



**March 2005**

# **Porsche Club**

**News 1/05**



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**PORSCHE**

## Editorial

Dear Porsche Club members,



it is just a few weeks since our worldwide dealership organisation presented the new Boxster to you, while the launch of a new model focused everybody's attention on the 911 in the summer of 2004. We have never presented our customers with two new generations of sports cars within such a short period of time before. These launches have made the past year one of the most exciting in the history of Porsche.

Mainly thanks to the Cayenne, Porsche managed to increase its sales by 15 percent to 76,827 units in the 2003/04 financial year, with the sports off-roader alone accounting for 39,913 vehicles. This more than compensated for the fall in sales of our sports cars. Sales of the 911 series fell by 14.7 percent compared to the previous year, although the new 911 4S Cabriolet and Turbo Cabriolet versions gave an enormous boost to sales of the higher priced models. In the last model year, the Boxster posted sales of 12,988 units, which saw it maintain its position against new models launched by our competitors.

Last but not least, the high performance Carrera GT sports car, also produced in Leipzig, caused a furore in the industry press and once again proved Porsche's expertise when it comes to adapting racing technology for use on the road. Overall, we can look back on an extremely successful year and we can proudly confirm that the launch of the Cayenne as our 3rd series has been a triumph.

However, the high level of acceptance achieved by the Cayenne is not just reflected in the sales figures. The Cayenne has also celebrated a successful introduction to the Porsche Clubs, and has been welcomed into the family of Porsche vehicles with great enthusiasm. In the slalom competition at the USA Parade last year, some of you impressively demonstrated exactly why we are justified in calling the Cayenne a sports car! I would like to take this opportunity to remind you that, as a customer, you have the chance to experience the Cayenne to the limits, both on and off-road, under the guidance of professional instructors at our running in and testing track in Leipzig.

It was not only Porsche AG that had an eventful and successful year in 2004 – it was an amazing year for the Porsche Clubs too. Around 9,000 events organised by the Porsche Clubs bear witness to the tremendous commitment of Porsche enthusiasts worldwide. Special thanks go to every one of them!

The trend is moving further towards large international events, which attract an increasingly large community of Porsche fans every year. I consider myself very fortunate to have

had the chance to visit some of these events during 2004, and have fond memories of the Porsche Parades in Japan and Spain and the Porsche Club Tour in Ireland.

However, there were many other fascinating events, including the South Africa Parade, the result of outstanding co-operation between various regional Clubs, the International Porsche Classic meetings in Deauville (France) and Williamsburg (USA), the 928 meeting in Great Britain, which set a new record for visitors, the second running of the Le Mans Classic meeting with over 1,500 participants and the Porsche Club Festival at Brands Hatch/GB with almost 11,000 visitors, to name but a few.

As was reported in the Porsche Club News in December 2004, in Great Britain the launch of the new 911 involved a unique level of co-operation between the Porsche Centres, our subsidiary and the Porsche Club Great Britain.

This is one indication of the fact that, in our expanding Porsche family, our members are continuing to develop closer links with the Porsche Centres and subsidiaries. For 2005, we have set ourselves the objective of achieving an even closer relationship with the Porsche Clubs.

Apart from the pure sales figures, Porsche was extremely successful in many other areas in 2004:

- In terms of its product policy, Porsche is currently at the absolute zenith of its development. Our two new sports cars, the 911 and the Boxster, received unanimously positive

reviews, were welcomed enthusiastically by the international industry press and won numerous important comparison tests.

- In its 41st year, we completely redesigned the 911 and improved it in all respects. The basic model and the more powerful S version satisfy every customer requirement and the new models also achieved significant gains in terms of power.
- At the end of 2004, we presented the new 911 Cabriolet to a global public in Detroit. It will be available from early 2005 at your Porsche Centre. The 2005 Cabriolet season is now open!
- The new Boxster represents the second generation of the roadster, which is already turning into a classic. When presented at the Automobilsalon in Paris, the Boxster met with a euphoric reception and has already attracted a huge amount of interest. The chassis and engine have been further improved, resulting in better agility and cornering. The mid-engined sports car now offers even more driving pleasure and significantly improved value for money.
- Thanks to the Cayenne, we were able to continue the Porsche success story in 2004. The additional V6 version rounds off the lower end of the range and represents an attractive entry version.
- Winning the German Marketing Prize 2004 was a reward for our long-term investment in developing the Porsche marque as a socially acceptable luxury product.

As you can probably imagine – and just as you would expect from Porsche – we have a few surprises up our sleeve for 2005, and we think you will be very excited by them. The launch of four new models since the start of the current financial year is just one part of our ongoing product offensive, which we hope will give us further impetus for growth in 2005 and beyond.

As a manufacturer of thoroughbred sports cars, you can expect more than ever that in the future Porsche will be “in the race to win!”

For their part, the Porsche Clubs are once again planning a host of incredible events for 2005. For example, we are looking forward to the Porsche Parade USA, which will be celebrating 50 years of its existence in conjunction with the 50th birthday of the Porsche Club of America.

Until I see you again at one of these events, on behalf of everyone at Porsche AG I would like to wish you every success for 2005 and many eventful and happy hours in the Porsche family!



Hans Riedel

## Our Business:

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

Your Editor

## Internet:

The current Porsche Club News and archived issues starting from 1/99 can be downloaded from the Internet at: [www.porsche.com](http://www.porsche.com).

## New Telephone and Fax Numbers at Porsche AG

The 4-digit extension numbers in **Zuffenhausen** are now preceded by a **2**. (e.g. 7052 is now 27052).  
 The 4-digit extension numbers in **Weissach** are now preceded by an **8**. (e.g. 4002 is now 84002).  
 The 4-digit extension numbers in **Ludwigsburg** are now preceded by a **7**. (e.g. 8014 is now 78014)

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## Submission deadlines

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