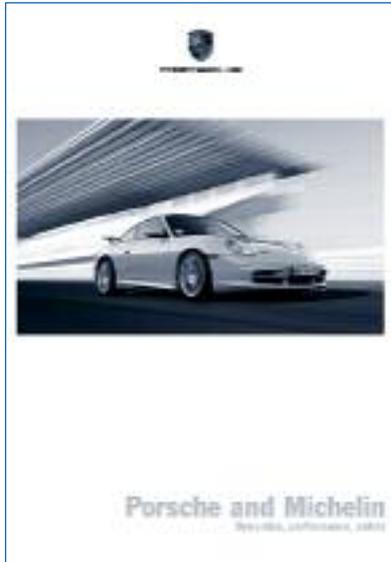


3. Info exchange

Informative Michelin Brochure for Porsche Drivers

The Secrets of Black Gold



models: Michelin also supplies a comprehensive range of high performance tyres for classics such as the Porsche 356, the 928 and earlier 911 generations.

A total of 100,000 copies of the brochure have been printed, and they will be available in Porsche Centres worldwide from the middle of May 2004. They will also be distributed as part of various Porsche events during the year.

Peter Zabler
Michelin Reifenwerk KGaA

“Porsche and Michelin”: a successful partnership that is a byword for technical innovations and motorsport triumphs. Since 2002, the French tyre specialist has been Porsche’s co-operation partner in all aspects of “tyres”.

With its new information brochure entitled “Porsche and Michelin – Dynamics, Performance, Safety”, Michelin is documenting its commitment to the renowned Zuffenhausen sports car manufacturer.

Michelin and Porsche both have a long tradition in motorsport and lead the way in their respective fields when it comes to technical innovations. It is no wonder that the two companies work so closely together. Michelin is the exclusive tyre partner for the world’s two fastest marque trophies – the Porsche Carrera Cup and the Porsche Michelin Supercup.

The French tyre manufacturer is also involved in all of Porsche’s current series models. The Carrera GT drives exclusively on tyres with the world-famous Michelin man on the side.

The 24-page brochure provides detailed information about the development and special properties of the Michelin Pilot Sport (series tyres for Boxster & 911) and the Michelin 4x4 Diamaris for the Cayenne. The transfer of technology from motorsport to series production is also colourfully illustrated – showing the extent to which experience gained on the race-track influences the development of Michelin series tyres.

The brochure also includes an extensive overview of the Michelin tyres available for the individual Porsche models. Of course, the selection is not restricted to the current generation of

Porsche Club Mainfranken/Porsche Club Deutschland

Porsche Club Deutschland National Meeting

This year, the Porsche Club Deutschland national meeting is being organised by the Porsche Club Mainfranken. As the setting for the event, the Club has chosen the lively Baroque and cultural city of Würzburg in the Franconian wine-growing region. The city is situated on the River Main, surrounded by vineyards, and is dominated by Marienburg Castle, which is visible from miles around.

Other notable sights include St. Kilian's Cathedral, the new Minster, the historic ensemble of the Marienkapelle and of course the traditional wineries in the old town. However, the highlight is the Würzburg Residence – "The palace above all palaces". Balthasar Neumann, the great Baroque architect, created this impressive building in the 18th Century, and it is now listed as a UNESCO world heritage site. It is not just the attractive surroundings that will make this year's Porsche Club Deutschland national meeting into an unforgettable experience but also the varied programme.

The programme in detail:

2.09.2004, Thursday:

After individual arrival, guests will meet for a Franconian evening in the Hofkeller.

3.09.2004, Friday:

Those who have not opted to take a pleasure flight over Würzburg (not included in price) will join the "night watchman" for a city sightseeing tour or visit the cathedral treasury. After lunch in the Schützenhof restaurant, a Concours d'Élégance will be held on the Residenzplatz. A tour of the residence, the orangery and the court gardens round off the day's programme. Participants will spend the evening at Marienburg Castle.

4.09.2004, Saturday:

A photo hunt with activity stops is planned under the motto "The best of Franconia". Lunch at Hallburg will be followed by an archery session. The gala and Baroque evening at the Maritim Hotel Würzburg will bring the day to a close.

5.09.2004, Sunday:

Another highlight will be the boat trip to Sommerhausen, followed by brunch and the presentation ceremony at Sommerhausen Castle.

Price per person 325.– Euro for Club members.

Price per person 425.– Euro for non-members.

(includes all activities, meals, drinks, coach transfers, presentation ceremony and souvenir gift)

A booking form is available from the Porsche Club Mainfranken or on the Internet at:

www.porsche-club-deutschland.de

Please ensure that the Porsche Club Mainfranken receives your booking by 30th August 2004 at the latest.

Porsche Club Mainfranken e.V.
President Jörg Falckenberg
Tel.: +49 (0) 93 146 87 60
Fax: +49 (0) 93 146 876 25



Porsche Modell Club

Porsche Model Club Winter Swap 2004



On 6th November 2004, the 8th international Porsche Model Club Winter Swap will be held. It is the world's largest fair and exhibition for Porsche model cars with a scale between 1:1 and 1:220, Porsche literature, badges, art, promotional items, stamps and posters. This year, the event will not be held at Stuttgart Degerloch but at Plüderhausen bei Schorndorf, about 30 kilometres east of Stuttgart. "We are very pleased that Paul Ernst Strähle Junior is allowing us to use his 2,500 square metre motorsport hall there," said Porsche Model Club President and organiser Henk Koop from Holland.

Every year, hundreds of visitors from all over the world come to the Porsche Swap to buy, exchange and gossip. They haggle in German, French, Italian or English – Porsche technical language is international. Collectors spend a small fortune on Distler models, watches and Christophorus issues from the 1950s and 60s – anything, as long as it has something to do with Porsche. It is a case of first come, first served and the Porsche fans all haul their booty home in carrier bags. The range of prices for the items on offer stretches from a couple of Euro to almost infinity. For example, model builder Domenico Azzara has the limited edition 993 Carrera model, scale 1:12 for 5,000.– Euro. Somewhat cheaper are the handmade models by Italian craftsman Gennaro Robustelli at 500.– Euro or the 1:87 miniatures by high-tech master Taxis from Albstadt for 120.– Euro.

Around 80 exhibitors from ten countries are expected in Plüderhausen. For the first time ever, this year's event will incorporate a fair for classic Porsche vehicles and spare parts.

The 8th international Porsche Model Club Porsche Winter Swap 2004 will be open on Saturday 6th November 2004 from 10:00 to 17:00. The hall at Strähle Motorsport GmbH & CoKG can be found at Jakob-Schüle- Straße 60 in 73655 Plüderhausen. Entry costs 5.– Euro and is free for children under 10. Additional information is available from the General Secretary of the Porsche Model Club.

Porsche Model Club
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Porsche Sports Driving School

New: Porsche Sports Driving School Hires Vehicles for Driver Safety Training



30 Years

Porsche Sportfahrschule

It has finally happened: The Porsche Sports Driving School is providing a service that the Clubs have been calling for for a long time. Eight exclusive driver safety training courses will, for the first time, allow drivers to hire Porsche vehicles to participate if they wish to do so.

Over the past 30 years, with its Sports Driving School, Porsche AG has set itself the target of training participants in the safe handling of their vehicles at the limits of their performance, showing them true driving pleasure Porsche style and combining all of this with knowledge of driving technique and skill.

In all the training, they are trained by professional, internal Porsche instructors, who enjoy passing on their knowledge to them. It is knowledge that will definitely be of benefit to them in their day-to-day driving. Especially to mark this anniversary year, the programme has been extended to include a limited number of one-day training courses at two locations. In addition to the well-known range of racetrack courses, safety training will be available at two extremely interesting venues, the Michelin Driving Center in Groß Dölln and the Bitburg Airbase. These events can also be group booked, through the Porsche Travel Club as an incentive programme. This is certainly a unique opportunity, which could not be arranged through a car hire company or any other supplier of driver safety training.





Dates and prices for the events mentioned:

1-day basic training
Bitburg/Airbase

- 12.07.2004
- 13.07.2004
- 14.07.2004
- 15.07.2004
- 16.07.2004

400.– Euro driver/70.– Euro accompanying person

1-day basic training
Groß Dölln

- 28.07.2004
- 29.07.2004
- 30.07.2004

600.– Euro driver/70.– Euro accompanying person

Hire of vehicle (if required)

- Porsche Boxster 360.– Euro
- Porsche 911 410.– Euro

The Porsche Sports Driving School reserves the right to allocate two people to a vehicle. In this case, the hire costs per participant will be halved.

Further details of the courses can be found at: **www.porsche.com**, under: News and Events, Porsche Sports Driving School. For bookings, please use the adjacent form.

Your Porsche Sports Driving School Team



Further information is available from:

Frau Claudia Schäffner
Dr. Ing. h.c. F. Porsche AG
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Fax: +49 (0) 711 911 83 59
E-Mail: claudia.schaeffner@porsche.de

Herr Jochen Albig,
Porsche Leipzig GmbH
Tel.: +49 (0) 341 999 135 30
Fax: +49 (0) 341 999 139 12
E-Mail: jochen.albig@porsche.de



PORSCHE

Exclusion of Liability Declaration

To the benefit of Dr. Ing. h.c. F. Porsche AG, members of its organisation, executives, employees, staff, representatives and vicarious agents (hereinafter referred to as the beneficiaries), the signatory to the registration form declares the following with respect to the participation in the Porsche Sports Driving School at Porsche AG:

1. The signatory (participant) participates in the event at his own risk. He will bear all responsibility under civil and criminal law for any damage caused by him or to the vehicles he uses.
2. The signatory thus declares his agreement that the beneficiaries shall not bear any liability towards him for any personal injury, damage to property or financial loss, subject to the following restrictions: The exclusion of liability shall not apply if the beneficiaries are liable for gross negligence or malicious intent, or in case of injury to life, body or health. Likewise, it shall not apply if statutory compensation claims are asserted under default or impossibility for which the beneficiaries are responsible, nor shall it apply in the event of negligent violation of material contractual obligations; however, in such cases, liability shall be limited to compensation for the typical damages foreseeable at the time the contract was concluded. Claims under product liability law are unaffected.
3. Insofar as exclusion or limitation of liability has been agreed above, the signatory hereby agrees to this not only in his own name, but also on behalf of his companions, helpers, any alternative vehicle owner and all natural or legal persons to which the claims in the event of an incident may pass.
4. Should the persons represented by the signatory not agree to this, he shall indemnify the beneficiaries for all claims that could be made against them under to the invalidity of the above liability clauses.
5. The signatory shall indemnify the beneficiaries for all claims by third parties, if these are made against the beneficiaries due to damage caused by the signatory.

I recognise the conditions of participation of the Porsche Sports Driving School and the above exclusion of liability and shall undertake to follow them exactly.
I hereby confirm that the information entered on the entry form is correct.
The entry confirmation is not transferable!

Please send your entry to:

Dr. Ing. h.c. F. Porsche AG	Porsche Leipzig GmbH
Frau Claudia Schöffner	Herrn Jochen Albig
Porschestraße 15-19	Porschestraße 1
D-71634 Ludwigsburg	D-04158 Leipzig
Telephone ++49 (0) 711 911-8315	Telephone ++49 (0) 341 999-13530
Fax ++49 (0) 711 911-8359	Fax ++49 (0) 341 999-13912
E-Mail: claudia.schaeffner@porsche.de	E-Mail: jochen.albig@porsche.de

Comments/Requests for us to consider _____

Possible alternative date (please specify) _____

Place _____ Date _____

Signature of driver _____ Signature of 2nd starter or double starter _____

Registration for safety training with Porsche Sports Driving School 2004

_____ Date _____ Racetrack _____

Single or double room from _____ to _____ 2004

_____ Date _____ Racetrack _____

Single or double room from _____ to _____ 2004

_____ Date _____ Racetrack _____

Single or double room from _____ to _____ 2004

Accommodation at own cost (except Mugello training).

Surname of driver First name

Date of birth

Street/No. Postcode/City

Home telephone Business telephone or fax

Name of accompanying person or double starter

Vehicle make Type kW

Registration Year of construction

I have already _____ participated in Safety Training with the Porsche Sports Driving School at Porsche AG.

The entry fee of Euro _____ for the driver

plus Euro _____ for the double starter

plus Euro _____ for the accompanying person

is enclosed as a crossed cheque.

has been transferred to Deutsche Bank AG, Stuttgart (A/C no. 94 06 000, Sort code 600 700 70, IBAN: DE 05 6007 0070 0940 600000, SWIFT CODE: DEUTDE33).

The date of the event has been specified as the payment reference.

We would like to provide you with further information about the Porsche Group and keep your contact details on file. Your data will be treated as confidential and will not be used outside the Porsche Group. If you agree to this, please tick the box above.



Porsche AG and Porsche Design Salzburg Set Up Joint Company

Aiming for Unified Management of Porsche Marque Outside the Automotive Sector

Stuttgart. Dr. Ing. h.c. F. Porsche AG, Stuttgart, and Porsche Design Management GmbH, Salzburg, are aiming to combine their management of the marque outside the automotive sector. Future activities will be carried out under the auspices of a newly established company. This will standardize and therefore reinforce the representation and perception of the Porsche marque.

Since 1978, Prof. Ferdinand Alexander Porsche and Ing. Hans-Peter Porsche, the founder of Porsche Design Management GmbH in Salzburg, have successfully built up their design and licensing business, established the "Porsche Design" brand and supplemented their core activities with several exclusive retail businesses (so-called Porsche Design Flagship Stores) in Germany and the USA. In parallel, Porsche AG has built up the sale of accessories, clothing and sports equipment, such as Porsche bicycles, to accompany their car business under the name "Porsche Selection".

The partners expect that combining the Porsche Design and Selection activities under the umbrella of their joint company ("Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG" – Porsche Licensing and Trading Company) will result in synergies and therefore bring benefits for both parties in the high quality luxury goods and accessories sector. Porsche AG will have a majority stake in the new company, which will be based in Bietigheim-Bissingen.

Porsche Press Department

Porsche Design Driver's Selection

Porsche Design Drivers Selection – Time for Summer

Rising temperatures and sunshine make Porsche even more enjoyable. And that doesn't just mean our cars. With its current range, Porsche Selection offers numerous opportunities to enjoy the summer. Whether it is casual T-Shirts and caps to protect you from the sun, our Sports series for those who like to be active and travel or our dinghies for the water, we have something for everyone.

The **Children's Dinghy** in the shape of the 911 Carrera 4S Cabrio will put its young driver firmly in pole position on the beach and in the pool. TÜV tested and fitted with a two-chamber system, the shiny silver Cabrio has a high quality printed design. The towing line means that whoever is watching the children can be used as a convenient engine.

The **Porsche Raft** is suitable for older children and adults looking for recreation. With a wild water look, the robust boat is also TÜV tested, and comes complete with two aluminium paddles with Porsche lettering, seats, a safety line and a nylon bag allowing convenient and clean transportation on land.



- WAP 040 000 14 Children's Dinghy
- WAP 060 045 14 Porsche Raft



- WAP 570 00S-XXL 14
Heritage T Shirt "Porsche 959 Paris-Dakar"
- WAP 572 00S-XXL 14
Heritage T Shirt "Porsche 911 RS"

The two **Porsche Heritage T-Shirts** from Selection provide you with the perfect outfit for your leisure time this summer. For rally fans, there is the **"959 Paris-Dakar"** model from 1986. It graces the back of the shirt in a bold all-over print, while the front fittingly documents the stages of the legendary race.

Meanwhile, those who prefer their sporty driving on asphalt can demonstrate this with the **"Porsche 911 Carrera RS" Heritage T-Shirt**. The image on the back is the RS from 1973. The front has a 911 logotype.

The Porsche Sports series has a matching look and gives you the chance to be perfectly equipped on your travels.

The **Sports Trekking Rucksack** has a capacity of 60 litres (expandable to 70 litres) and various compartments and pockets. The waist strap, chest strap and the multi-layer shoulder straps can all be individually adjusted and combine with the air conditioned back padding to provide exceptional carrying comfort.

With a separate shoe compartment and various pockets, some of which can be removed, the **Sports Team Bag** is the ideal companion for sports and leisure time. Its large capacity of 90 litres can even be expanded by another 15 litres.

The **Sports Rucksack** with several external pockets and a 25 litre capacity is perfect for weekend trips. Thanks to the foam rear panel with air circulation system, it is extremely comfortable to carry.



- WAP 035 089 14
Sports Trekking Rucksack
- WAP 035 087 14
Sports Team Bag
- WAP 035 088 14
Sports Rucksack

Porsche Tequipment

You can fit a lot of luggage in the Cayenne. Why not put some more on top of it?

The Cayenne stands for exceptional sportiness. This includes a generous and sophisticated transport concept for sport and leisure. The Tequipment range offers tailored systems to make optimum use of its loading capacity, and even expand that capacity, so you can enjoy sport and leisure even more.

Essentially, there are two different options for attaching the Porsche roof transport racks to the Cayenne:

The **Roof Transport System** is easy to use and matches the whole tone of the Cayenne's design. The maximum roof load is 100 kg. The basic racks can be attached in predefined positions so they can be set up for various transport kits. The lockable control flaps provide the required protection against theft.



- Roof Transport System
Part No. 955 044 000 22

In addition, the roof fittings available from Porsche Tequipment can be used on vehicles without a roof transport system, if the vehicle has a roof rail instead. The high quality aluminium **Roof Rail** with calendered surface matches the other aluminium fittings on the Cayenne and the design of the whole vehicle. It combines perfectly with the 4 **Roof Strips**, which provide a visual highlight with their aluminium effect paintwork.



- Roof Rail
Part No. 955 044 000 30
- Roof Strips
Part No. 955 044 000 29

To attach the roof fittings to the roof rail, you will need to use **Traverse Members** (including adapter kit). In this case, the maximum permitted load is 75 kg.



- Roof Rail Traverse Members
Part No. 955 044 000 35
- Adapter Kit for loader
Part No. 955 044 000 36 (not shown)

Further information about our complete range of products and the current Tequipment and Selection catalogues are available from your Porsche Centre or on the Internet at www.porsche.com

To enable you to handle the transport fittings as easily as possible, the current Tequipment range for the Cayenne also includes a **Loader**. This device is used to pivot the rack to the side, allowing you to load it conveniently at chest height. It can be pivoted on either the right or left side of the vehicle.



- Loader
Part No. 955 044 000 04
- Cycle Rack
Part No. 955 044 000 08

The **Cycle Rack** is ideal for transporting all modern bicycles (including children's bicycles) with a wheel diameter of up to 85 mm. Up to four cycle racks can be fitted to the roof transport system.



- Surfboard Rack
Part No. 955 044 000 07

The **Surfboard Rack** ensures secure transportation of board and mast.

WAKE-UP



BREAKFAST



BOSE



OFFICE



**CARPE DIEM – START YOUR
DAY WITH AN EXTRAORDINARY
LISTENING EXPERIENCE.**



■ Some cars are more than a means of transportation. It follows, that sound systems in such cars should be able to do more than just reproduce music. That's why Bose® turns your vehicle into a concert hall – whether you're playing classical or rock. Enjoy a lifelike listening experience that touches your heart, almost as if you were at a live performance. This is made possible by our years of experience and our own demands for high quality, driven by a dedication to research and a love of music. That's how we're able to create factory installed, custom-designed automotive sound systems that take into account the unique acoustic signature of a given model. The result is a listening experience that turns every drive into something special. Discover the difference at your local car dealer.

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Better sound through research.