



SOLOIST

THE PANAMERA EXCLUSIVE SERIES

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Limited to 100 vehicles worldwide, the Panamera Exclusive Series is the latest master piece from Porsche Exclusive.

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The "Sound of Porsche" came to China after London and New York to give Chinese enthusiasts a thrilling experience of the Porsche brand.

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37 Porsche Carrera Cup drivers from all over the world gathered to compete in one of the most fierce battles.

THE PANAMERA EXCLUSIVE SERIES THE ULTIMATE CRAFTSMANSHIP

Customised sports cars are a tradition at Porsche. Uniting engineering acumen with the highest standard of aesthetics, Porsche Exclusive Manufaktur brings elite vehicles with a character of their own to the road.

Text: Kimberley Hobson



“We think it’s more important to make especially good cars than to make an especially large number of them”. These words, as spoken by Ferry Porsche, express the marque’s dedication to delivering dream sports cars that meet the highest levels of exclusivity and customisation. Starting with the implementation of the first customisation request for the Porsche 356 to this day, Porsche has been producing unique models and limited production runs under the motto ‘Individuality straight from the factory’. Until 1986, this was referred to as the “Sonderwunschprogramm” (Special Wishes Programme), and then renamed Porsche Exclusive. The philosophy has remained unchanged to this day.

The promise of Porsche Exclusive begins with individuality. Each vehicle is built to be as unique as your own fingerprint: from the choice of colours, luxurious interior fabrics, to selected materials; every design detail is tailored to express the individual taste and lifestyle of the driver. It is this outstanding craftsmanship and individuality that sets Porsche Exclusive apart. The level of concentration, commitment and dedication required to craft vehicles of this stature demands the utmost skill. Every Porsche Exclusive detail is completed under the hands of master craftsmen, who ensure each element meets the discerning standards of Porsche. This passion can be identified in every detail, resulting in vehicles designed for the customer’s individual personality.

Models to grace the prestigious Porsche Exclusive line-up have included a 1950’s 356, customised with fake fur as per the customers’ request, and a 911 S 2.0 for a special customer order for the London-Sydney rally in 1968. More recent models have included the 911 Speedster and the 911 “10 Year Anniversary Edition” which was specially manufactured for the China market. The latest to this long-standing tradition is the Panamera Exclusive Series.

Based on the Panamera Turbo S Executive model, the new Panamera Exclusive Series represents the most luxurious Panamera ever built, and with only 100 cars produced worldwide, it is one of the most exclusive. On the exterior, the series’ exclusivity and duteous attention to detail is evident at first glance. Each of the 100 vehicles is meticulously hand-painted in a distinctive two-tone finish with Jet Black Metallic and contrasting Chestnut Brown Metallic, providing a timeless elegance. As a signature of its unique identity, two

A Porsche 356 from the 1950s covered in fake fur.



A Porsche 911 S 2.0 as a special customer order for the “London-Sydney” rally in 1968.



The 911 “10 Year Anniversary Edition” was specially made for the China market in 2013 to celebrate the 10 Year Anniversary of Porsche in China.



The Panamera Exclusive Series, limited to 100 vehicles worldwide, provides craftsmanship and passion in every detail.



For more information on this new model, please scan the QR code, or contact your preferred Porsche Centre.

The “Exclusive Series” logo on the door entry guards highlight its unique identity.



Hand stitched materials for the highest standard.



Jet Black Metallic and Chestnut Brown Metallic finish for a touch of elegance.



“Porsche Exclusive Manufaktur” plaques are affixed on opposite sides below the air outlets, in addition to high-quality chrome-plated illuminated door entry guards with “Exclusive Series” logo.

Inside, attention to detail is evident throughout the design. The interior trim is inspired by the two-tone exterior paint finish, and features a blend of colors transitioning from dark walnut wood into a black piano lacquer. The seats are crafted from the highest quality leather in Agatha Chestnut Brown, each inspected and selected by hand before given a special finish from renowned Italian studio, Poltrona Frau. The vehicle’s interior “Exclusive Series” plaque, painstakingly crafted by hand, takes prized position along the front dashboard and denotes the personal, limited edition number bestowed upon each of the 100 limited production cars.

Specially designed for the Panamera Exclusive Series and fitted as standard, the Porsche Rear Entertainment System Plus comes with two separate 10.1-inch touchscreens on the backrests of the front seats, integrated DVD drive, Bluetooth® headsets, SD card slot and the optional WLAN router with LTE technology, to offer you all manner of options. The

The Poltrona Frau leather interior in Agatha Chestnut Brown is used for the first time in the series.



Burmester® High-end Surround Sound System is also fitted as standard to provide an optimum sound experience.

With the new Panamera Exclusive Series, Porsche Exclusive has perfectly combined elegance and craftsmanship to create one of the finest cars to grace the road.

“SOUND OF PORSCHE” A VISUAL AND ACOUSTIC FEAST FOR PORSCHE ENTHUSIASTS

The first of its kind in China and the only stop in Asia after New York and London, the “Sound of Porsche” event was open to the public in Shanghai from 14 to 28 June, attracting over 40,000 spectators to the display.

Text: Ronni Rowland

Photography: Kai Hartmann



Visitors are immersed into the world of Porsche with a selection of videos in the Media section.

The interactive modules attract even the youngest fans.



The hero of the 2015 24 Hours of Le Mans - the 919 Hybrid.



Wearing the 3D glasses, visitors are immediately transported to the F1 race track for a demo lap.



In the "Virtual Reality" section, visitors experienced the thrill of motorsports with 3D virtual reality technology.



Located in the bustling heart of fashionable Shanghai is the luxurious IAPM Mall. This landmark establishment provided the perfect location for the "Sound of Porsche" event, which provided different visual and acoustic elements to portray the Porsche brand in a totally new way to visitors. From the very young to the young at heart, visitors enjoyed this fantastic opportunity to explore different aspects of the Porsche brand through technologies in a variety of modules on display. This innovative journey, a first of its kind for Porsche in China, provided an interactive platform for visitors to fulfill their expectations about the Porsche brand.

A Voyage through the History and Future of Porsche

The Media station, one of seven modules at the event, featured a selection of 16 audio-visual vinyl records. Bose headphones

provided an acoustic accompaniment to a selection of short videos, which displayed over 60 years of Porsche sports car history and craftsmanship, motorsports and a glimpse into the future of Porsche technology. Even young fans were eager to watch the features on display.

From the selection of videos, features included stories with Porsche owners and reflections of their first encounter with the brand; the interactive "Porsche Dictionary" where listeners learned how to pronounce Porsche expressions and terminologies in German; and an animated video with "A Porsche Goes to Hollywood", featuring Sally Carrera from the famous Cars movie. The latter being a favourite among young and older viewers alike.

3D Thrills

In the Virtual Reality module specially designed for the Shanghai event, a

thrilling 360-degree experience took visitors for a lap around a famous Formula 1 racetrack. Equipped with 3D Oculus Rift technology, viewers were immediately transported to the passenger seat of a Porsche 911 GT3 Cup accompanied by Max, a Chinese racing driver at the wheel. Max enthusiastically shared not only his knowledge of the track, but also driving tips with his skillful demonstrations. This innovative technology attracted even the youngest of racing fans.

The Sound Lab

Opening the door to the Porsche Sound Lab led visitors to a celebration of Porsche sight and sound. Featuring a 3D projection mapping on an iconic Porsche 911 Carrera GTS, spectators were transported through different driving sceneries, each spectacular in its own right. One of the highlights was a drive along the

The Sound Lab offered a thrilling acoustic experience of the powerful 911.



renowned Nürburgring Nordschleife race-track in Germany. Immersed in the powerful engine sound of the 911 Carrera GTS and visual experience of the 3D

mapping, visitors could capture their own imagination of driving a Porsche sports car on one of the most famous race tracks in the world.

The Sight of Victory

Also gracing the display was a prototype of the famous 919 Hybrid, which brought Porsche its 17th overall championship at the 2015 24 Hours of Le Mans with a one-two finish. With the first day of "Sound of Porsche" taking place on 14 June, same day as the Le Mans victory, the presence of the 919 Hybrid was even more powerful. Crowds surrounded the race car, jumping at the chance to be photographed with it and be part of Porsche history. A new wave of Porsche fans were created from this experience.

Few automotive brands connect to one's senses of sight, sound and touch the way Porsche does, and in such a new

and breathtakingly novel approach. As Mr. Franz Jung, President and Chief Executive Officer of Porsche China stated: "Offering a fascinating brand experience is always at our core to establish a profound connection with our customers. The 'Sound of Porsche' provided interaction between visitors and the Porsche brand by creating a multi-sensory display and detailing stories of our culture, history and core values." ●

SHOWDOWN IN THE RAIN PORSCHE CARRERA CUP 24 HOURS OF SPA

In a ferocious competition on one of the world's most challenging circuits—the Spa-Francorchamps, Team Porsche Carrera Cup Asia drivers Chris van der Drift and Yuey Tan proved the might of the Asia Series by seizing a double podium finish at the Porsche Carrera Cup 24 Hours of Spa 2015.

Text: Kimberley Hobson



CIRCUIT DE SPA
FRANCORCHAMPS®

Take world-class racers from Porsche Carrera Cup France, Italy, Scandinavia, Australia and Asia, add 37 identical German-engineered Porsche 911 GT3 Cup cars and a 45 minute race on one of the world's most challenging circuits, and you have the recipe for the Porsche Carrera Cup 24 Hours of Spa. In this one-off race jointly organised by the French and Italian Porsche Carrera Cups, drivers from sister series around the world descended on the Spa-Francorchamps circuit with the hope of bringing a trophy back to their region. The race was the culmination of an exciting three-day motorsport celebration from 23 to 25 July that descended on the Belgian town of Spa.

Representing Asia in the competition were Porsche Carrera Cup Asia drivers Chris van der Drift of Kamlung Racing, and Yuey Tan of Team Jebsen. As overall and Class B scoreboard leaders

in the Asia Series, van der Drift and Tan were invited to compete at Spa with the support from Porsche China and sponsors upon topping their categories after round 6 of the Porsche Carrera Cup Asia competition. The three-day event began with the Porsche Carrera Cup driving parade through the town of Spa. Passing through the picturesque countryside and across public roads, drivers soaked in the rich heritage of the famous racing town. Graced with a blue sky and sunny weather, drivers posed for photos and signed autographs with crowds of enthusiastic fans.

The electrifying atmosphere was transferred to the circuit as the two free practice sessions got underway that afternoon. The arrive and drive concept and the full support from Porsche China meant the drivers could literally arrive at the track famous circuit, building speed and getting

The Porsche Carrera Cup parade through the town of Spa attracted huge crowds.



solid lap times head of the real race. Not a track to be taken lightly, the Circuit de Spa-Francorchamps is the racing venue of the Formula One Belgian Grand Prix and one of the most challenging racetracks in the world. Designed in 1920, the circuit's fast and hilly nature demands extraordinary mental focus, a high level of skill, and the right amount of gusto. Chris van der Drift took the track in his stride, topping the timesheets in the second free practice session and being the second fastest driver in the intense qualifying session later that day. "I've been on the track many times since I started racing in Europe in 2004," stated van der Drift.

For Team Jepsen driver Yuey Tan, Spa-Francorchamps presented a whole new challenge as he was one of few drivers completely new to the circuit. With each practice lap, Tan gained confidence and had time to analyse and prepare his

"THE MOST CHALLENGING PART WAS HAVING TO GO STRAIGHT INTO THE WET RACE WITH NO TESTING OR PRACTICE. AS IT WAS MY FIRST TIME DRIVING A 911 IN THE WET, I HAD TO LEARN A LOT VERY FAST."
—VAN DER DRIFT

driving techniques for the race ahead. "It was by far the most challenging circuit I have driven on and I was keen to make the most of the experience," recalls Tan. "Eau Rouge was a corner like I have never felt or seen before and no simulator or video could replicate the feeling I got when I went up the hill."

After two sessions of test-driving in perfect weather conditions, the two drivers were thrown a curve ball when a torrential

downpour appeared on the day of the race. The wet makes the formidable track an extra challenge as it constantly reduces grip and turns its curves and white lines to glass. Despite not being able to physically prepare for the unexpected conditions, van der Drift gave a stunning performance throughout the race thanks to his mental determination and non-stop focus. Starting fourth, the Kamlung Racing driver delivered a wheel-perfect manoeuvre into third before overtaking Mathieu Jaminet in the penultimate lap to claim second and a place on the podium. "The most challenging part was having to go straight into the wet race with no testing or practice," said van der Drift. "As it was my first time driving a 911 in the wet, I had to learn a lot very fast".

Yuey Tan also impressed the fellow Carrera Cup drivers. "I couldn't see anything for two thirds of the race! I think

Chris van der Drift holds his strong position.



After a fierce battle in the rain, both Yuey Tan (left) and Chris van der Drift (right) made their way to the podium.



Team work - support all round from Porsche China and sponsors.



there were only a couple of us who had never raced at Spa before. We knew it would be wet a couple of hours before the race, so we were determined nobody would pass us", said Tan. His dedication and focus paid off, landing him in the top 10 amongst Class B finishers, and on the podium for coming third in the Carrera Cup France Class B. "I was very happy with my performance at Spa-Francorchamps. I am always trying to improve myself as a driver and competing at a good level on a very challenging circuit

"I ALWAYS KNEW THAT THE EUROPEAN DRIVERS AND TEAMS WOULD BE VERY COMPETITIVE, BUT COMBINED WITH SPA-FRANCORCHAMPS, THE CHALLENGE WAS A STEEP LEARNING CURVE BUT ONE THAT I WELCOME."
—YUEY TAN

was very good for me", reflects Tan. "I always knew that the European drivers and teams would be very competitive, but combined with Spa-Francorchamps, the challenge was a steep learning curve but one that I welcome."

The Porsche Carrera Cup 24 Hours of Spa shows the truly international nature of Porsche motorsport and the spectacular double podium finish for van der Drift and Tan shows why the Porsche Carrera Cup Asia has earned its reputation as one of the region's most competitive one-make championships. Commenting on their performance, Alexandre Gibot, Motorsport Manager, Porsche China stated, "We have shown that the quality of the Porsche Carrera Cup Asia is amongst the highest to be found anywhere in the world, and once again we have proved that our series provides a highly credible international benchmark."

With the 2015 season soon culminating, the season finale will take place for the first time in collaboration with the World Endurance Championship at the Shanghai International Circuit from 30 October to 1 November.



To keep in touch with the latest Porsche Carrera Cup Asia news please scan the QR code, or follow us on the Porsche Carrera Cup Asia Wechat account: CarreraCupAsia.

AN UNFORGETTABLE JOURNEY INTO QINGHAI WITH THE PORSCHE TRAVEL CLUB

Leave your everyday behind and discover locations of unparalleled beauty behind the wheel of the world's most fascinating sports cars. This July, a group of aficionados travelled through the natural wonders and rich history of Qinghai for an unforgettable trip in Porsche sports cars.

Text: Kimberly Hobson
Photography: Charlie Xia

“NOT ONLY ARE THE SCENERY SPOTS EXCEPTIONAL, BUT THE STAFF, ESPECIALLY THE TOUR GUIDES AND INSTRUCTORS, ARE INCREDIBLY THOUGHTFUL. THEY TAKE THE TIME TO MAKE EACH DAY SPECIAL”.

On the eastern edge of the Tibetan Plateau lies Qinghai. This land of towering mountains, high plateaus and rolling valleys formed the backdrop for the Porsche Travel Club Qinghai tour. Following a carefully crafted route prepared by the meticulous Porsche Travel Club China team, participants set off for four days of exciting driving that would leave them with memories to last a lifetime.

The first two days presented an exciting array of flat terrain, perfect for experiencing the performance of the 911 Carrera away from the city roads. As they drove through valleys and ravines, their first destination

A great drive with the 911 through the Danxia landform typical of Qinghai.



The golden rape flower field in Menyuan provides participants with great photo opportunities as well as fun.



“THE TOUR IS THOUGHTFULLY PLANNED OUT AND EVEN SMALL DETAILS ARE WELL ATTENDED TO. THERE'S NOTHING TO WORRY ABOUT—JUST PURE DRIVING PLEASURE”.

A tame camel joins the convoy of Porsche cars.



was the Kanbula National Forest Park, home to the world-famous Danxia landforms. Throughout the trip, participants had the full support of Porsche driving instructors. First-time participant, Mrs. Zeng Guanghong, greatly appreciated their professional guidance. “They did a great job at managing the convoy in terms of when to accelerate and when to overtake. It was my first time pushing the 911 to full throttle in such road conditions and the acceleration just felt great. I just wish we could stay here longer”.

The delights continued on the second day as the convoy took a lap of the stunning Qinghai Lake. Stopping to admire the sapphire blue lake, participants fully relaxed and enjoyed the scenery knowing every detail was taken care of by the Porsche staff and tour guides. Mr. Li Congfeng, joined the Qinghai tour with his wife for the first time. “Not only are the scenery spots exceptional, but the staff, especially the tour guides and instructors, are incredibly thoughtful. They take the time to make each day special”.

The second half of the driving experience led them through the more mountainous terrain of the Qilian mountains.

Participants are steeped in local traditions.



“I HAVE ALREADY PARTICIPATED IN THE CALIFORNIA ROUTE 1 TOUR AND IT WAS GREAT, SO I INVITED A FRIEND TO COME WITH ME THIS TIME.”

Swapping the 911 for the Macan, participants experienced the thrill of this SUV on terrain it was built for, taking in cultural sights and villages off the beaten track. “I have been to Qinghai by myself before but this time we visited completely different places”, said Mr. Zhu Cheng'en. “The tour is thoughtfully planned out and even small details, such as available coffee for the tea breaks, are well attended to. There's nothing to worry about—just pure driving pleasure”.

As dusk set on the final day, participants made their way back through the Qilian mountain range towards their end destination, Xining. The picture-postcard sight of blooming yellow rape seed fields

surrounded by rugged mountains definitely inspired Mr. WangDong, who now has his sights set on the Porsche Travel Club Tibet tour. “I have already participated in the California Route 1 tour and it was great, so I invited a friend to come with me this time. Porsche Travel Club is perfect for friends to come together to relax and have fun”.

Every journey is different. For participants of the Porsche Travel Club Qinghai, this journey was only all the more unique and unforgettable. With new friends, memories and experiences gained on the road, participants know there is nothing quite like an adventure in the seat of a Porsche.

THE DRIVEN CAPTURING THE EXTRAORDINARY

The Porsche name is not just about manufacturing sports cars—it also embodies a sense of passion and freedom, and a unique attitude towards life. Throughout 2015, Porsche explores the lives of select Porsche owners from around China with The Driven, a new campaign which highlights their true drive and passion.

Text: Kimberly Hobson



In this article, we look at two Porsche customers portrayed in this campaign, who share their respective ambition, principles and unique vision which push them closer to their dreams each day. They are dynamic and ambitious, and they set high standards—for both themselves and their cars. Principles which clearly resonate among Porsche customers. Through The Driven campaign, Porsche fans can dive deeper into the philosophy and drive of select avid Porsche customers.



For more information, please scan the QR code to watch our web special or simply visit thedriven-stories.com



“BEING A DIRECTOR MEANS YOU HOLD A SENSE OF RESPONSIBILITY. TO ME, FILMMAKING IS NOT ABOUT TRYING TO CREATE SOMETHING AUTHORITATIVE, RATHER TO RECORD, REMIND AND GUIDE THE AUDIENCE.”



HOLO LU FILM MAKER

A talented Commercial Director, conjurer of screen images and fascinating storyteller, Holo Lu is a man that exudes creativity and tolerates nothing without character. He believes the road to life’s goals is not always straight, but full of turns. He enjoys the challenges and fun these twists and turns bring. He drives a Boxster.



“THROUGH MAKING FILMS I HOPE TO PRESERVE TIME AND SPACE.”



“TO SOME, THESE ELECTRIC RELAYS MAY JUST BE RANDOM PLASTIC SWITCHES, BUT TO ME, THEY REPRESENT A WHOLE WORLD, AN OPPORTUNITY.”

WANG ZHAOCHUN ENTREPRENEUR

Working his way up during the 80s, Wang Zhaochun now runs a manufacturing company that accounts for 3% of electrical relays used worldwide. A firm believer that the present needs to be surpassed and one must move on from past experiences, he always seeks to move forward with endless curiosity. He drives a 911 GT3.



“OUR TIME IS LIMITED. WE NEED TO DEDICATE IT TO ONE THING, AND THEN LEARN AS MUCH AS WE CAN TO SUPPORT WHAT WE DO. ONLY THEN CAN WE SUCCEED.”



Mr. Michael Kirsch,
Vice President and Chief
Operating Officer of
Porsche China (right)
congratulates Mr. Bao
Mengyang, General
Manager of Porsche Centre
Kunming Hongqiao (left).

MARKET PAGES CHINA

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A traditional local dance to celebrate the opening of the new Porsche Centre.



NEWS

PORSCHE CENTRE KUNMING HONGQIAO OPENS

On 17 June, 2015, Porsche Centre Kunming Hongqiao, the second Porsche Centre in Kunming, opened with a grand celebration.

The new Porsche Centre covers an area of 12,573 square metres with a state-of-the-art showroom capable of displaying 18 Porsche sports cars at the same time. As the fourth investment by Wuhan Kangshun Automotive Services Co., Ltd, this brand new facility will offer customers and enthusiasts in Kunming and the surrounding area convenient access to the full range of Porsche sports cars, world-class service and supreme customer care.

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