

Editorial 329

Those Porsche Moments

My colleague was on the road with the Travel Club, on a trip through southern Germany in a Porsche. His guests were driving a Porsche, as well. He phoned me, completely beside himself: “We’re drawing crowds wherever we go,” he reported incredulously. Whether in the parking lot below Neuschwanstein Castle, on the shores of Lake Constance, or in the town of Warth high up in the Austrian Alps, tourists from China, Japan, the United States, Holland, Spain, and Germany stood around the sports cars and asked questions and took pictures and took pictures and asked questions.

The fascination of Porsche has been around since Ferdinand Porsche’s first designs in the 1930s, and my colleagues and I experienced it once more at the 2007 International Motor Show in Frankfurt. “Amazing,” said an American visitor, gazing in admiration at the Cayenne GTS. From zero to 100 km/h (62 mph) in 6.1 seconds, 405 hp, and just shy of

an inch lower than the Cayenne S, the Cayenne GTS is a real power pack. And the fastest 911, the GT2, even drew the hostesses from the other exhibition halls to the Porsche stand. Word had gotten around fast at the IAA that the Stuttgart sports-car manufacturer had something special to offer yet again.

Porsche attracts men and women equally. Take the Porsche Tennis Grand Prix—for ladies. This year, 18 of the top 20 world-ranked players were in Stuttgart. Sports director Anke Huber, the former top German player, knows the appeal of the tournament. “We always used to talk about the Porsche Tournament on trips and looked forward to playing there,” she said. In 30 years, only one winner has ever chosen to accept the prize money over the alternative—a Porsche. That was Catarina Lindqvist in 1984, who had no choice—she had a contract with a Swedish carmaker. This year, the 30th winner was Justine Henin, and she kept up the tradition and took the car—a 911 Turbo Cabrio.

The appeal of Porsche surpasses the vehicles—as you’ll see in this issue. “A Porsche for the Kitchen,” headlined the *Leipziger Volkszeitung*, when Porsche Design presented a new kitchen. No buttons, no handles.

That’s life—plenty of variety. A Porsche kitchen for men and a Porsche convertible for women. But believe me: the kitchen is as fascinating for the women as the convertible is for the men. They can always trade if need be.



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