



At its peak, Art Deco was the go-to style, whether decorating opulent royal palaces in Bombay or setting the stage for the lavish, roaring lifestyles characterized in F Scott Fitzgerald's The Great Gatsby. Eye-catching and evocative, with its characteristic sunbursts, lightening bolts, glittering surfaces, abstracted geometries and exotic references, it grew out of a desire to create a series of motifs evoking the machine age. Little wonder that it was first called "industrial modern" or "jazz modern".

First introduced at the International Exhibition of Modern Decorative and Industrial Arts in Paris in 1925, the new style was an instant hit with visiting art-

ists, architects and visionaries, many of whom took Art Deco back home with them and adapted it to their own respective cultures. In Japan, the emperor employed Deco designers to help rebuild Tokyo after the earthquake of 1923. The Maharajah of Indore commissioned a traditional Indian silver-plated four-poster bed, with skyscrapers holding up the canopy in place of lotus leaves. And within a few years, Art Deco arrived on the shores of the "Paris of the East", Shanghai, where it would enjoy its most prosperous reign yet.

With close to 4 million inhabitants, 1930s' Shanghai was the fifth-largest city in the world and the most cosmopolitan



As sunlight pours in through the glass rotunda of the Fairmont Peace Hotel in Shanghai, it casts a gold hue over the white Italian marble floor and the silver relief carvings on the walls.



place in China. Well into its first decade of economic prosperity, conditions were ripe for the extravagance of Art Deco to take hold. In a whirl of construction, architecture in the city began to take on a life of its own as grandiose office buildings, apartment blocks and showpiece villas were erected by international firms. Their curves were sleek and streamlined, highlighted by painted lines and the use of stylish new age lettering. And their horizontals were all at once clean, cool filled with light and space. Ladislav Hudec, a Czech architect from Budapest, travelled to Shanghai to design high-rises such as the 22-storey Park Hotel overlooking the racecourse, at the time the tallest building outside of America. C H Gonda, another Czech, built the Capitol cinema, now government offices, and the Cathay, a startling beneficiary of Shanghai's new trendiness. Recently refurbished, it remains a gleaming star on the

former Avenue Maréchal Joffre, now called Huaihai Lu and one of the city's most fashionable streets.

Furniture, too, took on a luxurious zest, gaining exotic and well-figured veneers, ivory inlays and stylised floral motifs while in the fashionable world of haute couture, dresses began to accommodate the crisp clean lines of the new international architectural style. Owners of these luxury goods all sought to become celebrities and style icons - such was the case during the jazz-gin culture of 1930s Shanghai.

Today, the remnants of what has come to be known as one of the greatest modern art movements persist in all the great cities of the world. And yet, in no other place was it so widespread and audaciously executed as in Shanghai. In fact, Shanghai's art deco credentials are so

strong, it has been picked as the host for the 2015 World Art Deco Conference. Opposite are just a few of the many surviving examples of art deco in the city. Together, they remind us of a time when extravagance reigned supreme. When architecture and design was about creating art with a touch of wizardry and illusion. And when the use of outlandish materials was done for the simplest of all reasons: enjoyment. ●



The Peace Hotel

Completed in 1929 and designed by the British firm Palmer & Turner, the Peace Hotel is a glamorous Egyptian take on art deco. Facing the Bund, the building's eastern facade features a copper-coated pyramidal roof while inside, a radiant octagonal hall gives way to a white Italian marble floor.

20 Nanjing Dong Lu, near Zhongshan Dong Yi Lu

The Normandy Apartment Building

Instantly recognizable, the wedge-shaped Normandy apartment building is the earliest apartment block in Shanghai to have been built with balconies, a luxury which at the time attracted wealthy Western businessmen, before being bought in the 1930s by one of the Si Da Jiazu — the four most powerful families in China at the time.

1858 Huaihai Zhong Lu, near Wukang Lu



The Pei Mansion

Created by Ladislav Hudec, the father of art deco in Shanghai, The Pei Mansion was originally built as a private residence for the influential Pei family. Though it has since become a 5 star hotel, at the time of its completion in 1937, it was rated as the most luxurious home in the Orient, featuring an extravagant design and a vibrant Suzhou-style garden.

170 Nan Yang Road, Jing'an



Mr. Matthias Weiskopf, General Manager of Porsche Centre Hong Kong Kowloon Bay, Mr. Helmuth Hennig, Group Managing Director of Jebsen and Company Limited, Mr. Daniel Schmollinger, Vice President Network Management and Development of Porsche China and Mr. Joachim Eberlein, Managing Director of Jebsen Motors, celebrate the opening of Porsche Centre Hong Kong Kowloon Bay.

MARKET PAGES CHINA

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NEWS

PORSCHE CENTRE OPENING CELEBRATION

The Grand Opening ceremony of Porsche Centre Hong Kong Kowloon Bay was held on 18 November 2014.

Capable of displaying up to six Porsche sports cars, this all-new city showroom offers an unforgettable experience to Porsche enthusiasts. The approximately 4,000 square-foot Porsche Centre will provide Porsche customers in Hong Kong and the surrounding areas 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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