



Soccer World Cup Special

*KE NAKO

Sotho language

*** "It's high time!" From June 11 to July 11, 2010, the Football World Cup will take place for the first time in Africa. This breaks new ground not only for the host country South Africa, but also for the entire continent. "We want to savor every single moment," says Oscar-winner Charlize Theron, who may speak for the entire population in describing the sensational event in her homeland. By hosting this global soccer championship, South Africa hopes to bring the peoples of the world closer together.**

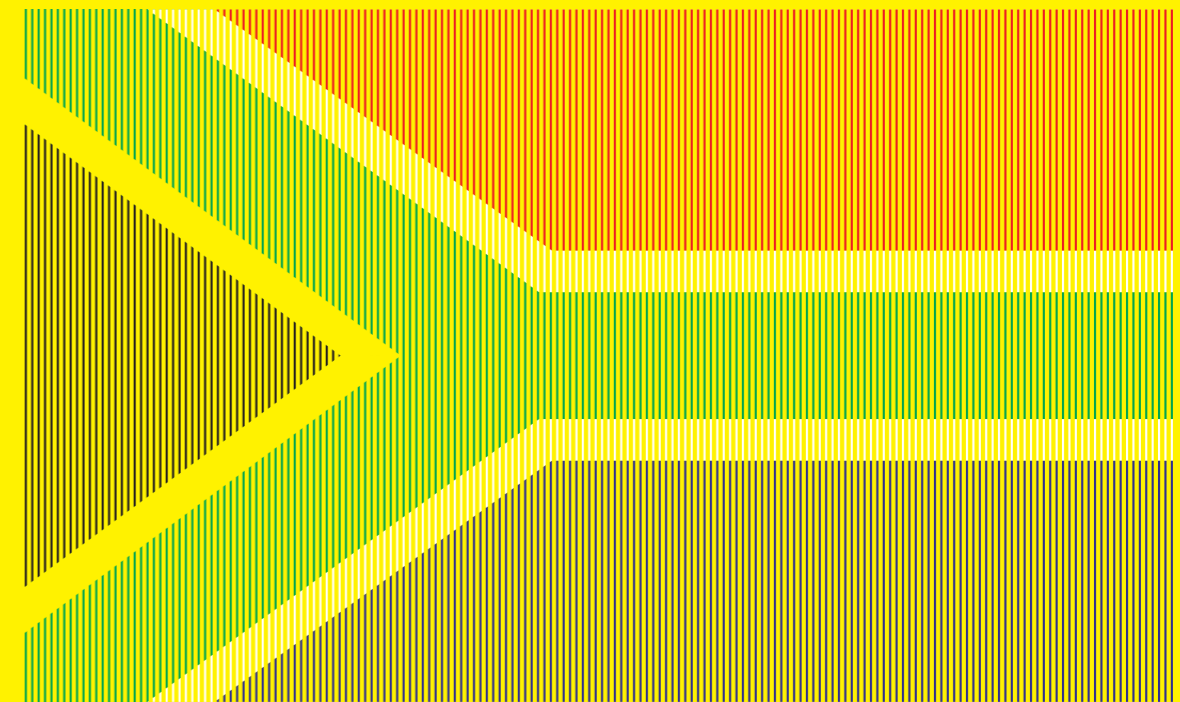


PHOTO SAFARI

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South Africa, the rainbow nation. A colorful land with a moving and eventful history. The photographer Oliver Gröning of the Stuttgart photo agency Frank M. Orel set off through the country to capture the contrasts at the southernmost part of Africa. History and modernity often overlap, but not always as peacefully as they do at the safari park in Johannesburg, which served as the backdrop for some of his shots.

By
Elmar Brümmer





THE SUN SHINES FOR 300 DAYS A YEAR IN SOUTH AFRICA. WHEN THE WORLD CUP TAKES PLACE, IT WILL BE WINTER IN THE COUNTRY, BUT A VERY PLEASANT ONE. THE MILD CLIMATE IS NOT JUST REFLECTED IN THE TEMPERATURES. "SPORT HAS THE POWER TO INSPIRE PEOPLE," SAYS FORMER PRESIDENT NELSON MANDELA, ADDING, "THE PEOPLE LEARNED THE LESSON OF PATIENCE AND ENDURANCE IN THEIR LONG STRUGGLE FOR FREEDOM. MAY THE REWARD BROUGHT BY THE WORLD CUP PROVE THAT THE LONG WAIT HAS BEEN WORTH IT."



FROM THE CAPE TO THE CUP OF GOOD HOPE. JOSEPH BLATTER, THE PRESIDENT OF THE FIFA INTERNATIONAL FOOTBALL ASSOCIATION, BELIEVES HE KNOWS WHAT THE OUTCOME WILL BE: "THE WINNER WILL BE AFRICA, AND THE WINNER WILL BE FOOTBALL." SOUTH AFRICA'S PRIDE AND SELF-ESTEEM HAVE ALREADY SHOWN THEMSELVES IN THE LEAD-UP TO THE FINAL ROUND OF THE WORLD CUP. THE PHOTOGRAPHERS WERE MOVED BY THE MOOD THEY ENCOUNTERED ON THEIR SAFARI: "SOUTH AFRICA IS UNDERGOING A BREAKTHROUGH."

SOCCER OCCUPIES A SPECIAL PLACE IN THE HEARTS OF SOUTH AFRICANS. THE SPORT IS SO DEEPLY ROOTED THAT EVEN THE WORLD CUP STADIUM OF JOHANNESBURG FADES INTO THE BACKGROUND AS SOON AS A BALL APPEARS. ANTICIPATION OVERCOMES SKEPTICISM. THE NICKNAME FOR THE HOME TEAM IS "BAFANA BAFANA," OR "THE BOYS, THE BOYS."





“Positive Vibes for Porsche in South Africa”

As the managing director of the South African Porsche Centers, Toby Venter is well aware of the significance of this World Cup.

Christophorus: *What does this Soccer World Cup mean for the nation of South Africa?*

Toby Venter: It is a great honor for us, and that serves as an inspiration for everyone. Sports events of this magnitude unite people from the most varied cultural and ethnic backgrounds. The World Cup gives us the chance to show everyone what South Africa has to offer.

Does the World Cup have a special significance for Porsche South Africa as well?

The very positive mood in the country also has an invigorating effect on consumer behavior. Without a doubt, the World Cup will affect our sales figures, and many of our customers have tickets to the games. I believe the positive feelings will extend to the Porsche Centers as well, to customers and employees alike.

How sought-after are Porsche models?

Last year we sold 500 cars across the entire model range. Our sales figures are stable. The Panamera was a success from the start and has brought us entirely new buyers. We're also looking forward to the new Cayenne, which plays a special role here.

Will Porsche continue to expand in South Africa?

The Porsche Center that opened in Johannesburg in 2008 is the largest in the world, with premises covering 18,700 square meters (over 200,000 square feet). In 2009, a Porsche Center opened in Umhlanga in the territory of KwaZulu-Natal. The

new Porsche Center in Cape Town, which also complies with the latest CI guidelines, is under construction. Three new openings in three years—and our vision includes bringing Porsche to other areas of South Africa where we have customers and where growth beckons.

Which Porsche model is the favorite in South Africa?

South Africans love cars, and they love the Porsche brand. The Cayenne models are our best sellers, but the 911 remains an icon and the emotional favorite.



Porsche in South Africa

Three Porsche Centers form the pillars of Porsche in South Africa—in Johannesburg, Umhlanga, and Cape Town. Porsche has been present in the country for 55 years. The Johannesburg site is now officially known as the “world’s largest Porsche Center.” For more information: www.porsche.com

World Cup Facts

The 2010 FIFA World Cup will kick off on June 11 at the “Soccer City” FNB Stadium in Johannesburg. That is also where the final match will take place on July 11. A total of 64 games will be played, starting in eight groups. The contests will be held in nine different cities: Johannesburg, Cape Town, Durban, Pretoria, Port Elizabeth, Bloemfontein, Nelspruit, Polokwane, and Rustenburg. South Africa beat out Morocco in the quest to hold this World Cup. For more information: www.fifa.com

