

News



In the driver's seat: Arnold Schwarzenegger in the new 911 GT3, with Wolfgang Dürheimer, head of research and development at Porsche

Geneva Motor Show

Power Display: The “Terminator” and the New 911 GT3

Surprise visit at the Geneva Motor Show: Arnold Schwarzenegger, currently playing the role of his life as governor of California, took the world debut of the new 911 GT3 as an opportunity to drop in on Porsche. The

avowed Porsche enthusiast took a close look at the newest 911. Executive Vice President for Research and Development Wolfgang Dürheimer and Executive Vice President for Sales Klaus Berning invited Schwarzenegger

to test the driver's seat and described the virtues of the 435-horsepower sports car: more power, more speed, and more precision than its predecessor. The new Porsche 911 GT3 has been improved, especially in terms of its two key qualities, performance and driving dynamics. It can accelerate from zero to 100 km/h (62 mph) in only 4.1 seconds, and its top track speed is 312 km/h (194 mph)—figures that obviously impressed the former “Terminator.” True to form, Schwarzenegger concluded his lightning visit with a jaunty “Hasta la vista—auf Wiedersehen!”

About 650,000 visitors came to Geneva this year to view this spring's new models. The new Cayenne Diesel, also making its world debut, joined the 911 GT3 in drawing plenty of attention to the Porsche stand. These two models in particular highlight the essence of the Porsche model range and reveal its traditional and future direction—sportiness and efficiency.

White Hot: Diesel Reaches Cayenne Landmark

The 250,000th Cayenne has rolled off the line at the Porsche plant in Leipzig—a white model with a six-cylinder diesel engine. “The introduction of the Cayenne as the third model series was an important step for Porsche,” said CEO Dr. Wendelin Wiedeking on the occasion of this production milestone. The numbers speak for themselves. Almost 150,000 units of the first Cayenne generation were sold worldwide following its launch in 2002. When the second generation, which features lower fuel consumption, better road

performance, and even greater driving comfort, hit the market in February 2007, sales increased even further, reaching 45,478 units in the 2007/08 fiscal year.

The Cayenne is available in seven versions, from the entry model with a 290-hp 3.6-liter V6 engine to the top-of-the-line Turbo S, with its 4.8-liter V8 engine and 550 hp. The 240-hp diesel version that marked the milestone consumes an average of only 9.3 liters of fuel per 100 kilometers (25.3 mpg).

Running on California Sunshine

The Porsche Logistics Services facility in Ontario, California, now gets its energy from above. A solar energy plant that produces 135,000 kilowatt hours a year from 372 solar cells was installed there in mid-March, allowing Porsche's North American subsidiary to cut carbon dioxide emissions by more than 23,000 kilograms (50,000 lbs.) annually. The Inland Empire's Green Valley Initiative awarded Porsche its first “Certificate of Recognition” for the facility. The commendation is presented for environmental measures implemented in the area between San Bernardino and Riverside.