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Porsche Club

News 5/05



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And your driving skills.**

Porsche Driving Experience.



PORSCHE

A Christmas Greeting

**Porsche Club Presidents,
Porsche Club Members,**



When the first snowflakes on Porsche's parent plant from the sky over Zuffenhausen fall we know one thing: another year is drawing to a close.

2005 was a very special year for Porsche. Not just because our company – despite a difficult overall economic environment – bucked the trend within the sector by taking another major step back on the road to growth. The fact that we are able to work hard and turn our target-oriented efforts into commercial success has already been amply and impressively demonstrated in previous years.

No, what came as a genuine surprise to even the experts within the sector was our tie-up with Volkswagen AG. Now that the initial excitement has subsided a little, even the more critical observers are coming to realise that this commitment makes equally good sense for both parties.

Quite apart from the fact that it was Prof. Ferdinand Porsche who had once laid the foundation stone for the Volkswagen company with the famous "beetle", in recent years Porsche has worked in close cooperation with VW in the areas of development and production. It is a successful cooperation which we want to build on in the future. It was quite apparent that a participating interest would put further coop-

eration on a firm footing. Then there is the fact that Volkswagen AG was in danger of being acquired by groups of investors who may possibly have split the group up for a high short-term return. Should Porsche stand by and do nothing? Certainly not.

We therefore acted decisively – and thereby safeguarded our successful business system for the future. The partnership with Volkswagen will help Porsche to continue on its unwavering path back to growth. The development of a Cayenne with a hybrid power system, which is expected to be on the market by the end of the decade, is just one of the future projects that we will be realising in conjunction with Volkswagen.

Even apart from this strategic position that has been taken up, much has been done at Porsche in 2005: The Boxster welcomed a new generation, and with the market launch of the current 4-wheel drive variants of the Carrera the new generation of the 911 family is almost complete. The engineering and design of these attractive sports cars have been enthusiastically received by the market. Then there is the Cayenne, which is also enjoying healthy levels of demand in its fourth year of production – far higher than our original expectations, in fact.

With the new Cayman S, which is due to be delivered to the first customers very soon, we are now fully back in the black. Rarely before has a new model received so many plaudits in advance of the start of sales as this two-seater, mid-engine coupé with which we are closing the gap between the Boxster and the 911. Last but not least, we would like to mention our future fourth

series, the realisation of which we decided on this year: From 2009, the Panamera, a four-door front-engine, rear-wheel drive sports coupé, will provide a stiff challenge to the competition in the luxury limousine segment. Be surprised.

In recent months we have achieved a lot – not least through the support of Porsche enthusiasts from all over the world. I would like to take this opportunity to personally thank you, the presidents and members of the Porsche Clubs, for your generous support.

Let us use the holiday period ahead of us to spend time with our families and recharge our batteries so that we can continue the Porsche success story. May I, on behalf of the entire Porsche Board, wish you and your families a very Merry Christmas and a happy, healthy and successful 2006.

Best wishes from Zuffenhausen

Dr. Wendelin Wiedeking

In-house business:

To make it easier for us to produce the Porsche Club News, we ask you to let us have your contributions by e-mail. Please attach text contributions as a Word file. Your pictures should ideally be in **TIFF format**, otherwise in JPEG format (minimum resolution **300 dpi**, at an actual size of at least **13 cm width**, as RGB or CMYK). Please ensure that there are **no** "pixelations" in the images and that you do **not** save the images as indexed colours (web colour scale). We regret that we cannot process Word files or Powerpoint presentations containing embedded images to printable quality.

Your editorial

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Contents

	Page
1. New from Porsche AG	
Porsche Lizenz- und Handelsgesellschaft – New Porsche Design Stores opened	4
New drive concept for sporty off-road vehicle – Porsche plans Cayenne with hybrid engine	5
“Green light” for fourth Porsche series – “Panamera” sports coupé to enter market in 2009	6
Porsche Leipzig – Porsche Leipzig Experience	7
Porsche AG – Renovation work in Weissach	7
2. Event calendar	
Porsche Club Sverige – Porsche Parade 2006 in Gothenburg	9
Le Mans Classic 2006	10
Porsche Parade Japan	10
31. International Porsche 356 Meeting	11
Mille Miglia 2006	11
Porsche Model Club Winter Swap	11
3. Information exchange	
Porsche Design Driver’s Selection – Make a wish and these presents will arrive.	12
Porsche Tequipment – With advice and assistance	13
4. Club management	
Worldwide Porsche AG Club Support – Volker Spannagel retires	15
Worldwide Porsche Club Support of Porsche AG – New employee joins Porsche Club Support	18
5. Reports	
Porsche Clubs Latin America – Porsche Clubs in Latin America expanding	20
Porsche Club of America, Golden Gate Region – Boxsters of the California Highway Patrol	22
Porsche Racing Club Finland – Good start	23
Porsche Club Styria – Three Nations Rally Austria-Slovenia-Italy	24
Porsche Club Berchtesgaden – Excursion to Obersalzberg	24
Porsche Club Holland – Porsche Zandvoort Days 2005	25
Porsche Sport Club Zurich – Anniversary excursion	26
Porsche Club Berlin – Club evening on the Wannsee	26
Porsche Club Göppingen – Perfectly staged annual outing	27
6. Classic reports	
Porsche 356 Club Japan – 30th anniversary meeting	29
Porsche Club 928. Rhine-Main Region – Lively excursion	30
VW Porsche 914 Club Germany – Up and away in the Porsche 914	31
Club for the classic Porsche 911 – Excursion tracks	32