



**March 2004**

# **Porsche Club**

## **News 1/04**



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## Editorial

Dear Porsche Club Members,



An extremely busy year is behind us. Because of the worldwide launch of the Cayenne, 2003 was a year that carried a great many hopes and expectations for us and our partners in the dealership organisation. And all our efforts have paid off: Porsche has once again seen a record year. The extremely positive customer acceptance of the Cayenne succeeded in more than compensating for the slow down in the sports car sector. The Cayenne, which has been gradually launched onto world markets since December 2002, made a significant contribution to our business success last year, with sales of 20,603. In terms of sports cars, as well as the Boxster I would particularly like to mention the 911, which achieved its second highest sales figure ever. Overall, we managed to increase our sales by 23.2% on the previous year, to 66,803 vehicles.

The Carrera GT, our new Super Sport car with approval for on-road use, has now been delivered to the first customers. Like the Cayenne, this limited edition is produced in Leipzig. While I presented our customer and discovery centre in Leipzig in my foreword to last February's issue of the Porsche Club News, many of you have now taken the opportunity to visit our new contact point for Porsche enthusiasts for yourselves. Since then, Clubs from all over the world have been on factory visits or taken part in driving programmes.

Some of them have used the customer and discovery centre for their own events, and combined these with extensive test drives on the break-in and test track and our off-road course. The article "Porsche Leipzig – The Place for Events" starting on Page 12 provides a further insight into everything that is on offer.

The highlight of all the Club events in Leipzig last year was definitely the International Porsche Club Presidents' Meeting, when we were able to welcome Presidents of the national Porsche Clubs and Porsche Club umbrella organisations, as well as the Club Coordinators from our national sales partners worldwide. The event had the motto "Cayenne – Redefining the Limits", and around 200 Club representatives got to discover and experience the Cayenne over several days, taking a look behind the scenes of production of the IMAX film "Top Speed", in which the Cayenne played a leading role, and getting to know our customer and discovery centre in detail.

However, most important was the sharing of ideas in the workshops. The

contributions from the Clubs who made presentations made it clear just how varied Club activities are, and how they combine to continue our Club philosophy. There was also intensive discussion of how the Cayenne should be integrated into the Clubs. I am quite sure that many of the suggestions and persuasive examples will since have been carried forward in your own organisations.

The professionalism demonstrated in implementing the varied activities, in particular the integration of our third series into the Porsche Clubs, deserves our special thanks. Also joyful is the high value that is now placed on work with young people and potential future members – with its suitability for families, the Cayenne definitely provides a great many opportunities in this area.

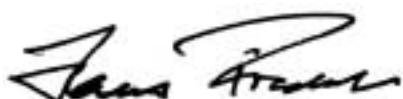
For Porsche itself, the last few months have also been about redefining the limits. The high performance Carrera GT sports car, which was awarded the "Best automobile innovation of the year" in the USA even before it had been delivered to the first customers, demonstrates our expertise in the construction of high performance sports cars and provides new emotional impetus to our entire range of sports cars. In the year of its 40th birthday, the 911 series had five new model versions and was the focus of particular public attention, not least at the IAA in Frankfurt. Last but not least, at the end of November the Carrera 4S Cabriolet was voted the best open-top sports car in the world by an international jury in Milan.

Porsche is now celebrating the 50th birthday of the 550 Spyder with a pow-

erful special model of the Boxster S, limited to 1953 cars, which had its world premiere in Detroit USA, in January 2004 and further improves the Boxster driving experience. In this case, many thanks to some special equipment details and technical features. For this model year, we also have some attractive product surprises in store. The launch of seven new models since the beginning of the financial year was just the beginning!

The year ahead of us promises to be very exciting – not least due to the many Club events planned, which will provide a welcome number of opportunities to get together again and strengthen relationships. These events include the Europe Parade, to be held in Spain this year, the USA Parade in Texas, the Japanese Parade in Suzuka and the South Africa Parade in Durban, to name just a few. For Classic fans, I would like to mention the international 356 meeting in France and the international 914 meeting in the Netherlands in particular. I look forward to seeing you again at one event or another this year!

Until then, on behalf of the Porsche AG board, I hope you have a good time!



Hans Riedel

## Our Business:

To make it easier for us to put together the **Porsche Club News**, we would like to ask you to send us your contributions by E-mail. Attach your text contributions as a Word file. Please save pictures in **Tiff format** for preference, otherwise in **JPEG format** (minimum **resolution 300 dpi, at actual size of min. 13cm width, as RGB or CYMK**). Please ensure that there is no "pixeling" in the pictures and that you do not save the pictures as indexed colours (web colour scale). Unfortunately **we cannot** process Word files or PowerPoint presentations with embedded pictures into a printable quality.

Your Editorial Team

## Internet:

The current Porsche Club News, as well as archived issues from number 1/99 onwards, can be downloaded from the Internet at:  
**www.porsche.com**.

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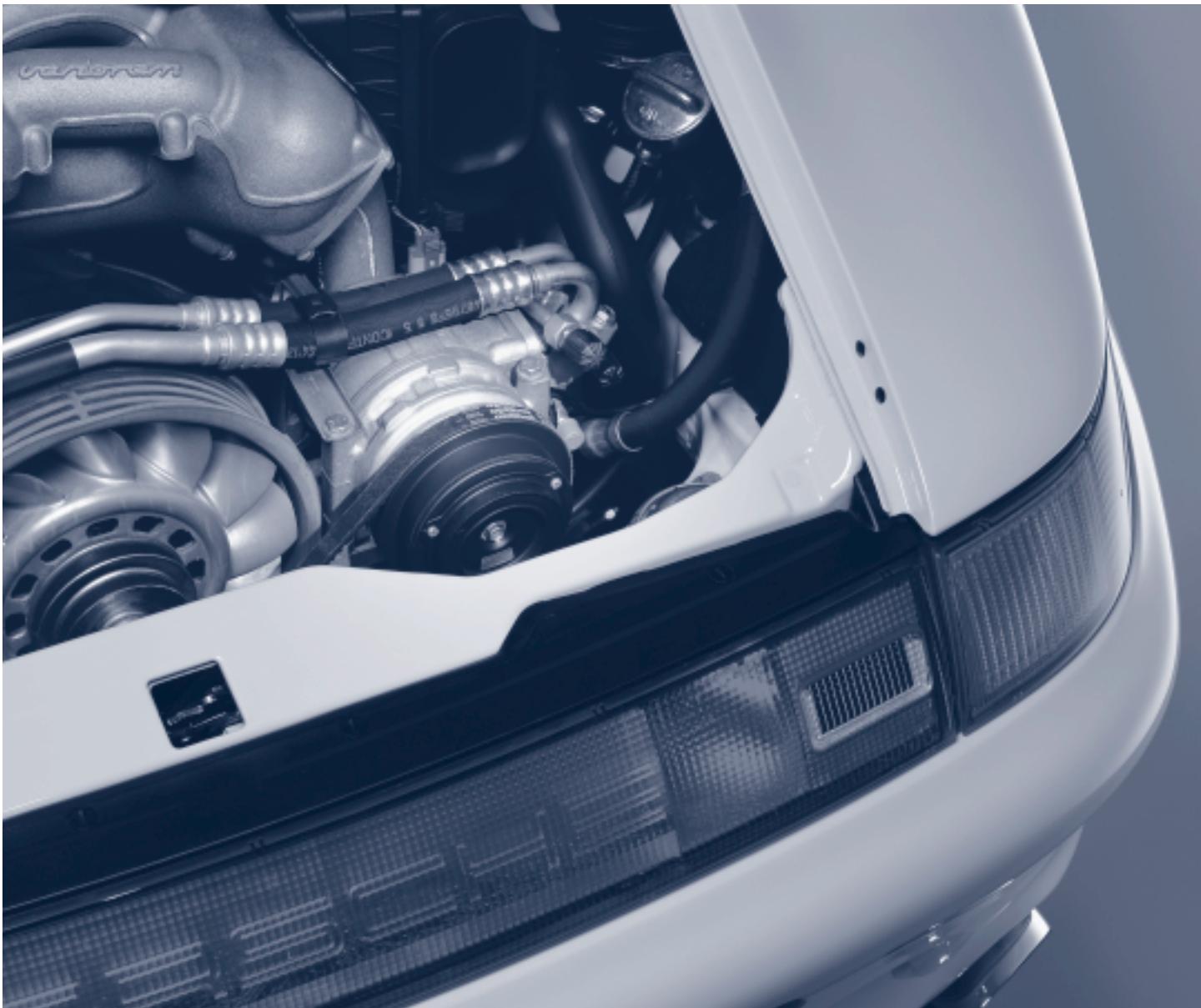
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