

Editorial

60th year, April/May 2011

Maximum Emotion

Designing cars with zero emissions, or without exhaust, turns out to be an increasingly complex science. Designing cars with maximum emotion, or with the greatest possible driving pleasure, turns out to be high art.

When zero emissions meet maximum emotion, heavenly hosts should be breaking out in song. But at Porsche it is business as usual, albeit in its most beautiful form. On the scale of extraordinary pleasures, it comes in right before driving in its most beautiful form.

A glance at the history of the company helps elucidate this phenomenon. Ferdinand Porsche designed electric and hybrid vehicles for Lohner, the Grand Prix Silver Arrow for Auto Union, and the VW Beetle. His son Ferry was the first to dream of

and then build the ideal sports car—the Porsche 356, the original model in the proudest family tree of cars in automotive history.

Ferdinand Porsche boldly and ambitiously tested his own designs in races right from the beginning. He regularly sent his heavy Lohner cars in quest of the day's best times at hill-climbing contests in the Austrian town of Semmering. Ferry Porsche used the racing activities of his young brand to go on family excursions to Le Mans or Sicily.

Tradition and revolution are standard equipment in the 917 racing car. The future 918 Spyder will feature a typical Porsche hybrid partnership consisting of a high-rev V8 engine and two electric motors: zero emissions and maximum emotion—whenever possible at the same time.



Wishing you much
reading pleasure,
Eckhard Eybl