



December 2004

Porsche Club

News 4/04



**Winter's on its way.
Time to protect your Porsche
for the elements.**

**Porsche Winter Check.
Porsche Service.**

The Porsche Winter Check is designed to ensure that your Porsche is fully prepared for the colder months. Using specially defined checklists, we perform checks on all of the vehicle's electrical and mechanical functions, as well as fitting winter tyres and storing your summer ones. To find out more about the range of services on offer, please contact your Porsche dealer.



PORSCHE

Editorial

Dear Porsche Club Presidents,

Dear Porsche Club Members,



2004 has been an emotional year for Porsche, with both the new 911 and the new Boxster being launched. This has sent out a clear signal in our core business and underlined our claim to be the world's most successful sports car manufacturer.

The initial response from the media indicates that we have hit the bull's-eye with our new models. Headlines such as "911 on top form stirs the sporting spirit" and "The brilliant new Boxster" are just two examples of the extremely positive response from the press around the world.

Both the 911 and the Boxster have some glittering technical innovations and refined shapes. But as much as we have changed things, we have remained true to one principle: perfection through evolution, not revolution. The 911, which has now been produced for over 40 years, is the best example of this philosophy. It illustrates how tradition can be combined with sophisticated changes. This is what has made the model the most famous of all classic sports cars – and the Boxster is on course to emulate this achievement.

When it comes to Porsche vehicles becoming classics, you as Club Presidents and Club members make an important contribution. Not only do you preserve the heritage of the Porsche marque, your activities keep it fresh and vital. Many of our Club members can hardly contain their enthusiasm for our vehicles and, as the increasing number of Porsche enthusiasts clearly shows, that enthusiasm is catching. Once again, this year has seen the establishment of several new Porsche Clubs.

This commitment is also of inestimable value in terms of our company's commercial success. And our figures provide impressive evidence that we have been moving forward with renewed impetus in the 2003/04 financial year: sales, turnover and profits all climbed to record levels. This growth was driven by the Cayenne, which achieved outstanding success in the market in its first full year on sale. The SUV met with a fantastic response throughout the world – including in the Porsche Clubs, into which it has been actively integrated.

Our product offensive will continue. We still have a few things up our sleeve to surprise our competitors and customers alike. We will certainly not be resting on our laurels, in fact we will be doing everything in our power to continue our growth trend.

Maintaining close links with the Porsche Clubs is very important to us. We truly value your commitment and loyalty. It is an honour for me to thank all of you, as Presidents and members of Porsche Clubs, for your great efforts during 2004.

On behalf of myself and the rest of the board, I would like to wish you and your families a very Merry Christmas and a happy, healthy and successful new year. I hope that we will all enjoy the festive season, and return invigorated as we work together for our common cause – the Porsche marque.

With very best wishes from
Zuffenhausen

Yours

Dr. Wendelin Wiedeking

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To make it easier for us to produce the Porsche Club News, we would like to request that you submit your contributions and articles by e-mail, preferably attaching them as Word files. Please save your pictures in **Tiff format** where possible, otherwise in JPEG format (minimum resolution **300 dpi** at an actual size of **13 cm width**, as RGB or CMYK). Please ensure that there is **no** "pixelization" and that you **do not** save them as indexed colours (web colour scale). Unfortunately we cannot process Word files or PowerPoint presentations with embedded pictures into a suitable quality for printing.

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