

Discovering...



As the curtain rises, anticipation gives way to attention, and attention to instant attraction. Enter the Panamera—Porsche's fourth model range features four doors, four seats, and a lot more.

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... the Fourth ...

Offering greater versatility and comfort, the Panamera is a Porsche with something more. It is immediately recognizable as a Porsche, and yet brand-new at the same time.



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... Dimension



We have awaited the first glimpse of the new Porsche, the first brand-new member to join the Porsche family since the Cayenne in winter 2002/03. Now it's fall 2008, and while Porsche isn't reinventing itself with the Panamera (that isn't necessary), the new model range represents a well-considered and determined step in the right direction. The first thing our avid gaze encounters is not a polished surface, but... fabric. Fabric hugging a body whose contours tantalize. Sinuous curves and seamlessly flowing lines from head to toe, a study in grace and movement even before it has budged an inch. A classic exemplar of veiled sensuality, Jean Harlow on wheels, a supermodel on the runway. A controlled ripple of muscles contained by a taut skin of steel, plastic, and paint—a Porsche for all the senses.

Sinuous curves and seamlessly flowing lines from head to toe, a study in grace and movement even before it has budged an inch. A controlled ripple of muscles contained by a taut skin of steel, plastic, and paint—the Panamera is all action.

The Panamera is the ticket to a drama being played out on a real-life stage—the future—and yet it by no means represents a radical departure for Porsche. It is no rash experiment by a brand desperately trying to redefine itself or broaden its appeal. After all, hasty decisions aren't Porsche's style.

Porsche is always moving ahead, but it doesn't rush things—it looks before it leaps. It is a company that prefers to act judiciously rather than react impulsively. And indeed, the Panamera is all action, not a reaction to market trends. It is the product of a continual process of development and growth, of guts and talent and a freedom to make bold decisions that is increasingly rare today—the almost inevitable next link in a chain that con-

tinues to grow. It is the logical next step in an evolution that has been going on for over 60 years, and it takes the brand to a new level. Porsche has left its niche and ventured onto a new playing field, but one that it is defining for itself. The Panamera is a car for grown-up sensualists who like to be in control, but who still don't want to miss out on the *oomph*. And the Panamera offers plenty of power for taking control.

The big moment has arrived: we are about to witness the unveiling of the new masterpiece, the birth of a new star. Two men walk up, and each takes a corner of the cloth in his hand. The careful but seamless movement with which they pull it back benefits the dignity of the occasion. Perhaps all future Panamera owners should begin each day with a similar ceremony in their garages, savoring the moment as the beauty underneath is gradually revealed. As the cloth glides back, the windshield emerges first; then the first rays of light hit the roof and sides, until finally the rear appears and there it is, in all its glory. The curtain has risen on the Panamera.

Even at first glance, it's clear right away that it's a Porsche through and through. And yet it is also more than that. It's the beginning of a new era for Porsche. The Porsche spirit—the timeless values of outstanding design and cutting-edge technology, the distinctive character at the heart of the brand—has been incarnated in an entirely new form. But while the vocabulary in which it is expressed may be new, the language is one that discerning connoisseurs of automobile excellence all over the world understand.

It is a language rooted in the history of the Porsche brand, and it has been immeasurably enriched. The Panamera can help Porsche grow in ways that would have been impossible to foresee. Brand, message, and product are inextricably linked: the brand is both message and product, and the product is both brand and message. The Porsche “genes” not only are visible in the design of the Panamera; they are dominant—but they have been recombined. Thus, the Panamera is no mere carbon copy of its predecessors, nor a variation on a current trend. It is a creature all its own, the intelligent continuation of a legacy that has its own personality, without denying its origins. The Panamera is immediately recognizable as a Porsche and yet brand-new at the same time.

You might even say two identities are united in the Panamera—that of the brand and its own. Its lines and design reveal it as a coupe and express the sporty legacy of the brand, yet with four doors it also opens up new dimensions when it comes to room and comfort. Prestige and elegance meet practical functionality. With its large trunk opening and variable interior, it is a versatile vehicle that can respond to the demands of the moment. A rare combination: rear seats that can be folded back in a jiffy, without the faintest whiff of cheap, wipe-down plastic.

And yet, though the Panamera offers greater versatility and comfort for both driver and passengers, it doesn't do so at the expense of that unmistakable Porsche feeling. Panamera owners can look forward to the intimate interior, finely crafted details, familiar instruments, performance and power, and incredible responsiveness and handling that they expect from a Porsche—in an altogether new and yet complimentary form. A roomier

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interpretation of the Porsche theme, crafted from the finest materials according to the most exacting standards, it is a dynamic, confident car for dynamic, confident people.

The Panamera is both Porsche as we have always known it and Porsche as we could never have imagined it. Consequently, its unveiling has generated a complex mix of emotions, combining the excitement of a first encounter and the familiar, warm feeling of seeing an old friend. Now the moment is over, and the two men replace the cloth cover. For a moment, it almost seems as if the car wants to shake off its cloak and take off. We can tell—the Panamera wants to hit the road. It's ready. ◀

