

1. New from Porsche AG

Porsche Lizenz und Handelsgesellschaft

Porsche Design Store opens in Florence

The Porsche Design Group (Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG), Bietigheim-Bissingen, has opened a new Porsche Design Store in Florence. The 80 m² store is located in a prime position on Via Tornabuoni in the city centre.

The Porsche Design Store in Florence was planned by the Porsche Design Group in collaboration with the Italian architect Matteo Thun and Munich-based corporate design agency KMS. The new store concept was originally proposed in January 2005 on the occasion of the opening of the Porsche Design Store in Berlin. Details were first published in the May 2005 edition of Porsche Club News.

Stores of this type stock the entire product programme of Porsche Design, and therefore communicate the idea and philosophy of the brand. Other marketing avenues include franchise stores, shop-in-shops, high-quality department stores and discerning stores within the specialist trade.

The company now has its own stores in Berlin, Hamburg, London, New York, Florence, Beverly Hills and Costa Mesa/Los Angeles, as well as eleven franchise stores. According to Dr. Siegmund Rudigier, Chief Executive of the Porsche Design Group, there are expected to be a total of 30 such stores over the medium term.

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Porsche AG

Premiere – 911 Turbo more powerful than ever



Always the undisputed leader of the 911-series, the new 911 Turbo had its world premiere on 28 February at the Geneva Motor Show. With new technical highlights and a distinctively muscular appearance, it is the most powerful 911 ever.

Wider, quicker and even more fascinating – the new 911 Turbo once again more than lives up to its reputation as a figurehead. Here are the key facts and figures:

- **Power:** The 3.6-litre Boxer produces 353 kW (480 bhp) at 6,000 revs. The maximum torque has increased to 620 Nm and is available in the 1,950 to 5,000 revs range.
 - **Power output:** With six-speed manual transmission, the Turbo sprints from 0 to 100 km/h in 3.9 seconds, and from 0 to 200 km/h in 12.8 seconds. In fifth gear, it accelerates from 80 to 120 km/h in 3.8 seconds.
- A word of caution:** The Turbo is now even sportier with the optional

Tiptronic S automatic transmission: it performed the sprints in 3.7 seconds (0 to 100 km/h) and 12.2 seconds (0 to 200 km/h), and interim acceleration (80 km/h to 120 km/h) in 3.5 seconds. Top speed for both gearbox variants is 310 km/h.

- **Technical highlights:** Variable turbine geometry (VTG) is used for the first time in the turbochargers. Adjustable guide vanes direct the exhaust flow variably and selectively to the turbocharger's turbine wheel, producing improved elasticity and acceleration, especially at low revs. The newly developed four-wheel drive has an electronically controlled multi-plate clutch. Porsche Traction Management (PTM) distributes the power variably to both drive axles. Depending on the driving condition, it continuously ensures optimal distribution of torque, and therefore the best possible drive. The PTM is one of the most powerful, yet at the same lightest, four-wheel systems.



- **Design features:** the new nose section has distinctive cooling air inlets. Oval Bi-Xenon headlamps are fitted as standard, along with widely spaced, deep-set fog lamps and new LED flashers positioned in the cooling air inlets. The rear assembly is 22 millimetres wider than that of its predecessor. The split wing has been redesigned in line with the rest of the dimensions. It leans slightly down on the edges, nestling up against the shape of the wings. New side air inlets behind the doors ensure more efficient cooling air entry into the charge-air coolers.
- **Market launch:** On 24 June 2006 in Germany, and on 8 July in the USA.
- **Price:** Basic price is 115,000 euro. In Germany, the Turbo costs 133,603 euro, including VAT and specific national duties. In the USA, it costs 122,900 dollars (excluding taxes).

History

1905: The turbocharger was born. On 16 November, Swiss engineer Dr. Alfred Büchi (1879 – 1959) receives the patent for the “internal combustion engine system consisting of a compressor (turbine compressor), piston engine and turbine”.

1923: First use. With exhaust gas turbocharging, the output of the ten-cylinder diesel engines of the “Danzig” and “Preussen” passenger ships increased from 1,750 to 2,500 bhp.

1973: Porsche uses the over 1,100 bhp 917/30 in the American CanAM-series as the turbo technology benchmark. The racer outclasses its opponents.

1974: Porsche presents the first 911 Turbo at the Paris Motor Show – the world’s first turbocharged production sports car. It sprints from 0 to 100 km/h in 5.5 seconds.

1977: Thanks to a charge-air cooler, the successor to the original Turbo now generates 300 bhp from a 3.3 litre engine.

1987: A second turbocharger is used for the first time on the turbo technology benchmark 959.

1995: The bi-turbo era in production vehicles begins. The new 911 Turbo sparkles with sensational performance (0 – 100 km/h in 4.5 seconds) and new emission control. Catalytic converter technology in combination with on-board diagnostics II makes it the world’s cleanest car.



2000: The new VarioCam Plus technology reduces the new 911 Turbo’s consumption (by 18 per cent compared with its predecessor) and emission and improves its running.

2005: Porsche uses a turbocharged spark-ignition engine with variable turbine geometry (VTG) for the first time. The technology significantly improves elasticity, particularly at low revs.

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Porsche AG

A new loco in the new look



Main station in Berlin: the new “Porsche loco” has officially been commissioned. “We are looking to the railways because we have the road at heart”, said Porsche CEO Dr. Wendelin Wiedeking.

The Chairman of Deutsche Bahn AG, Hartmut Mehdorn, symbolically handed over the modern electric locomotive in an exclusive Porsche design to Dr. Wendelin Wiedeking at Berlin’s new station. The new “Porsche loco” is a 6,400-kilowatt 182-series traction engine which accelerates from nought to 200 in around 20 seconds. It will pull mainly heavy goods trains throughout the whole of Germany.

The Deutsche Bahn CEO took the occasion to thank the sports car manufacturer for the ongoing activities of switching the transportation of vehicles and components onto the railway. Mehdorn said: “Porsche is a good example of how logistics can be organised in an intelligent and environmentally friendly way. That is very much

our strength as an integrated mobility and logistics group.”

From this spring, Porsche will be transferring the deliveries of engines and components from road to rail using completely redeveloped rail wagons and megatrailers. Wiedeking: “Through close cooperation with Deutsche Bahn, we are able to avoid around 15,000 journeys a year by lorry, which is equivalent to almost 20 million kilometres.” According to Wiedeking, the switch from road to rail would mean thousands fewer lorry journeys on German roads. Of course, Porsche is not acting entirely from selfless motives: “As a sports car manufacturer, we are looking to the railways because we have the road at heart”, admitted the Porsche CEO.

As early as February 2001 Porsche had begun to introduce a transportation and logistics concept which is heavily based on rail travel. Since then, all vehicles destined for export overseas have been transported in special

wagons from the Porsche loading station in Kornwestheim to the North Sea ports in Emden and Bremerhaven. On the return journey, the wagons are loaded with Boxsters and Cayman models from Finland destined for customers in Southern Europe.

Porsche also uses the railways in Leipzig: each day the pre-produced bare bodies arrive on a special train at the plant’s own station from where they enter production. Similarly, all completed Cayennes destined for export overseas are transported exclusively by rail to the North Sea ports.

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**If you are taking your Porsche on holiday,
make sure it's as prepared as you are.**

Porsche Holiday Check Porsche Service

The Porsche Holiday Check is our way of helping with your holiday preparations.

It includes a basic check of all electrical and mechanical functions that are particularly important on a long journey, as well as for the all-round safety of your Porsche. To find out more about the range of services on offer, please contact your Porsche Centre.



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