



Just a Moment...

FOCUS ON PANAMERA FASCINATION



That moment in which the best from the world of sports cars merges with the best from the world of luxury sedans is the Panamera moment. This is true not only on the road, but also on the page. Paramount. Provocative. Premium.

Times are changing, cars are changing. Porsche is changing, like it always has done—from within. With the momentum of the Panamera, our perception of Porsche will also change. The Gran Turismo will define new, special moments of its very own. You can sense the power of this change, and the power of the moment, in this new Porsche model series. It is reflected in the 180 pages of the impressive volume entitled *Panamera Moment*, from the Delius Klasing publishing house.

Panamera Moment traces, illustrates, and describes how Porsche's fourth series defines its own segment. Staged by Stuttgart-based photographic artist Frank M. Orel and his studio, and

with feature coverage by the writing team of Elmar Brümmer and Reiner Schloz of *Christophorus* fame, the book version of the Panamera accelerates not on eight cylinders but eight insightful chapters:

- How Porsche's "ur-moment" enables the inception of the Panamera
- How the Panamera wins its place in the world
- How the power of innovation fuels the Panamera
- How the design of the Panamera creates its own class
- How the Panamera unfurls its entire effect
- How the Panamera changes the road
- How the Panamera changes perception itself
- How the Panamera influences values and perspectives

This is no list that is checked off point by point, but rather a high-speed journey of discovery that leads from point to point. Thus, the Panamera can lend expression to its sense of space at the world's largest aircraft hangar in Frankfurt and measure its thrust against Lufthansa long-haul airliners. At Blohm + Voss in the Port of Hamburg, the dry dock allows the Panamera to play with the elements and break through the heavy metal of the shipyard in the most elegant of form.

This swift journey, which begins at the spectacular premiere site, over 400 meters (1,300 feet) up in the Shanghai World Financial Center, also delves deeply into the Porsche cosmos. Design head Michael Mauer explains the DNA of the Panamera, and sufficient



Panamera Moment

Elmar Brümmer and Reiner Schloz; photography by Frank M. Orel
Delius Klasing publishing house
180 pages, format: 39.5 x 27.5 cm
ISBN: 978-3-7688-2654-9 (in German),
978-3-7688-2658-7 (in English)
€49.90

space is dedicated to the car's five global technological firsts as well as all its other innovations. But above all, the Gran Turismo is brought to where it should be, namely, to the road and to the people. It joins a castle setting as a wedding guest, strolls along world-famous shopping boulevards, and plays doubles with world-class female athletes. In no time at all, it conquers bridges, test tracks, and curves—the nature of the challenge always providing its own opportunity. Again and again, the Panamera assesses the idiom of its form vis-à-vis those of grand architecture and geometry. It's as if it knows that it is something to behold. And it displays this quality, too—in all of its four dimensions.

In this book, many special moments ultimately combine to form a single one: the Panamera moment. ◀

Transported: Panamera moments display not the slightest hesitation with unique places and encounters

