

1. News from Porsche AG

International Dealer Launch of New 911 in Lisbon



The appearance of the two versions in Estoril was also spectacular. The guests sat in a grandstand erected above the start and finish straight, from where they suddenly saw the vehicles racing towards them out of the darkness with full headlight beams. In the meantime, however, access gates had been opened silently below the grandstand and the 911s shot straight past the stunned onlookers. Equally impressive were the demonstrations by drivers from the Porsche Sports Driving School and a number of racing drivers including Walter Röhrl. They demonstrated the extraordinary capabilities of the new Porsche 911.



On the second day, after receiving extensive information about the technology, development and market positioning of the new 911 in the product and marketing workshops, the dealers and importers had the opportunity to experience the qualities of the new 911 for themselves. The two new 325 BHP/3.6 litre and 355 BHP/3.8 litre engines showed just what they can do out on the racetrack and on tours through the surrounding countryside. In particular, the test drives showed off the precise handling and the redesigned chassis – which on the S model includes “Porsche Active Suspension Management” as standard – and complemented the motto of the event: “Driven by Precision – Bridging the Future”.

Exactly 1,681 staff from 71 countries in the international Porsche sales organisation met in Lisbon at the beginning of July for the launch of the new Porsche 911. Dr. Andreas Offermann, Sales Manager, welcomed the guests. After a stylish dinner at the idyllic five-star “Penha Longa” hotel, they all drove to the Estoril racetrack, which is so steeped in racing tradition.

ent day documented the 40 plus year history of this now legendary vehicle, a tradition that the 997 is now continuing. And it will do more than that. Before unveiling the re-engineered 911, which will be launched in both a Carrera and Carrera S version, Chairman Dr. Wendelin Wiedeking emphasised that the new 911 will see Porsche expand its “pole position” in the sports car market.

There, a special exhibition of Porsche 911s produced from 1963 to the pres-



The two days were rounded off with a village festival with typical local specialties, presentations by local craftsmen and folklore displays.

The evening included a dynamic, modern show during which the new "Porsche Design Drivers' Selection" collection was presented.



The next day, the dealers and importers set off for home with impressive memories and with the conviction that the new Porsche has developed into an extremely successful sports car. This experience alone is motivation enough to put Chairman Dr. Wendelin Wiedeking's words into action: "The 911 is a fantastic car. Your job now is to convince as many people as possible to live the dream!"



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