

News



Motorsports

Supercup – a Favorite Partner

The partnership between the Porsche Mobil 1 Supercup and the Formula One World Cup will continue through 2011: during the coming years, the fastest brand cup in the world will still be carried out exclusively in the context of the most important international motorsport series.

“We’re proud of our successful cooperative effort with Formula One. Over the past fifteen years, the Supercup has developed fabulously on the basis of this high-quality platform. Numerous top race drivers who are today celebrating great successes, especially in the long-distance races, earned their motorsport spurs with the 911 GT3 in the Cup version,”

said Porsche Director for Research and Development Wolfgang Dürheimer on the occasion of the extension of the contract with Allsport Management SA, of Meyrin, Switzerland. The satisfaction is completely mutual, as Allsport CEO Patrick McNally stressed: “The Supercup is an important element of the Formula One racing weekends. It offers spectators thrilling, high-quality motorsports. That’s why I’m pleased that we are continuing this successful cooperative effort.”

The Supercup is a major event at eleven of the eighteen Formula One weekends. At the other seven races, the respective national version of the Porsche brand cup takes over the job.

Porsche Subsidiary MHP Expands its Management

Frank Dettke (45), previously managing director of Porsche Business Services Inc. of Wilmington, Del., USA, is to take over the new function of CFO of MHP (Mieschke Hofmann und Partner Gesellschaft für Management- und IT-Beratung mbH), of Freiberg am Neckar. At the same time, Dr. Ralf Hofmann (45), managing partner and until now sole managing director of MHP, will be appointed

chairman of the Board of Management. He will now be responsible for operational business, sales and marketing, and human resources. In addition, he will manage the strategic development of the company, in which Porsche holds a 74.8-percent interest. MHP is Porsche’s fastest-growing subsidiary, with annual sales amounting to some €60 million.

christophorus

Christophorus Porsche Magazine
Magazine for Porsche enthusiasts

57th year, no. 334, October/November 2008
ISSN 0412-3417
Yearly subscription rate: €24.00 (USA: \$30.00)
The magazine is published bi-monthly in ten languages (German, English, French, Italian, Spanish, Russian, Chinese, Japanese, Korean, and Arabic).

Published by

Dr. Ing. h. c. F. Porsche AG
Public Relations Director: Christian Dau
Editor-in-Chief/Managing Director: Karen Schulze
Assistant Editor: Simone Kühner
Copy Editing and Consultation: Head-Line, Stuttgart
Graphic Design: Büro Linientreu, Stuttgart
International Editions: RWS Group GmbH, Berlin
Cover Photo: Stefan Warter

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Production

sachsendruck GmbH, Plauen
A member of the schlott gruppe AG
Printed in Germany

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Subscriptions

Christophorus can be obtained directly from Porsche or through your local Porsche dealer.

Other subscriptions:

ABO Porsche
c/o Klambt-Verlag
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Fax: +49-6232-310-215
E-mail: abo.porsche@klambt.de

The subscription runs for at least a year and is also billed for this period. Please make payment only upon receipt of the bill.

Bank information subscription service

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