

Editorial

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

We have had an exciting, eventful and, in many ways, extremely successful year 2007. In retrospect we can say that we have added another chapter to the unique success story that Porsche has been writing for more than a decade. We increased the sales, turnover and profits again in business year 2006/2007 to a record level which would not have been thought possible just a short while ago.

And we are still on a successful course at the half way stage of the current business year 2007/2008 (31st of January 2008) despite difficult conditions. We were able to increase the number of vehicles sold in comparison with the same period last year by 19% to approximately 46,700 vehicles, sales figures rose during the first six months of the current business year by approximately 14% to around 3.5 billion Euros.

The greatest rise in sales was achieved by the Cayenne series: The sporty off-road vehicle doubled its sales in the first six months compared with the same period last year to more than 20,600 vehicles. This demonstrates the ongoing interest of customers in the new Cayenne.

Our classic sports car, the 911, sold almost 16,300 vehicles by the end of the first six months. The continuing high demand for top-of-the-range models in the Carrera series is particularly pleasing.

The Boxster series including the Cayman models also contributed to the company's success with more than 9,800 vehicles sold and is getting further impulses from our limited special models such as the Cayman S Porsche Design Edition 1 or the Boxster RS 60 Spyder.

All in all we are still optimistic and expect a repeat of the good sales figures of the previous year in business year 2007/2008. Our new models such as

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the extremely sporty Cayenne GTS, the 911 Turbo Cabriolet and the 911 GT2 will contribute to this as well as the sustained growth course of the company in the markets of the future such as China and Russia.

In addition to the key business of vehicles, however, we also continue to attach great importance to the wide range of events and activities of the 607 Porsche Clubs.

Two of the events I attended personally in 2007 hold particularly pleasant memories. The international 356 Meeting was held at Sitges in Spain from 17th to the 20th of May 2007. I was a guest at this wonderful event, together with my wife and our two sons. We were thrilled by the enthusiasm of the Porsche Club 356 España, the wonderful classic Porsche cars, the Spanish hospitality and the fascinating program.

The second memorable event for me was the 25th anniversary of the Porsche Club Deutschland, to which 400 people travelled with their vehicles to spend a few impressive and festive days among the Porsche family in Stuttgart, the cradle and home of our brand.

Porsche Club Deutschland in particular, with the great commitment of its members and the very strong presence at the Porsche Sports Cup and the Club motorsport events, shows how important the Porsche Clubs are for the Porsche brand.

The coming Summer 2008 offers us a number of very interesting events which we can look forward to:

- the 33rd international 356 Meeting from the 1st to the 4th of May in Aalborg, Denmark,

- the Porsche Europe Parade 2008 from the 8th to the 11th of May in Sardinia
- or the Porsche Parade Japan 2008 from the 14th to the 15th of June at the Suzuka Race Track,
- and the Porsche USA Parade 2008 from the 29th of June to the 3rd of July in Charlotte, North Carolina.

I hope very much that your enthusiasm for organising and holding these events will be as alive as ever in 2008. Your extraordinary commitment is very important in ensuring that such events can be held again in the future. The members of the Porsche Clubs are the best and most loyal ambassadors of the Porsche brand. I would like to thank you sincerely for your commitment!

On behalf of the Porsche AG Board I would like to wish you all enjoyable and unforgettable moments at the international Porsche Club events!

**Your
Klaus Berning**

