



June 2004

Porsche Club

News 2/04



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Editorial

Dear Porsche Club members,



The coming Porsche model year will mark the start of a new chapter in the more than 40 year story of the Porsche 911's long running success. Over 600,000 examples have been produced, and the iconic sports car has long since become synonymous with driving pleasure and experience and has also achieved countless victories in motorsport. Designed to be a precise driving machine, the new 911 is set to continue this heritage in a way that will not only excite previous fans but will also win new devotees throughout the world.

Many of these new customers will no doubt consider joining one of the world's 500 Porsche Clubs. This will make the new 911 a fantastic instrument for the acquisition of new members. However, the Clubs can only build on exceptional opportunities like this if they want to maintain or increase their number of members.

This has been recognised by the Porsche Clubs in the Middle East. At a

meeting in March of this year, the Clubs that come under Porsche Middle East reached an agreement with the subsidiary and the importers on a strategy for the acquisition of Cayenne drivers and also a one-year automatic Club membership when buying a Porsche – an initiative that promises to bring them great success! You can find more details on Page 28 of this Porsche Club News.

Your Porsche Club Coordination

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Our Business:

To make it easier for us to put together the **Porsche Club News**, we would like to ask you to send us your contributions by E-mail. Attach your text contributions as a Word file. Please save pictures in **Tiff format** for preference, otherwise in **JPEG format** (minimum **resolution 300 dpi, at actual size of min. 13cm width, as RGB or CMYK**). Please ensure that there is no "pixeling" in the pictures and that you do not save the pictures as indexed colours (web colour scale). Unfortunately **we cannot** process Word files or PowerPoint presentations with embedded pictures into a printable quality.

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