

# 1. News from the Porsche AG

Premiere

## Cayenne, Premiere with new strengths



**The second generation of the Cayenne is ready for the off. What is immediately clear? The new, striking features promise a whole lot of motoring enjoyment.**

Even more powerful, even more dynamic—those are the excellent attributes of the new Cayenne. The three different models Cayenne, Cayenne S und Cayenne Turbo have more powerful engines beneath their bonnets which feature a direct fuel injection for the first time.

In addition, the engine capacities have been increased and the variable valve control VarioCam Plus introduced in the eight-cylinder engines. This in-



creases the performance values to 290 hp (213 kW) in the six-cylinder and 385 hp (283 kW) in the eight-cylinder. The turbo engine now brings exactly 500 hp (368 kW).

The introduction of the direction fuel injection and the greatly improved aerodynamics are the formula for a higher

road performance and lower fuel consumption. Depending on how they are driven, the individual models can save up to 15 percent fuel. Innovative technology also benefits the road safety.

The air suspension system with the Porsche Active Suspension Management (standard in the Turbo) can be

supplemented by the new Porsche Dynamic Chassis Control (PDCC) on request. Two active stabilisers compensate for the lateral drift in bends. For off-road driving, PDCC enables a maximum axle articulation and therefore improves the traction.

Carrera Edition 11/06



Review

## Premieres and Events of 2005/2006



The Quivering Desert: the Cayenne Turbo S kicks up a sandstorm

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### Models: The most important presentations

#### February 2006

Behind the Carrera GT, the Cayenne Turbo S is the second most powerful, road-licensed Porsche on the market—and it has the desert quivering. Because journalists from all over the world have come to see the new top model perform in the rolling dunes of the desert state of Dubai. The eight-cylinder bi-turbo engine brings 383 kilowatts (521 hp) at 5500 rpm which is 52 kilowatt or 71 hp more than the Cayenne Turbo. The Cayenne Turbo S races in 5.2 seconds from zero to 100 km/h and reaches a maximum speed of 270 km/h.

#### March 2006

The road racer puts its foot down. International media representatives test the new 911 GT3 in Italy. The route takes us from Verona to the Adria International Raceway. The sharpest version of the current 911 demonstrates its versatility on the motorway, overland, in city traffic and finally on the race track.



#### May 2006

The New 911 Turbo: A Masterpiece is unveiled. More than 700 international journalists have a close look at the new 911 Turbo in May 2006 in Benalup in Spain. The impressive data of the masterpiece: 480 hp, 3.7 seconds from zero to 100 km/h (Tiptronic S), and 310 km/h top speed. That's the theory.

Walter Röhrl does the practical convincing. The Porsche representative offers "taxi rides" over a specially closed off rolling, winding stretch of road.

#### July 2006

The Cayman is on the loose: The kid brother of the Cayman S is presented to international media representatives at a demonstration drive in the Hochtaunus nature park.

A 147 kilometre long stretch of road with a mixture of winding country roads and motorway sections offers ideal conditions for testing the 245 hp, 258 km/h fast sports car.



The New 911 Turbo: A Masterpiece is unveiled

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### Memories: The most important events

#### December 2005

An extraordinary project is attracting attention in German hospitals: The staff of Porsche Consulting together with McKinsey are providing successful help with the process optimisation in heart and vascular surgery at the Freiburg University Clinic. The productivity has increased by 30 percent. "We'd never have found the solution without Porsche.", says Professor Dr. Friedhelm Beyersdorf.

#### April 2006

Happy end to a success story: The last Carrera GT rolls out of the assembly hall in Leipzig. Porsche's dream car which was produced in a limited edition and won countless prizes is considered the most successful super sports car for the road of all time.



Porsche is celebrating an anniversary and remembering its roots: Ferdinand Porsche founded his engineering office in the Stuttgart city centre 75 years ago.

This sowed a seed of modern automotive technology. Today the "Engineering Services" division is incorporated in the

**End of a legend: The last Carrera GTs are built in Leipzig**



Porsche Engineering Group GmbH in Weissach (PEG).

**May 2006**

The Porsche Managing Board decides to build the Panamera in Leipzig. The factory is being expanded considerably for this purpose. Among other things, a production hall and a logistics centre are being built, a pilot and analysis centre and a training workshop are being

**Preview: The computer animation shows the extension of the Leipzig factory**

added to the assembly hall. The company is investing a total of about 150 million Euro in the conversions and extensions.

The new Porsche Arena in Stuttgart is opening with the German television live broadcast "Verstehen Sie Spaß?". Not only TV presenter Frank Elstner feels immediately at home "in this new Porsche". Guests at the opening night include Baden-Württemberg's Premier Günther Oettinger and Stuttgart's Lord Mayor Wolfgang Schuster.





**Showpiece: The 911 GT3 Cup in front of the new Motorsports Center**

**July 2006**

Porsche Motorsport has a new home: An extensive building complex with a warehouse, terminal and various workshops was completed within a year at the Weissach Development Centre. More than 10,500 square metres are now available.

A 911 is flashing its eyelids at cinema audiences: In "Cars", the new animation film from Disney/Pixar, a 911 plays the female leading role. Her name: Sally Carrera.

**Awards: The most important successes**

**December 2005**

Dr. Wendelin Wiedeking receives the "Autocar Award for Outstanding Achievement" in London for his part in the growth of Porsche. "Autocar" is the most important motor sport magazine in the UK.

**January 2006**

2,500 selected executives from German business agree unanimously: Porsche is the company with the biggest reputation.

For the fourth time in succession they voted the sports car manufacturer number one of a total of 177 companies in the renowned "Image Profile" study which covers all branches of industry.

The German Porsche customers are the most satisfied as far as being supplied with spare parts is concerned. The company comes first ahead of Toyota and Subaru in an ADAC practical study.

The US magazine "Automobile Magazine" describes the Boxster as "the sports car from heaven" and awards it the title of "Automobile Magazine All-Star".

**February 2006**

The 911 of the 997 series receives the Design Award of the Federal Republic of Germany. It is the highest accolade in design to be awarded in Germany.

The jury found "the gentle and sophisticated modernisation of a unique style idol" worthy of distinction. The 911 came out on top of 900 nominees.

The "best sports cars" again come from Porsche. Readers of the "auto motor und sport" magazine vote the 911 and the Carrera GT in top places.

**March 2006**

Readers of the "AutoBild" have decided: The Cayman S is the best newcomer of the year on the German car market.

**June 2006**

Car buyers in the USA award top marks for the quality of Porsche sports cars. The company overtook all its competitors to win first place in the internationally recognised study of the Californian market research institute J.D. Power. Last year Porsche ranked number 32.

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**On the Road again:**

**Sally Carrera gives a lesson in "joie de vivre" and philosophy of life in "Cars"**

