

# 1. News from Porsche AG

**Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG (Porsche Design Group)**

## Uniform management of the Porsche marque outside the automotive industry



In 2003, Porsche AG and the Porsche Design group combined their accessories brands under the umbrella of the Porsche Lizenz- und Handelsgesellschaft (Porsche Design Group).

While accessories were previously sold under the brand names "Porsche Design", "Design by F.A. Porsche" and the products from Porsche AG's Selection department, in future there will be a single overall brand: Porsche Design. Alongside Porsche Design, there will also be the new sub-brand Porsche Design Driver's Selection. This is the name to be used to cover all products that were previously part of the Selection range. These vehicle-related products marked with the Porsche lettering or logo, which are aimed at Porsche drivers and fans of the marque, will continue to be sold through the Porsche Centres and on the Internet ([www.porsche.de/shop](http://www.porsche.de/shop)).

The Porsche Design Group has developed a special shop-in-shop concept for this purpose. Meanwhile, Porsche Design will be developed into one of

the leading premium brands in the high-quality accessories segment in the coming years. The range will include classic men's accessories such as watches, glasses and knives, writing equipment, luggage and leather goods, smokers' accessories and shoes. At the appropriate time, the portfolio will be extended to incorporate a fashion and perfume line, sports equipment and electronic products. The products will differ from those in the Porsche Design Driver's Selection collection in terms of their higher price positioning and thus their exclusivity and in the fact that the individual products will not necessarily be aligned with a particular vehicle. In addition, the Porsche Design products will be consistently sold through separate sales channels rather than in the Porsche Centres.

The first of a new generation of Porsche Design Stores was officially opened in Berlin on 19th January 2005. Further independent stores are set to follow worldwide in the next few years.

Matteo Thun (the designer of the Porsche Design Stores) explains what is special about the store concept: "Our intention was that the products on offer should not be reflected in the shop window, which has a normal display, but in the store itself. With our "gate to the future", we have achieved this." The "gate to the future" consists of three plasma monitors, which are located on the left, central and right wall of the store and the "scanning table", a square slate block positioned in the centre, in which scanners and monitors are integrated. As soon as a customer places a product on this scanning table, animated films with product images and information appear on the three plasma monitors. This creates the virtual impression of an opening door, or a "gate to the future".

Another new feature of the store architecture is the "night shopping" concept: Arrows attached to the shop window allow customers to surf interactively through the product range at night. All the products displayed in the window can be viewed by touch control and corresponding information can be retrieved.

Stores like the one in Berlin will stock the full Porsche Design product range and thus communicate the idea and philosophy of the brand. Further sales channels will include franchise stores, shop-in-shop systems in high-class department stores and in upmarket specialist outlets.

Porsche Club News Editor

## Sporty Presentation of the New Porsche Boxster



“Pure Driving – Where Sport begins” – this was the motto for the presentation of the new Boxster to Porsche dealers, which took place from 25th October to 4th November 2004 on the Costa del Sol in Spain. Porsche AG had come up with something very special. From the airport’s landing ground, visitors were taken directly to the presentation of the new vehicle at the specially set up Porsche Terminal – a disused section of Malaga Airport that had been exclusively re-opened and fitted out for Porsche.

For the eleven dealer groups, each consisting of around a hundred people, this meant no queues to check out and no waiting at the customs desk or baggage reclaim. Instead, they enjoyed a comfortable arrival and direct contact with the star of the following 24 hours – the new Porsche Boxster.

However, in the Porsche Terminal’s auditorium there were no signs of it at first. It was only after a welcoming address from Hans Riedel, Director of Sales and Marketing at Porsche AG, that attention turned to the “sports car among roadsters”.

It began with film shows, demonstrating the level of sporting ambition behind the 987 project. This was finally followed by the live appearance of the roadster in front of the grandstand of guests. Behind two giant rolling walls, you could hear it and here and there the silhouette shone through before the walls were finally raised and an exciting lighting presentation focused all eyes on the new Boxster and Boxster S.

But that was not all: At the same moment, the curtain covering the imposing glass front of the building was dropped, abruptly revealing the view outside, where a large number of Boxsters were lined up in front of the Porsche Terminal. The dealers’ delight was written all over their faces, as moderator Eve Scheer revealed that they would be making their way to the “Puente Romano” hotel in Marbella themselves behind the wheel of a new Boxster, with a chance to discover its sporty side for themselves.

Upon their arrival, after a brief rest and a welcome by the Chairman Dr. Wendelin Wiedeking, a business meeting awaited them in the Boxster Arena, which communicated everything they could ever need to know about the new vehicle and its marketing, with a perfect blend of information and entertainment.

Outside in front of the Boxster Arena, the guests were then greeted with a fiery Flamenco display. Typical music





of the region accompanied them to their evening event in the hotel's beach restaurant, where Spanish specialities and a barbecue catered perfectly to their physical needs. The raffle for the Boxster drawing produced by Porsche designer Grant Larson in just a few seconds in the preceding business meeting was just one highlight later on. Another was the spectacular firework display on the beach, which eased everyone into the social part of the evening.

The next morning's trip began early – so early that the dealers got to enjoy the sunrise against a unique scenic panorama as they drove the Boxsters into the mountains of the surrounding countryside. Their destination was the inimitable "Ascari Race Resort" circuit near Ronda, which is uniquely integrated into the natural surroundings.

Nowhere could have been better to experience the Boxster, which is incidentally the world's first roadster to

have a head airbag to protect its occupants against side impacts, with its six cylinder engine that is now 12 BHP more powerful than before (20 BHP on the Boxster S). The dealers tested the modified five-speed gearbox with its shorter travel, enjoyed the new six-speed gearbox in the S model and enthusiastically checked out the possibilities of the chassis, with its wider track and larger wheels.

On the drive back to the airport in Malaga, the guests had one more opportunity to sample the fantastic roads of Southern Spain before they returned to the Porsche Terminal. There, before splitting up to check in for their flights home, they had the opportunity to make purchases in the new shop-in-shop system from Porsche Design Driver's Selection. This brought to an end a compact 24 hours in a relaxed atmosphere, which provided a host of lasting impressions and was focused on a vehicle that can look forward to taking on its competi-

tors in sporting contests – the new Porsche Boxster.

Porsche Club News Editorial Team