

# Porsche Christophorus 339

## Regional Highlights Focus on Porsche in China

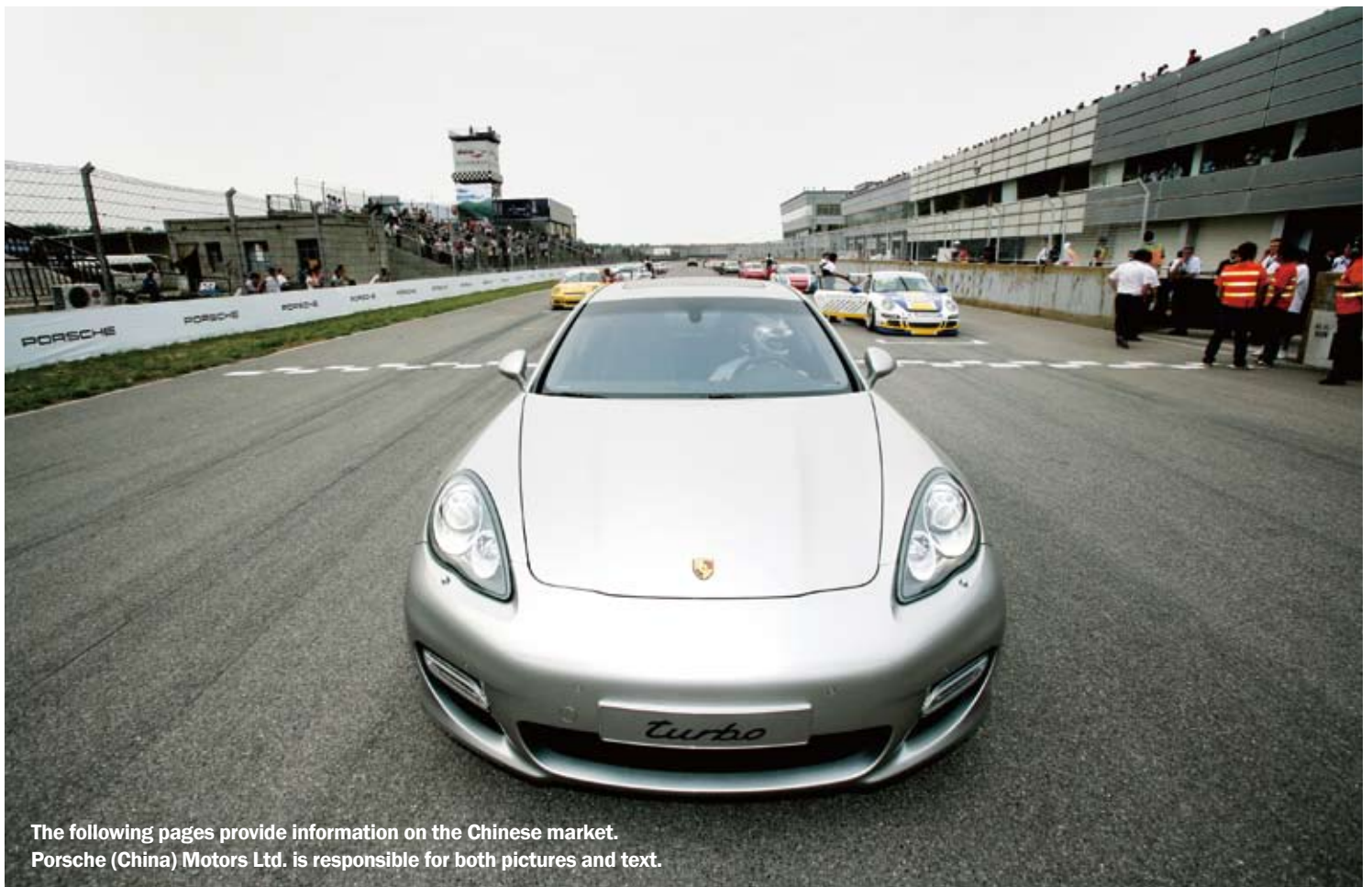
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The following pages provide information on the Chinese market.  
Porsche (China) Motors Ltd. is responsible for both pictures and text.

# Indulging the Porsche Fascination

By Geoff Tink    Photos by Fan Yi and Luan Qi

It is impossible to forget your first drive in a Porsche sports car. The first sight of the classic design, the first sound of the purr in the engine, and the first thrill as the thoroughbred car leapt into life. A passion for Porsche offers a lifetime of fascination. On 10 May 2009 in Beijing, Porsche China introduced the first event to capture the Porsche experience – Fascination Porsche.





To the thrill of Fascination Porsche guests, the Porsche Carrera Cup Asia allowed exclusive access to the starting line before each round of competition. The fans of Team Starchase were quick to get a photo with their team driver, Christian Menzel.

As Sunday dawned in Beijing, it was clear that the inaugural Fascination Porsche event would be a special occasion. The Beijing Goldenport International Circuit was bathed in warm spring sunshine, providing the perfect conditions for a day of racing and family activities. Buses with large groups of Porsche enthusiasts from around China, began arriving at a circuit adorned in Porsche banners celebrating the illustrious history of the marque and acclaimed model range.

Fascination Porsche was an event never before experienced in China, designed to provide a complete Porsche experience for the whole family. The highlight was the third and fourth rounds of the Porsche Carrera Cup Asia 2009, but there was far more to the event than motorsport.

For those with a love of Porsche driving, the latest Porsche model range was presented in an action-packed schedule of race track driving, off-road demonstrations and hot laps. During breaks in track racing, an invitational group of motorcycle stuntmen thrilled the crowd with daring riding performances. For the families, the Porsche Kids Driving School, Michelin Pit Stop Challenge, racing games and an assortment of exclusive shopping added further excitement to the variety of activities on offer.

The Chief Executive Officer of Porsche (China) Motors, Mr. Helmut Broeker, summarised the feeling of everyone behind the event when he declared, "Holding 'Fascination Porsche' in Beijing affirms once again how dedicated we are to expanding the experiences that Porsche offer Chinese enthusiasts. This event shows the proud sports car and racing heritage of Porsche." There was a confidence that Fascination Porsche would indulge enthusiasts of all ages.

And indulge it certainly did. Arriving at the registration desk, mothers were greeted with a rose in celebration of Mothers Day. The beckoning growl of 911, Cayman and Boxster sports cars tearing around the Goldenport Circuit lured people into the entrance tunnel where they were treated to a light and sound display celebrating the Porsche motorsport heritage.

Emerging from the entrance tunnel, the visiting groups of Porsche enthusiasts were immediately surrounded by the largest Porsche formations ever arranged in China. The entire range, with a spectacular array of special edition models, in a kaleidoscope of colours, provided the perfect welcome to the visiting guests. Central amongst the model line and drawing the gaze of onlookers, was the new Porsche Panamera. Fresh from the Worldwide Premiere at Auto Shanghai, the Panamera drew a constant flow of admirers throughout the day.



Along with rounds of the Carrera Cup, there was no shortage of entertainment for Porsche guests.

Adding to the impressive selection were further tributes to the celebrated culture of performance and innovation at Porsche. Other recent worldwide debutants, the Porsche Cayenne Design Edition 3 and Porsche Cayenne Transsyberia, captivated onlookers with their entirely unique model designs. Enhancing the display of Cayenne highlights was the presence of one of the 500 Porsche Cayenne Edition Style models, exclusively available in Mainland China only. Drawing special attention in front of the VIP hospitality area was yet another stunning car. With a carbon-fibre chassis perfectly polished in a marvellous Guards Red, a Porsche Carrera GT drew the adulation of the crowd all day long.

From the comfort of the VIP Lounge, specially invited guests were treated to hospitality from the Beijing Hilton. Gourmet food and drink was available, allowing VIP visitors to explore the activities in leisure. From the comfort of the hospitality suites, live race footage of the Porsche Carrera Cup was available, with additional expert commentary from Mr. Jon Flinn and famed CCTV host, Ms. Zhu Huan. After each race, spectators could get even closer to the action, as drivers were available for questions and autographs.

Between the two rounds of the Porsche Carrera Cup Asia, visitors to Fascination Porsche had the opportunity to experience more of what makes

Porsche such an iconic sports car marque. A selection of Porsche 911, Cayman and Boxster cars were available for high-speed test drives and hot laps on the Goldenport circuit. For those seeking a grittier experience, five Porsche Cayenne cars patrolled the off-road track, allowing guests the opportunity to experience the dynamic driving capabilities of the world's leading four-wheel-drive.

Other activities explored the enjoyment of prestige cars and motorsport. With support from Michelin, the Pit Lane Challenge offered guests the excitement of competing to remove the front and rear tyre from a race car. Elsewhere, visitors could get a snapshot with the latest



Fascination Porsche offered unprecedented access to the Pit Lane and Race Track, before and after each round of the Porsche Carrera Cup Asia.



The Porsche Cayenne has been an ongoing favourite of the Chinese people and the off-road driving experience proved a leading attraction.



Tim Sugden (Team GruppeM Racing), Darryl O'Young (Team Jebesen) and Christian Menzel (Team Starchase) share stories and sign autographs for Porsche fans.



The Carrera GT provided an attraction for sports car lovers throughout the day.

911 Turbo, or race against friends in a computer simulation of the Porsche Cayman on the Beijing Goldenport Circuit.

Finishing the day, was a late afternoon of Hot Laps in the PCCA GT3 race cars. These high-speed tours of the circuit are affectionately known as “taxi drives” by the drivers, but as the cars pushed 200km per hour, it was clear that none of the fortunate passengers had ever experienced a similar taxi drive in China. “On the first lap I felt dizzy” exclaimed Windy, “but the second was great!”

When you purchase a Porsche vehicle you make an investment in your way of life. A Porsche car provides an opportunity to escape. Fascination Porsche aimed to offer a new opportunity to retreat from the daily grind and satisfy the inner Porsche passion. But was it a success? We asked the people that mattered most.

The Carrera Cup racers certainly thought so. Debut competitor, Rodolfo Avila of the ART team from Macau, “People really enjoy talking to the drivers and for us it’s fun, since nobody else does this in Asia.” For the drivers who had been to Beijing before, it was also a major success. Despite carrying two broken ribs into the event, Tim Sugden was happy when he remarked “I liked it, it was a good event on a nice track.” A two-time winner of the Porsche Carrera Cup Asia, Darryl O’Young summarised sentiments perfectly when he confirmed “Today was cool, the customers got to experience everything – they really got to see, hear and touch all that is Porsche.”

Most importantly, Fascination Porsche was a success for the Porsche enthusiasts making the journey from around China. As the crowds slowly departed Goldenport in the early evening, the sounds of happy visitors could clearly be heard amongst the chatter. “It was like a big fun park” said Mr. Kuang from Beijing, “and you could really enjoy yourself.” Fascination Porsche proved to be more than just a day of Carrera Cup racing action. Fascination Porsche provided a complete day of Porsche indulgence – and a day to remember.



# Learning to Thrill: Porsche Kids Driving School

By 丁杰飞

Photos by Fan Yi and Luan Qi

“When I grow up I want to drive a bus,” declared six-year-old Yang Yang, as he strode towards the parked Porsche Boxster pedal car. Out of surprise, I interjected and pointed out that a Porsche Boxster would certainly have better drive dynamics than a bus. But before I could finish, he was away in a flash of pedalling feet, dashing around the mini-road course. This was the inaugural Porsche Kids Driving School at Fascination Porsche and children from around China had come to see what had been thrilling children around the world for years.



Throughout the day, instructors were available to offer driver education to the young motorists and their Porsche pedal cars.



On a beautiful Sunday at the Beijing Goldenport International Circuit, Fascination Porsche launched the inaugural Porsche Kids Driving School in China. The new children's driving course became the latest addition to the calendar, offering young drivers in China their first taste of Porsche. Over 60 youngsters enjoyed a day of thrills – and the occasional spill – in a fleet of ten Porsche pedal cars on an 80 metre road course, simulating all the potential traffic challenges a driver may encounter.

Before driving an imported Porsche pedal car on the mini-track, all young students were provided with a lesson on road rules from the professional instructors on hand. “What does this say?” asked the instructor as he pointed to the ‘Stop’ sign on the wall. Without delay, “Ting” answered the children in unison. Immediately, some enthusiastic children started to move towards the line up of pedal cars basking outside in the spring sunshine. “Wait! There are still more signs to learn!” The children were clearly eager to get their first feel for Porsche. “Rang” repeated the kids as the instructor moved on to the next sign.

After the short lesson, the class dashed outside to the awaiting Porsche pedal cars. Taking off in the sports vehicles for the first time, the instructors were surprised that there

were no problems adhering to the rules of the road. As Mr. Guo remarked, “the children always follow the signs – even when there is no traffic nearby.” The children were quick to understand the importance of safely stopping or giving way and slowing down for pedestrian crossings – a fact that certainly surprised some parents! While some young drivers were a little more apprehensive, other drivers were quick to master their overtaking manoeuvres.

The Porsche Kids Driving School represented more than the education of road rules to the drivers of the future. With many children still in their most formative years, there were also important lessons in hand-eye coordination, physical effort and perseverance. This is not to mention, the courage needed to take a vehicle onto the open road. As five-year-old Nicholas, contemplated “I tried my best, because I wanted to drive a toy car before a real car.”

Of course, for the grown up visitors at Fascination Porsche – enjoying the Carrera Cup or the other events on offer – the prospect of entertainment for children was a highlight. As Joseph from Singapore noted, “It's a great idea to take care of the kids – this is important.” If parents could enjoy the thrills of Porsche, then the children also deserved their own Porsche experience.

The passion for Porsche has always been a lifetime affair. For generations, the lithe curves and harnessed power have captivated people of all ages. For the youngest generation of followers, driving a Porsche may be a distant dream, but the appreciation remains all the same. With so many kids enjoying a day of driving and road safety education, there was no question that the first Porsche Kids Driving School was a huge success.

By the time Yang Yang returned from his hour of pedal-powered circuits, he had reconsidered his love of buses. “I still like big cars” he contemplated as he emerged from his Boxster pedal car. “But now I want that one” he declared as he pointed his index finger in the direction of the Porsche Cayenne Transsiberia sitting impressively amongst a fleet of new Porsche Cayenne models. The Porsche Kids Driving School had arrived in China and another Porsche enthusiast had been born.

# Life in the Fast Lane

By Geoff Tink    Photos by Fan Yi and Luan Qi

As the garage door rolled open and the Pit Lane emerged into view, gasps of excitement slipped from members of the tour. In formation along Pit Lane, engineers and mechanics were hard at work preparing 13 immaculate Porsche GT3 Cup cars for the Porsche Carrera Cup Asia 2009 competition at the Beijing Goldenport International Circuit. To the delight of fans, the Porsche Carrera Cup Asia was opening the mystique of Pit Lane, and our group of VIP Porsche guests were getting an exclusive behind the scenes glimpse of an elite motorsport team.

Thanks to the unique "Arrive and Drive" structure of the Porsche Carrera Cup Asia, the leading one-make motorsport series has continued to become more accessible to Porsche enthusiasts. With Porsche contractors responsible for the transport of race cars, equipment and spare parts, elite and amateur drivers now simply arrive at each new destination and move straight into practice and qualification. For only €200,000 per year, a corporate group can cover the costs of a new GT3 Cup car, the services of a dedicated mechanic and a year of transport and logistics expenses.



This revolutionary motorsport concept has streamlined organisation and provided a level playing field where competition and good sportsmanship have flourished. Racing with experienced teams and drivers such as Team Jebesen and Darryl O'Young, or Team Starchase and Christian Menzel, a new echelon of racers have been relishing the opportunity to rub shoulders with world-class drivers. The good-natured personalities and camaraderie of drivers and pit staff was immediately evident for all visitors on the Pit Lane Tour, with racing experts happily sharing stories gained from years of motorsport experience.

The Porsche Carrera Cup teams usually arrive on the Wednesday before the competition. Shortly after arriving in Beijing, 14 shipping containers were delivered, loaded with 13 contending GT3 Cup cars and over €500,000 worth of equipment and spare parts. Each customised shipping container carried two

GT3 Cup vehicles, allowing seven other shipping containers to transport enough specific equipment and spare parts to enable mechanics to completely rebuild an entire Carrera GT3 Cup car from scratch – if the need arose!

To ensure quick and easy repairs, visitors could see that Pit Lanes were designed for maximum mobility. All tyres, tools and parts are available on rolling trolleys and cabinets. Cars were also built to enable mobile repair, with GT3 Cup cars equipped with air jacks allowing instant lifting for servicing at any place on the track. Tyres were another obvious component of the Pit Lane, available in tread and slick designs. Depending on the race, each GT3 Cup car would wear through three or four sets of

Michelin tyres – no small expense considering the original price of €1,500 per set.

Each pit was fitted with private resting areas for each team, with space to change clothing before and after races. Hanging beside each car and adding more colour to each race pit, were the race suits of each driver, emblazoned with names and sponsor logos. With temperatures inside vehicles passing 50 degrees Celsius and seriously straining comfort levels, some drivers displayed specialised coolant vests, combating stifling engine heat by connecting to a small liquid-coolant refrigeration system installed in the car. In these vehicles maximised for speed, there was no space for climate control systems.

While some drivers extensively analysed computer evaluations uploaded from Motec dashboards, other drivers relaxed with a book or chatted with friends. LCD screens within each pit provided detailed feedback on lap times for each competitor. These statistics were then fed back to race judges for Qualification and Race adjudication as the final race standings were prepared.

When the cars moved into race starting positions, the pit work was done and the

supervisors, engineers, mechanics and assistants could only await the race outcome. With both competition rounds consisting of eighteen laps of the 2.4km circuit, there would not be time for quick pit stops.

At the close of racing, the Porsche Carrera Cup Asia gave fans the unique opportunity to ask further questions of race drivers and find out just what makes these sportsmen tick. Some were interested to hear that Christian Menzel was reaching fifth gear in the back

straight, while others were surprised to learn that Tim Sugden had raced with two broken ribs after a crash in Europe a week before.

The highlight of the Porsche Carrera Cup Asia is not simply the speed and intensity of competition. The Porsche Carrera Cup puts fans in the midst of elite motorsport competition – offering a privileged insight into all that makes Porsche the world's greatest motorsport marque.



For every round of qualification or Carrera Cup racing, each GT3 Cup car needs a new set of Michelin racing tyres.



Ringo Chong (above) and Darryl O'Young (below) share their experiences from the drivers seat of their Porsche 911 GT3 Cup car.





Over 60 metres in height, St Michael's Church is a landmark amongst the German architecture surrounding Zhongshan Lu.

## Qingdao: Between the Mountains and the Sea

By John Lynch

Porsche drivers of China can feel reassured to know that, in the city of Qingdao, they have a city of international pleasures on their very doorstep. With gently undulating mountain roads and European-style architecture, this green city on the coast of the Shandong

Peninsula has been dubbed 'China's Switzerland' - making it the perfect place to get behind the wheel of a Porsche.

Driving a prestige Porsche through the cobblestone lanes of the old town, laid here in

the early 1900's by German architects of the international settlement, is one of the great travel pleasures of China. Today, Qingdao has outgrown the borders of the small community of a century ago, and now stands as one of the great metropolises of modern Asia. Qingdao ▶

expands outwards from the natural harbour, incorporating sites of outstanding natural beauty, gleaming commercial districts and leafy suburbs.

In summer months, the beaches of Qingdao are popular with visitors from all over the world. Nestled within the cove of Huiquan Bay, the No.1 Bathing Beach is hugely popular with holiday makers, basking in the sun between refreshing dips in the cool waters of the Yellow Sea.

For those seeking a little more solitude, a short drive along Nanhai Lu will bring them to the quieter No.2 Bathing Beach in Taiping Bay. The gentle ocean breeze caresses bathers as they lie beneath the shadow of the spectacular Huashilou, a palatial house that previously served as the residence of the German Governor. For the more inquisitive visitor, a relaxing stroll around the grounds of this spectacular abode reveals sweeping vistas, best appreciated from the richly adorned rooftop terrace.

Huashilou is also a great vantage point from which to view Qingdao's largest public space, the May Fourth Square on Fushan Bay. A leisurely walk through here will allow a closer look at the striking 'May Wind' sculpture, a modern tribute to heroes of the past and evidence of the continued creative vitality of this region.

Returning to the heart of the city, drivers can weave through the peaceful lanes of Badaguan, an area named in honour of the eight great military forts that once dotted the ancient town. The exquisite German architecture evident in the houses provides a timeless backdrop for dozens of newlywed couples as they pose for photos during the cooler months of Spring and Autumn.

Throughout the city visitors can explore other unique reflections of Qingdao's heritage. The pleasingly incongruous St. Michael's Church features neo-gothic aspects and delightful stained-glass windows beneath its stately twin spires. Nearby a daily fresh fish market proudly displays samples of Qingdao's world-famous seafood - the perfect delicacy to enjoy while wandering the city streets.

Running northwards from the iconic Huilan Pavilion, is Qingdao's main thoroughfare. The classic buildings of Zhongshan Lu, house some of Qingdao's best department stores,

making it the perfect place to peruse the top names in international fashion. There is no better time to enjoy this premier shopping district than during the annual Qingdao International Beer Festival, which descends upon the city streets in the warm weeks of late summer. Beneath the stone facades of Zhongshan Lu, the hearty cheer of thousands of revellers evokes the convivial spirit of a genuine Bavarian beer festival.

For one week each year, beers of the world are brought here by the eponymous Tsingtao Beer label, producers of China's most popular brew since 1903. At the International Beer City and in Hui Quan square, visitors will find people of every nationality gathered together in celebration of the brand that has made this old German recipe a favourite of the Chinese people.

Since its first International Beer Festival in 1991, Qingdao has gone on to host many more renowned events. Through the summer of 2008, Qingdao was admired by millions worldwide as the yachting host for the Beijing Olympics. In recent years the Qingdao Auto Show has also developed into a key event in the Chinese motor industry calendar.

Since the opening of the first Porsche Centre in Qingdao in 2005, the people of this acclaimed coastal city have long found their region ideal for the pleasures of Porsche driving. Porsche is delighted to pay tribute to the great history of Qingdao, and looks forward to sharing in its glittering future. ◀



Since 2005, Qingdao has been a popular Porsche location, with superb driving opportunities and the annual Auto Qingdao.



Aside from beaches, Qingdao has some of the finest yachting in China and provided a popular location for the sailing events of the 2008 Olympic Games Beijing.

