

1. News from the Porsche AG

Portrait

On the trail of the raven

Dr. Heinz Rabe is a godsend for Porsche. Nobody is better equipped to document the company's early history than the son of its chief engineer Karl Rabe. The 75-year old social affairs manager is translating his father's diaries, which were written in old Sütterlin script, and providing the historic archive with numerous almost forgotten details from the company's history.





Passionate about his work: Dr. Heinz Rabe works at his laptop, painstakingly translating the 60-year old diaries written by his father in the old-fashioned Sütterlin script.

Profile

Dr. Heinz Rabe was born on 30th September 1931 in Stuttgart. In April of the same year, Ferdinand Porsche had set up his design office. Rabe's father Karl was there from day one.

With Professor Ferdinand Porsche as his godfather, Heinz Rabe experienced the company's early days at first hand. After studying law and social sciences, he started in the personnel department in 1955 and, in 1970, became head of Social Affairs, a position he retained until his retirement.

On the outside, an unimposing A4-sized notebook. Bound in black, 112 pages, with Diary No. 12 on the cover. Below this are written the dates 1.1.1950 to 18.4.1951. Dr. Heinz Rabe sits at his desk and leafs through the first few pages. He diligently immerses himself in the densely packed words and phrases on the paper. For the 75-year old, it is the start of another chapter in a fascinating journey through time – back to his own childhood and through the history of Porsche itself.

For Heinz Rabe, preserving his father's legacy is a passion and an obligation. Karl Rabe was there from the very beginning as chief designer. His son, who was the godchild of Professor Ferdi-

nand Porsche, now drives to Zuffenhausen every day to translate the diaries in the historic archive. He found the books by chance in the cellar of his parents' home in Korntal. They were written in the old German "Sütterlin" script that was common at the time. Not many people can read this kind of script today. "The entries are so fascinating that I just had to share them with the company", Rabe explains.

Dieter Landenberger, the head of the Porsche archive, is thrilled. "The diaries are a rare primary source", says the expert technical historian. "Mr. Rabe is a contemporary witness who can answer so many questions that we have never been able to resolve".

For example, thanks to Rabe's work, 6th February 1948 is now known to be a historic date. This was the day on which the Porsche type 356 took its first trip at Gmünd in Austria. "Until now, we were not sure of the exact date", Landenberger confirms.

The entries for 3rd September 1950 caused amazement. On the day of Ferdinand Porsche's 75th birthday, Karl Rabe wrote that: "I was at Feuerbacher Weg at 10 o'clock. Numerous well-wishers were there, Josef Kales with three representatives from the Volkswagen plant presented a hamper. Mayor Dr. Arnulf Klett, Professor Heinkel and many more were also there. At 11:30 a.m., I drove with Kales to the reception at the Park Hotel.

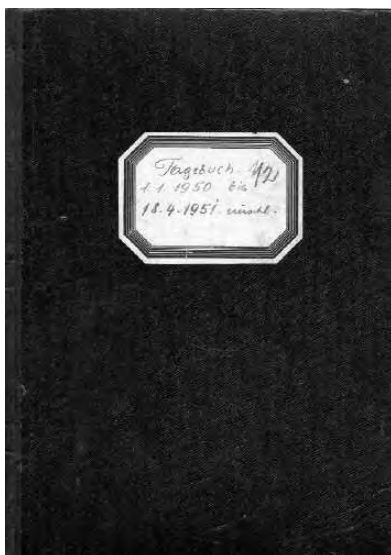


You need a past to build a future

The Porsche archive is the memory of the Porsche company. This is where all the important information, pictures and films tracing the history of Porsche, its products and its racing activities are documented and stored and made available for use by the company. The archive contains huge quantities of material. For example, the number of photographs runs into millions, and there are hundreds of hours of film material. If the archived files and documents were to be stacked up, they would make a tower several hundred metres high.

Through its work in managing historic information – documenting, retrieving and communicating Porsche’s history – the historic archive contributes to building trust in the company and its products, both internally and externally. The archive provides a broad range of services to support both internal departments and, particularly, journalists, agencies and scientists.

The head of the historic archive and the main contact is Dieter Landenberger



History in A4-format: The diaries translated so far run to more than 1,000 pages of text

The retired Rabe has plenty more work ahead of him. He does not even know exactly how many books there are. But the cellar is full. It takes him around ten weeks for each diary. The text on his laptop for the period from 1931 to 1950 currently runs to more than 1,000 pages of Word documents. The translations are supplemented by numerous personal comments.

Rabe says that the work keeps him young. As well as enjoying a not so peaceful retirement, he is a keen 911 driver and in sunny weather he uses a VW Beetle. He also has a Porsche diesel tractor in a barn. As he makes his way through the factory, he still meets many of his former colleagues. However, few of them will remember one of his father’s habits. His name “Rabe” means “raven” in German, and he would often draw a little raven next to his signature on notes. So far, his son has searched in vain for this symbol in the diaries.

Thirty sports cars were there. At 3 p.m., we all drove along Königsstrasse to Solitude Castle. It was an interesting sight. A big reception with Prof. Porsche in front of the palace.”

The fact that the birthday had been marked by such major celebrations had long since been forgotten.

Sütterlin script

In 1911, the graphic artist Ludwig Sütterlin (1865 – 1917) developed the script that would subsequently be named after him on behalf of the Prussian Ministry of Culture. To make it easier for children to learn to write, he simplified the letter shapes, set the letters vertically and wrote with a quill. Sütterlin script was taught in some German schools until as recently as the 1970s. Even the basic Latin script introduced in 1953, which is the basis for modern scripts, was influenced by Sütterlin.

Carrera Edition 02/07

Interview on the current debate on emissions from cars

“Different CO₂ limits for individual vehicle categories”

The EU Commission wants new cars to emit less carbon dioxide (CO₂). Carrera spoke to Herbert Ampferer, the man responsible for environment and energy at Porsche AG.

What exactly has the EU Commission decided?

Ampferer: “The Commission signed a suggestion that by 2012, the European fleet of new vehicles only be permitted to emit 130 grammes of CO₂ per kilometre. The Commission’s original target was 120 grammes per kilometre. To achieve this, new requirements have been introduced, which the automotive industry will have to implement – minimum standards for air conditioning equipment, tyre pressure monitoring systems for all vehicles, an upper limit for tyre road resistance, that all vehicles be equipped with a change-up indicator, and finally increased use of biomass fuels, which our engines will have to be able to cope with.”

What is Porsche doing to reduce CO₂ emissions from its vehicles?

Ampferer: “In the last ten years, we have invested well over a hundred million Euros in optimising consumption and emissions from our engines, and we will reduce CO₂ emissions from our sports cars by around 15 percent by 2008. On the new Cayenne series with a completely new engine generation, some models consume 15 percent less fuel in actual driving conditions than the first generation, with corresponding reduction in carbon dioxide emissions. And our hybrid engines will enable us to achieve further significant reductions in the future.”

Is it technically feasible to achieve CO₂ emissions of just 130 grammes per kilometre with a Porsche?

Ampferer: “Cars of the kind that Porsche is selling cannot physically achieve CO₂ emissions of 130 grammes per kilometre. That is not to say that we think we have exhausted the potential for development in our sector. German premium manufacturers are currently working flat out on measures to further optimise consumption and are achieving some impressive successes. What’s more, many innovative technologies are introduced in the luxury class first, before they are used in high-volume sectors.”

Where does Porsche stand in terms of emissions compared to its competitors?

Ampferer: “At present, Porsche is very competitive in its sector, with CO₂ emissions of well below 290 g/km. In the future, Porsche will be making a huge effort to continuously optimise fuel consumption and emission figures.”

What would be the consequences for Porsche if a 130 g/km limit was stipulated for every manufacturer?

Ampferer: “Generally we support the politicians’ requirements for reducing CO₂. But they need to be designed in such a way that they can be achieved by the individual manufacturers, and still enable the manufacturers to be competitive in both European and international mar-

kets. We do not have a problem with limits, as long as they are realistic to some degree. It would be more a problem for us if the requirements for 130 g/km were made binding for each fleet of the individual manufacturer. Because it would mean that the full product range manufacturers could lower their emissions in the high-volume sectors offsetting them with the large production figures of small cars. This is something that Porsche is not able to do.

It might also be plausible to set a percentage CO₂ reduction. Then everybody would have to make a similar effort, not just the manufacturers of high volume, high powered vehicles and the emission potential of small vehicles would be increased.”

Carrera Edition 02/07

Brand-name Ambassador

The search for perfection

Porsche representative Walter Röhrl turns 60. But for this perfectionist, pushing himself to the limit is better than any celebrations.

Niki Lauda called Walter Röhrl “a genius behind the wheel”, while colleagues dubbed him the “rally driver of the millennium”. What impressed his admirers most of all was his desire for perfection. This is what used to take the keen sportsman and trained ski instructor out onto the piste even in thick fog. Not because he enjoyed it, but to improve his sense of balance. And when he set out from Regensburg to conquer the rally world, he did it with an ambitious goal. “I wanted to prove that in the Bavarian forests, there was someone who could beat them all.”

With his first victory at the Monte Carlo rally, he reached this goal. That was in 1980, the year in which he won his first world championship and fulfilled his “lifetime ambition”. With two further victories in Monte Carlo and a second world championship in 1982, the Bavarian, born on 7th March 1947, was considered the best rally driver of all time. In 2005, amid the snow and ice on the legendary Col de Turini Pass, he appeared as a Porsche representative, introducing the 911 Carrera 4/4S to the press, and he was in his element. Just as he was on the gravel tracks in



Striving for perfection: Walter Röhrl, without a car for once, conquering the Grossglockne

Portugal or the winding tarred roads of Corsica. But Walter Röhrl is much more than just a successful racing driver. All aspects of sport have dominated his leisure time, and indeed continue to do so. The desire for perfection is always



what drives excellent performance. "Mastering a piece of equipment so that it is almost part of your own body – that is what I mean by perfection", he says.

Since 1993, Walter Röhrl has worked as a representative for Porsche worldwide, including demonstrations of new models. The 60-year old is a brand ambassador par excellence.

Carrera Edition 3/07

Walter Röhrl in private: in the clubhouse, on a rowboat on the Danube, in the sports studio and on the golf course in Regensburg. (Pictures from Walter Röhrl's calendar for 1986)



Rallye Transsyberia 2007

Specialist for long-distance rallies: The Cayenne S Transsyberia



Porsche is adding a new highlight to its already extensive customer sport range. The Porsche Cayenne S Transsyberia is based on the new Cayenne S and has been developed especially for long-distance rallies.

The sporty off-roader will be celebrating its debut from 2nd to 17th August 2007 in the Transsyberia Rally, which runs from Moscow right through Siberia to Ulan Bator in Mongolia. The route includes public roads, rutted gravel tracks and demanding trial courses. The challenges also include river crossings and special stages in the Gobi Desert. Last year, two private teams completed the Transsyberia Rally in a Porsche Cayenne S for the first time, finishing in the top two positions. This success brought the event to Porsche's attention and the company is now offering keen Cayenne

drivers the opportunity to get involved in motorsport in the vehicle.

This year, the Porsche Cayenne will once again be taking the challenge, reflecting its reputation for outstanding performance in the SUV sector. The second generation of the Cayenne has raised the bar even further. The new engines feature direct fuel injection, providing increased power and reducing fuel consumption. Total savings amount to 15 percent compared to the previous version. Another highlight is the new Porsche Dynamic Chassis Control (PDCC), which uses two

active stabilisers to almost completely compensate for leaning on corners.

The Cayenne's already excellent off-road capabilities have been further optimised, resulting in the development of a vehicle specially designed for use in long-distance rallies. The new Cayenne S Transsyberia, which will initially be built in a small series of just 26 vehicles, features special off-road tyres, a safety cage, a shorter final drive ratio, a rear axle differential lock, a reduction gearbox, differential lock, PDCC, reinforced and extended underbody protection, as well as reinforced lateral control arms on the front axle. The eight-cylinder engine delivers an unchanged 385 BHP (283 kW). The extreme conditions in rallying give the Porsche Cayenne the ideal chance to demon-

strate the full extent of its dynamic performance potential against the competition.

The Transsyberia Rally is divided into six classification groups. The Cayenne S Transsyberia type vehicles with a 4.8-litre V8 engine will line up in Class 1C for petrol-engined cars with an engine capacity above four litres.

After starting in Moscow, the entrants have 14 daily stages to demonstrate what they are capable of, as the Transsyberia combines the experience of a demanding tourist rally with a genuine sporting challenge.

The rally's route covers a total of more than 6,600 kilometres, right across Siberia and into Mongolia, including both on and off-road sections. As well as the daily stages awaiting the competitors, some of which are 950 kilometres long, they also need to show off all of their skills in the special challenges along the route. These extremely tricky sections demand every bit of performance from the vehicles and their drivers – the special tests in Siberia include



difficult river crossings and trial courses. By contrast, the Mongolian special stages are all about accurate navigation and conquering the sand dunes in the Gobi Desert. Ultimately, those who earn a podium finish will have proved their all-round ability behind the wheel, allied to excellent navigation skills and team spirit.

The rally is a unique experience for those who are looking for a challenge and wanting to discover something new – perhaps even something about themselves.

Are you interested? For further information about the Transsyberia Rally, you can register at www.porsche.de.