

# Editorial 328

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## The Future Is Driving Us

Here's a pop quiz: When was the first hybrid car built? We'll give you a hint: the company that built it was the k. u. k. Hofwagenfabrik Lohner, which translates roughly as the "Lohner Austrian Imperial Court Car Factory." Austria hasn't had an imperial court in quite a while.

The answer: 1900. The Lohner Porsche, designed in 1900 by Ferdinand Porsche, was the first gasoline-electric hybrid car in the world. Now, 107 years later, hybrid drive is all the rage, touted as an environmentally benign technology—even at the International Motor Show (IAA) in Frankfurt. "See What's Driving the Future" is the slogan of this year's performance exhibition of the automotive industry. So even if it would be going a little too far to claim that the hybrid future started at Porsche back in 1900, one thing's for sure: just because something came off the drawing board in the distant past, there's no reason it can't drive the future, too.

That's not necessarily easy. As Mark Twain once said (or was it Yogi Berra?), "It's hard to make predictions,



especially about the future." Yet Porsche engineers have mastered that art. Have a look at the 911 GT2 in this issue, which was developed in Weissach. First came the idea, then the concept, and finally the implementation. That may sound straightforward, but it's no simple matter to design a car that takes only 3.7 seconds to hit the 100 km/h (62 mph) mark on a speedometer that requires enough space to show at least 329 km/h (205 mph). Especially with an average fuel consumption of 12.5 liters for 100 km (nearly 20 mpg). When the Porsche engineers in Weissach started work on the 911 GT2, a value like that was considered impossible for that performance category.

Or look at the new 911 Turbo Cabriolet, now coming to market. Top track speed: 310 km/h (193 mph). Yet it's built so that you can drive with the top down without maximum-hold hairspray—thanks to the windbreak, which is standard for the first time.

There will be plenty of new things to see in Frankfurt—things developed in the past to drive the future. So a trip to the International Motor Show is worthwhile, and this issue is devoted to convincing you of that. For instance, a photo-essay about Frankfurt—just in case you want to look at something other than cars.

You can do that in this issue, too, by the way. We show you the way to Budapest's Dinkelacker factory, where famous and exclusive shoes are made. And we accompany you to the Porsche Tennis Grand Prix, where we'll be playing host to the best women tennis players in the world from September 29 to October 7. As you can see, this year's IAA slogan has long been our watchword at *Christophorus*: have a look inside today, and see what drives tomorrow.

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