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Porsche Club

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**At Porsche, we're dedicated to evolution of our sports cars.
And your driving skills.**

Porsche Driving Experience.



PORSCHE

New Year Greetings

Dear Porsche Club Member,



As we look back on 2005, we can confidently say that Porsche has yet again managed to surpass the previous year's achievements and set new records.

This success can be attributed first and foremost to the extension of our product family. It was just a few weeks ago that we presented the latest member of the Porsche product family, the Cayman S, and four new 4-wheel drive 911 series models to our worldwide dealer organisation. By doing so, we have re-strengthened our sportscar core business and thoroughly reformed the Porsche product programme.

Positioned between the Boxster and 911 series, the Cayman S is the perfect addition to our range of sports cars, and will appeal to a completely new, urban target group. The response internationally to the Cayman S has been extremely positive to date.

But it is primarily thanks to the Cayenne that Porsche has once again been able to post record sales for the

eleventh time in a row in the 2004/2005 business year. With 41,884 units sold, the sporty off-road vehicle was a considerable factor in this success – exceeding our original expectations.

Following the further development of both the 911 and Boxster series in the past business year, sales of the new sports cars have increased significantly, and have provided a guarantee of Porsche's continuing path to growth.

Unit sales of the Boxster were up some 38.7% on the previous year – to 18,009 vehicles. A total of 27,826 of the 911 series were sold – a 17.4% increase on the previous year – despite the fact that the new 4-wheel drive models had not yet even been launched and the high-priced models were being discontinued.

Porsche Group turnover also increased in the 2004/2005 business year by 6.8% to € 6.56 billion. This figure represents a new record for the company.

Porsche is again striving for new peak figures in the current 2005/2006 business year. Unit sales were already up 16.8% to 41,750 in the first six months of the current business year. Once again, the driving force behind the growth was the sports cars, of which the 911 increased by 20.2% to 14,800 vehicles and the Boxster series, including the Cayman S, by some 155% to 9,740.

However, it was not just with our road-worthy sports cars that Porsche was able to cause such excitement. The participation of the "RS Spyder" in the American Le Mans Series (ALMS) has

seen Porsche open a new chapter in the history of its sports cars. On the occasion of its premiere in Laguna Seca on the 15th of October last year, the Penske motorsport team's "RS Spyder" was able to celebrate a successful debut with victory in prototype class 2. Porsche is therefore back in motorsport, and has proven its competence once again in building high-performance racing vehicles!

But it wasn't just Porsche AG which achieved new records: the Porsche Clubs also managed to further increase membership numbers and the number of clubs.

The worldwide Porsche Club Organisation now consists of some 550 clubs with 115,000 members in 60 different countries. We welcome, of course, the continuously increasing number of Porsche enthusiasts who have committed themselves to our brand and wish to participate in increasing numbers in what are now often very large-scale events.

I have personally taken part in a number of these events and was enthused by the commitment of the organisers, the professional manner in which they were implemented and, of course, by the wonderful vehicles of the Porsche Club members.

This tireless application of the worldwide Club Organisation deserves special thanks!

I recall in particular, of course, the 50th anniversary of the "Porsche Club of America" and the USA Parade in Hershey, Pennsylvania. We used the occasion of this particular event in Hershey to present a special limited

edition of just 50 of the "911 Club Coupé".

Another high point of the past year was without doubt the F.A. Porsche Cup in Zell am See which was attended by members of the Porsche family, including Prof. F. A. Porsche.

I would also like to mention the Porsche Parade in South Africa which featured around 110 vehicles and at which club members were given an exclusive first viewing of the new Carrera 4 four-wheel models.

We can therefore justifiably claim that we created an even closer relationship with the Porsche Clubs in 2005, thereby increasing further Porsche's worldwide fan base.

Apart from the quantitative growth in unit sales and turnover, the increasing membership numbers of our clubs and the numerous events, Porsche also enjoyed extraordinary success in 2005 from the quality aspect:

- we currently have the youngest range of products in Porsche's history. With the launch of the new Carrera 4 coupé and cabriolet models we have successfully extended the 911 series. The international trade press is united in its agreement that these models set new standards in the sports car segment.

- The Porsche 911 Turbo, the first pictures of which appeared in the press a few days ago, will see Porsche pull away still further from its competitors in the absolute top segment of sports cars. The new 911 Turbo is particularly impressive with its innovative technology such as turbine geometry (VTG) which ensures further improvements in both power and driving dynamics.
- The response from the experts to the Cayman S has also been quite extraordinary. "Autoweek" magazine even voted it the best vehicle at the international motor show in Frankfurt. Such opinions show that the Cayman S is an ideal addition to the product family and will succeed in the international markets.
- We have also added another model to the Cayenne series – the Cayenne Turbo S. With a power output of 521 bhp, the Cayenne Turbo S represents the benchmark in the sports off-road vehicle segment, sprinting from 0 to 100 km/h in just 5.2 seconds, which makes it the second most powerful Porsche built for public roads after the Carrera GT. With the announcement of a hybrid variant of the Cayenne by the end of the decade, Porsche is also setting new targets in terms of reduced fuel consumption and environmental compatibility. This so-called "full hybrid" represents a drive concept which combines a spark ignition internal combustion engine and an electric motor, significantly reducing fuel consumption without compromising in any way Porsche's typical driving dynamics!

In addition to the product innovations of the existing series, we have definitively influenced the future of Porsche – and secured its long-term future – through two major strategic decisions taken in 2005.

- In July 2005, Porsche announced that it would be building the fourth series – the "Panamera". This four-seater premium class sports coupé sees Porsche systematically continuing its adopted growth strategy. The name "Panamera" – which is taken from the legendary long-distance race Carrera Panamericana – promises a high degree of emotionalism, as well as typical Porsche design and driving dynamics. The Panamera is expected to reach the market in 2009, with a minimum of 20,000 of the vehicles sold each year.
- A second, fundamental yet at the same time surprising decision was the 18.53% shareholding in VW. Porsche is now the biggest single shareholder in the Volkswagen Group, thereby ensuring the long-term independence of our most important development partner. VW is also an important supplier for around 30% of Porsche's sales volume, and will also be our partner in the development of the hybrid power unit.

The product developments listed clearly define the strategic directions being taken by Porsche. Even so you are likely to come across one surprise or other during the coming year which we hope will fire you with enthusiasm!

As part of our worldwide support for the Porsche Clubs we have set ourselves ambitious targets, with numerous highlights ahead in 2006:

- the Porsche Europe Parade from the 29th of June to the 2nd of July in Göteborg, Sweden;
- Porsche Club Japan will be celebrating the 20th anniversary of its existence in conjunction with the 10th Porsche Parade in Japan;
- then between the 13th and 16th of July 2006 we will be welcoming the presidents of the Porsche Clubs worldwide in Germany. We can't wait!
- The 51st Porsche USA Parade will be held in Portland, Oregon between the 6th and 11th of August 2006.
- The worldwide Porsche Clubs are also once again planning a whole host of different events which will see the international Porsche family getting together.

On behalf of the entire Board of Porsche AG, may I wish all Porsche enthusiasts all the best for an eventful series of Club events packed with fun and enjoyment!



Hans Riedel
Member of the Sales and
Marketing Board

In-house business:

To make it easier for us to produce the Porsche Club News, we ask you to let us have your contributions by e-mail. Please attach text contributions as a Word file. Your pictures should ideally be in **TIFF format**, otherwise in JPEG format (minimum resolution **300 dpi**, at an actual size of at least **13 cm width**, as RGB or CMYK). Please ensure that there are **no** "pixelations" in the images and that you do **not** save the images as indexed colours (web colour scale). We regret that we cannot process Word files or Powerpoint presentations containing embedded images to printable quality.

Your editorial

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The current Porsche Club News and archived editions from number 1/99 onwards can be requested on the Internet at: www.porsche.com.

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invigorate your Porsche for the spring.**

Porsche Spring Check Porsche Service

The Porsche Spring Check will give your car a clean bill of health after the rigours of winter. Using specially defined checklists, we will give your Porsche a thorough inspection to prepare it perfectly for the coming spring months. As part of the service, we can also fit your summer tyres or store the hardtop of your Cabriolet. To find out more about the range of services on offer, please contact your Porsche dealer.



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