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editorial

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Dreaming

There's an old saying, "Don't dream your life, live your dreams." Why do we always forget that one as the everyday grind pulls us in another direction? Why do we always get annoyed about what we do, instead of doing something we like? Why is it so easy to dream our lives, and so hard to live our dreams? Maybe it isn't that hard after all.

In this issue of *Christophorus* we learn to dream—we can't help it. We're at Porsche. We'll show you the first photos of the new 911 Turbo Cabrio.

A dream car like the 911 Turbo Cabrio is based on some hard facts: precision to the millimeter, computer-supported data, and detailed checking methods. What looks like the lightness of being is actually hard work throughout every Porsche department. At Porsche, the dream starts in our heads and then turns into work, testing, checking, modifying. "There is nothing like a dream to create the future," wrote Victor Hugo, the French Romantic poet. "Utopia today, flesh and blood tomorrow." And 200 years later, Porsche still holds on to that.

In Leipzig, for example, the prerequisites for the next dream car have now been created: the company has celebrated the traditional German *Richtfest*, or "roof-raising ceremony," for the new assembly hall for the upcoming Panamera model. At Porsche today, dreams also include helping the environment; read about it in the piece on the clean production of the 911.

We'll also show you the dream roads of this world—places where you simply have to drive at least once (and of course we can recommend the perfect dream car). Or, for something completely different, we'll take you to the seventh floor of Berlin's legendary department store, KaDeWe—the seventh heaven of enjoyment.

We have a dream, too. We don't want you to dream your life, but to live your dreams.

Karen Schulze
Editor-in-Chief

