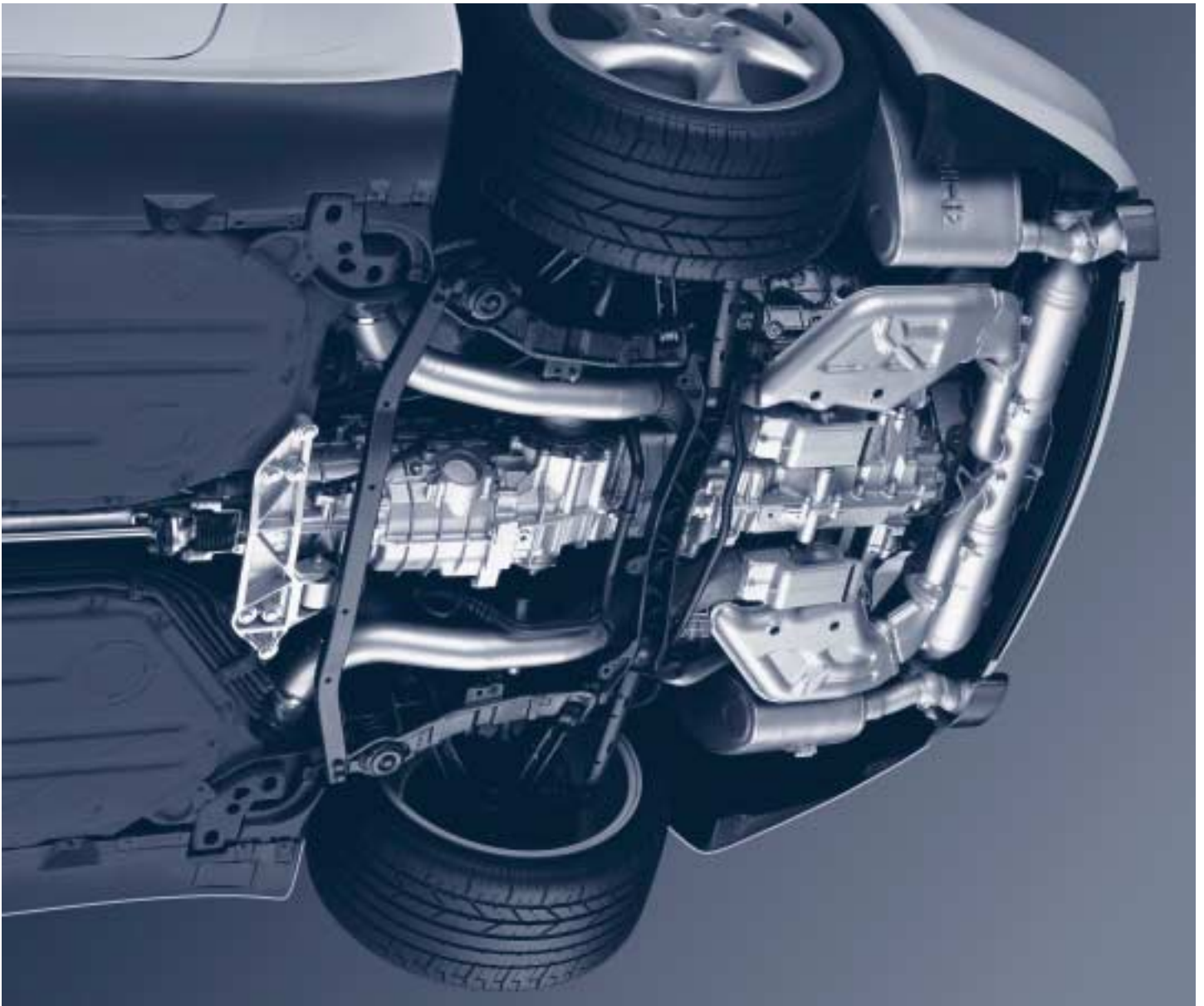




August 2004

Porsche Club

News 3/04



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PORSCHE

Editorial

Dear Porsche Club members,



It is currently the height of the season for Porsche Clubs; the number of Club events being held at the moment leave no doubt about that. In this issue of the Porsche Club News we report on some of these national and international events, including the Porsche Parades in Europe, Japan and the USA.

At this kind of major events, it is almost traditional that members of the Porsche family and/or the Porsche AG board are among the participants. However, they do not see their participation as merely fulfilling an obligation, but thoroughly enjoy sharing experiences with Porsche enthusiasts, while their dedication underlines the close links between the Clubs and Porsche AG. From this point of view, the Porsche Clubs enjoy a really privileged position compared to other brand clubs.

Porsche Club members were also the first Porsche customers to be shown a special film produced to mark the launch of the brand new Porsche 911. The premiere was during the USA



Parade in Texas and met with great applause. As well as fascinating driving scenes the film, which is entitled "Precision 911", also includes extensive information about the technology and development of the new Porsche model.

The Porsche Club Co-ordination will shortly be sending this film exclusively to all Club Presidents worldwide – as a kind of thank you for their loyalty to the brand, their work on the Club committee and, last but not least, their support in the Club Co-ordination market research study.

Among other things this survey, which was carried out at considerable expense among Club committees, Club members, Porsche Centres and Porsche subsidiaries should provide information about the interests of Club members and their satisfaction with Club membership and the services offered by the Porsche Club Co-ordination. You can read the insightful results on page 14 of this Porsche Club News.



We at the Porsche Club Co-ordination would like to take this opportunity to thank everyone who so carefully completed our comprehensive questionnaire. The knowledge gained will be used to benefit both the Clubs and Porsche in the future.

Your Porsche Club Co-ordination

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 CMYK**). 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.

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