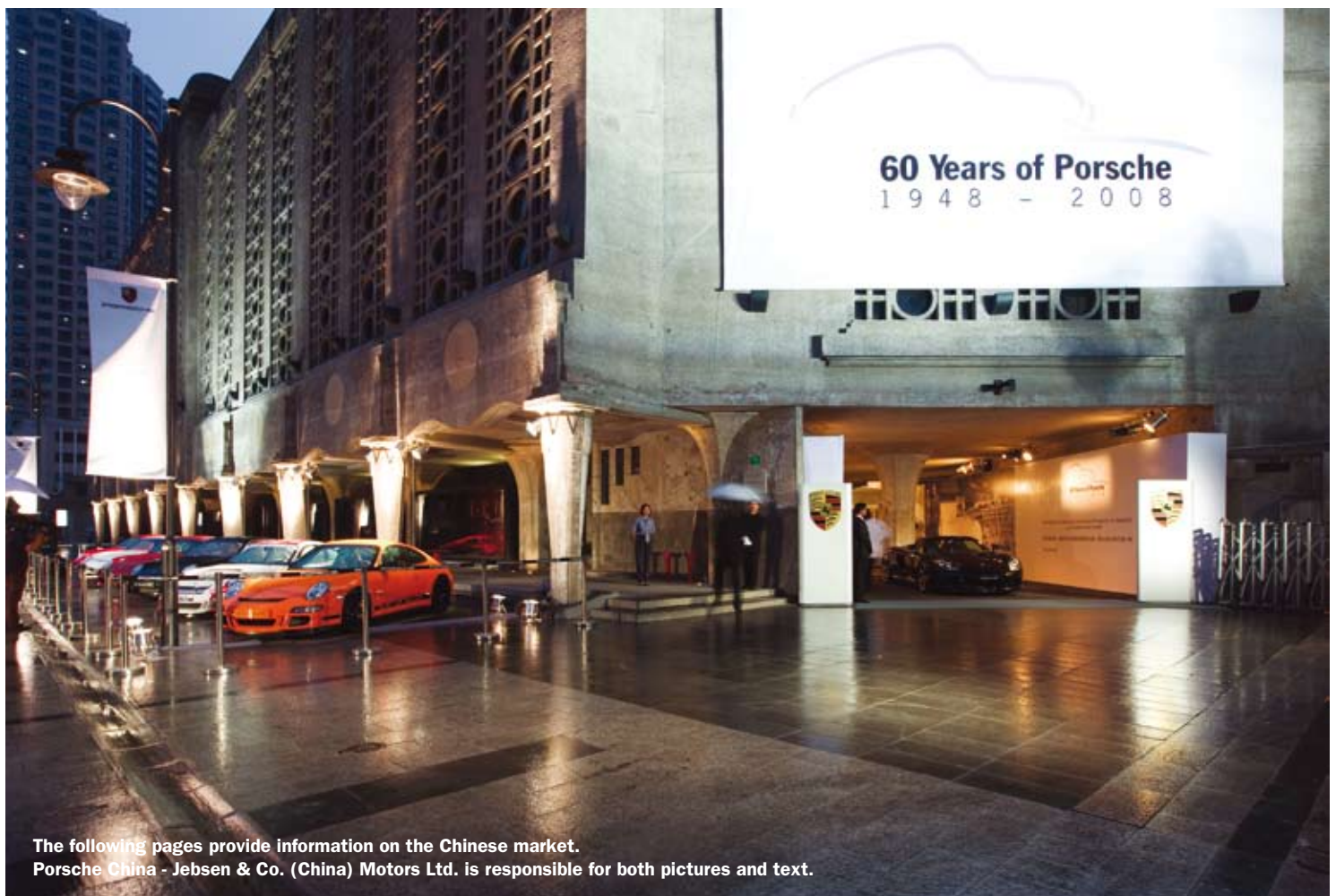


# Porsche Christophorus 333

## Regional Highlights Focus on Porsche in China

**Nought to 60: Porsche and the great leap forward**  
**The Eyes of the World on Porsche: Auto China 2008**  
**The Model Driver: Just what the Doctor ordered**  
**Track Addicts: So much more than just a job**



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

## Nought to Sixty: Porsche and the great leap forward

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At 60 years of age, most of us will be thinking of retirement and a life of gentle leisure ... but not Porsche.



POSTAL TELEGRAPH



POSTAL TELEGRAPH





**In this anniversary year the Porsche team again reached out to the furthest horizon with a landmark three day celebration in Shanghai. At the 'Porsche 60 Year Anniversary' event from June 13 - 15, Porsche China took the chance to reflect on the past, whilst looking forward to a future for the world's most innovative sports car producer.**

The '1933' exhibition space in Shanghai's Hongkou district, selected by Porsche China as the venue for this milestone anniversary celebration. For the three day event Porsche took over four floors of this refurbished art deco landmark, and transformed it into a total sensory tour of the Porsche story.

From the moment visitors passed through the entrance, they were immersed in the Porsche history and philosophy. Visitors paused to admire the black body of the Carrera GT at the entrance, gleaming in contrast with the simple white canopy above it. Throughout, the decor was a perfect backdrop for the breath-taking array of vintage sports cars on show.

Before taking the elevator up to the exhibition, guests passed by the original Porsche 959 that Rene Metge and Dominique Lemoyne raced to victory in the Paris-Dakar rally of 1986. Awed by the presence of the mighty 959, excited Porsche enthusiasts knelt to examine the wheels and mud guards, still carrying



traces of fine desert sand over twenty years after that famous victory. The 959 placed opposite a Cayenne Turbo; capturing it as the model that inspired the current Porsche Cayenne range, a model range that carries its powerful heart within a beautifully understated body. Viewed together, their familial likeness betrays each models' place in the ongoing evolution of Porsche design.

After a short elevator ride to the second floor, viewers were greeted by the sight of yet another iconic motor racer - the Le Mans GT1/98. Visitors paused for photographs and to watch a video screen projection of the Shanghai Formula 1 circuit. The video images reflect off the sleek lines of the GT1, giving guests the feeling of riding along in its slipstream as it powers along the straits and negotiates



Guests posing with the Type 356

the corners of Asia's most renowned race track.

With keen anticipation, the visiting Porsche enthusiasts stepped through into the audio-visual section of the exhibition. Immersed in the sights and

sounds of the past six decades of racing excellence, they wandered through six rooms of storyboards and displays, lost in the magic. Guests, transfixed by classic footage of Porsche's racing to famous victories, admired photographs and artwork that commemorate those great

eras of motor sport history; resplendent with names of people and places synonymous with the colourful world of motor racing. Monaco, Targa Florio, Le Mans, Buenos Aries - all of which have played an important role in the Porsche saga.

Far from dwelling in nostalgia, the exhibition also looked forward to the future of Porsche. In the last room of the tour, visitors rushed to steal a glimpse at sketches of the much anticipated 4-door Panamera, due to be unveiled at the end of 2009.

The exhibition also offered glimpses at the new Porsche museum in Stuttgart, which is due to open its doors before the end of the year. As a member of the Public Relations team, who are preparing for the opening, Nicole Nagel had the rare pleasure of bringing five of the museum's vintage collection to the 'Porsche 60 Year Anniversary' in Shanghai.

On her first trip to China, Ms. Nagel paused to reflect on the exhibition. "In China," she said, "people love the Cayenne, but are still learning about the sports cars! It was so important to bring the classic models to the Chinese people. Hopefully it

The 911 GT1



will help them to understand the company tradition; what exactly it is that makes a Porsche a Porsche.”

As guests passed through the event, the unrestrained enthusiasm for all the models shown proves China has truly taken Porsche to its heart. In the interactive display on the third floor, devotees queued excitedly to have their photo taken at the wheel of a vintage Porsche 356. Whilst, on the top floor, visitors took the opportunity to take a closer look at assembled classics of Porsche design.

In the evening, after the crowds had dispersed, valued customers, representatives of the media and local dignitaries also headed for the top floor to enjoy entertainment and a sumptuous five-course meal. These distinguished guests were in excellent company, seated as they were around a central stage featuring a 356 Speedster from 1955, a Type 550 Spyder from 1956 and a 1970 911 S2.2 Targa.

Helmut Broeker, Managing Director of Porsche China, addressed the honoured guests; thanking them for their patronage before going on to speak emotively about the contribution of the models onstage to the Porsche legacy “You, ladies and gentlemen, are the first in China to see these cars. From modest beginnings, to current models, they have continually defined a Porsche as the ultimate sports car for daily use.”



Throughout the evening the dinner tables buzzed with conversation, but all eyes were soon drawn back to the stage for the high point of the evenings entertainment.

This event had been chosen to debut the Porsche Boxster RS 60 Spyder in Asia, a model christened in celebration of Porsche’s 60th anniversary. After much fanfare, it was unveiled from beneath a

cloak of silk to the applause and cheers of the audience. Its silver body, illuminated beneath the spotlight, as sleek and refined as the collection of classics surrounding it onstage.

At the first available opportunity, the audience took to the stage to get a closer look at the newest Porsche creation. Families gathered around, parents peering

### Helmut Broeker, Managing Director of Porsche China toasting a great 60 years



admiringly into the cockpit of the RS 60, while their children posed for photos amongst the throng, reveling in the excitement of the occasion.

As Porsche passes the latest milestone in its first century of pioneering sports car technology, we are left to wonder if memories of the evening will themselves

become mementoes of this exciting age. For Porsche and China, it seems history is in the making.



From past to present



A continuing legend



**An Inspired Space – 1933**

No venue could possibly characterize the remarkable history of Shanghai better than '1933.' Originally the site of the Shanghai abattoir, this grand construction was built in its eponymous year as a collaboration between Chinese developers and British architects. However, following Shanghai's

liberation in 1949, the site served numerous functions as an industrial facility. Decades of revisions and repairs to the original structure tainted the simple beauty of this great hall, yet now, just like the city surrounding it, the building has been rejuvenated. The finished site is an intriguing mixture of old

and new where classic original architecture, art deco styling and modern lit spaces function together to form a unique whole that stands as a symbol of the city's past. The latest incarnation of '1933' has been as an exhibition space and creative centre for Shanghai's artistic community.







## The eyes of the world on Porsche: Auto China 2008

With the Olympics just around the corner, the atmosphere in China's capital is electric at the moment, and there was further proof of this at the recent Auto China 2008. Porsche was delighted to contribute its latest innovations to the show, most notably through the world premiere of the Cayenne Turbo S, and once again affirmed its commitment to China with a display of sportiness all of its own.



**Visitors admiring the Porsche exhibition stand**

From April 20–27, Auto China 2008 welcomed Porsche to the newly built China Exhibition Centre, among the largest venues of its kind in the world, where around 600,000 car enthusiasts discovered the latest developments that will shape auto engineering in the years to come. Around 900 cars were displayed over an incredible 180,000 square metres

of exhibition space, while 9000 media representatives furiously prepared articles and reports on how Auto China represented the most impressive car exhibition China had ever seen.

Porsche was thrilled by the reception it received at this year's show, as crowds

of enthusiasts chatted freely in a state-of-the-art exhibition stand housing the full Porsche model range. Whether they were taking a closer look at 11 Porsche cars on display, or simply relaxing in the hospitality area away from the bustling crowds, everyone's attention turned to the highlight of the week's

**Guests catch up in the hospitality area**





**Mr. Klaus Berning, Executive Vice President of Sales and Marketing, Porsche AG (left) and Managing Director of Porsche China, Mr. Helmut Broeker present the new Porsche Cayenne Turbo S**

**Mr. Klaus Berning addressing the audience**



entertainment, the first ever world premiere for a Porsche car to be held in China.

"To demonstrate our appreciation, enthusiasm and commitment to the China market, we offer you here in China the chance to be the first to see the face of the Cayenne Turbo S." With these words Mr. Klaus Berning, Executive Vice President for Sales and Marketing for Porsche AG, joined Mr. Helmut Broeker, Managing Director of Porsche China, in unveiling the most powerful Porsche SUV yet.

As the audience in Beijing soon discovered, the Porsche Cayenne Turbo S, the latest top-of-the-range member of the Cayenne family, is quite simply the embodiment of power on the road. The specially enhanced 4.8 litre V8 engine permits acceleration from zero to 100 km/h in just 4.8 seconds, whilst the top speed is an impressive 280 km/h; these are phenomenal achievements given the size of this SUV.

There was further cause for excitement when Manfred Schuermann, Team Leader Hybrid Powertrain from Weissach, presented to China the concept of the

Cayenne Hybrid for the very first time. The Porsche engineers have been working tirelessly in recent years to develop even more environmentally friendly models of the Cayenne, whilst retaining the distinctly agile driving performance that people rightly expect from a Porsche. The Cayenne prototype displayed this year showed off the petrol-electric hybrid system that will revolutionize Porsche manufacturing within the next 24 months, where remarkable technical developments are set to bring

fuel consumption in a V6 engine down to less than 9 litres/ 100 km.

Experts around the world agreed that Auto China enjoyed unparalleled success this year, in keeping with what will no doubt be an unforgettable 12 months for China. There is already talk of what we will see at the next motorshow, and if recent events are anything to go by, it seems Porsche and its Chinese enthusiasts can look forward to a wonderful road ahead.

**Mr. Manfred Schuermann presenting the concept for the Cayenne Hybrid**



**The Cayenne Architectural car**





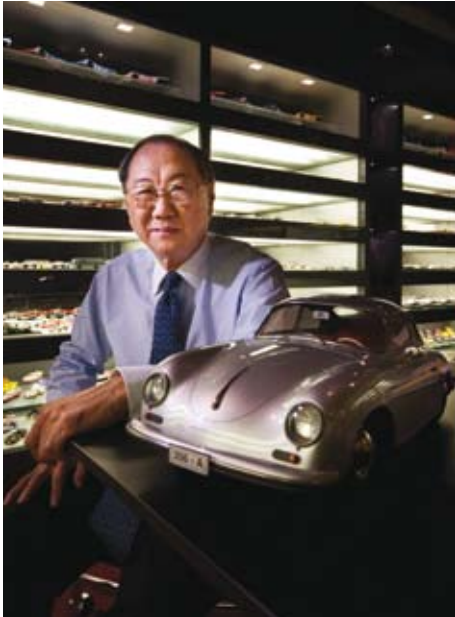
## The Model Driver: Just what the Doctor ordered.

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Roads not traveled are avenues not explored. Guided by this idea, Christophorus takes a seat in the cars of people who love to drive-to find out what drives them. This time we meet Dr Richard Yu, Porsche enthusiast and proud owner of one of the largest collections of Porsche model cars in the world.



<b>Family Status:</b>	<b>Married</b>
<b>Year of Birth:</b>	<b>1933</b>
<b>Occupation:</b>	<b>Physician/Nephrologist and Immediate Past President for the Hong Kong College of Physicians</b>
<b>Relationship to Porsche:</b>	<b>Avid collector of Porsche cars, flexible with regards to size, but always tuned in to the detail.</b>



Dr. Yu laughs as our eyes wander admiringly around the room, “I like to be surrounded by Porsche.” With the flick of a switch, the lights have come on to reveal more than a thousand Porsche model cars. Dr. Yu is completely at ease in such an environment. The product of fifteen years of enthusiasm, his remarkable collection reflects a passion for Porsche that has spanned four decades.

Looking over such an impressive display, we’re not exactly sure how to respond. Porsche legends, past and present, appear in every corner of the room. And it’s not just for show either. We’ve already heard from our friends at Porsche Centre Hong Kong how well-acquainted Dr. Yu is with the history of Porsche, and what follows is an evening’s conversation as rich and varied as the collection he so proudly displays.

We are shaking our heads in amazement at the rows upon rows of miniature Porsche cars. This is not an uncommon reaction for Dr. Yu. Many have come to view his collection, and few leave without being awe-struck by the sheer number of models on display. Dr. Yu smiles at the expression on our faces, “One thousand and two, to be precise.” You might be forgiven for thinking Dr. Yu has time on his hands, but nothing could be further from the truth.

In fact, this renowned physician couldn’t be busier, filling his days as the Senior Partner of his own medical practice and regularly lecturing at both the Hong Kong University and Chinese University of Hong Kong. His responsibilities also include attending Council Meetings at the Hong Kong College of Physicians, a postgraduate institution he co-founded back in 1986.

With so many unanswered questions, and in the face of such an impressive display, it’s difficult to know where to begin. Yet revealing a warmth and friendliness that will characterise the remainder of our meeting, Dr. Yu leads us towards an intricately crafted replica of the Porsche 356. ‘The Number 1...,’ says Dr. Yu, and so our tour begins.

The Doctor is chatting freely now as he inspects a miniature version of the Porsche 959, the outright winner of the grueling Paris-Dakar Rally back in 1986. “Every time people from the Porsche factory come to Hong Kong, they always come up here to see the cars.” When Dr. Yu talks about Porsche, he’s clearly in his element, effortlessly demonstrating his knowledge of how Porsche design has evolved over the past 60 years.



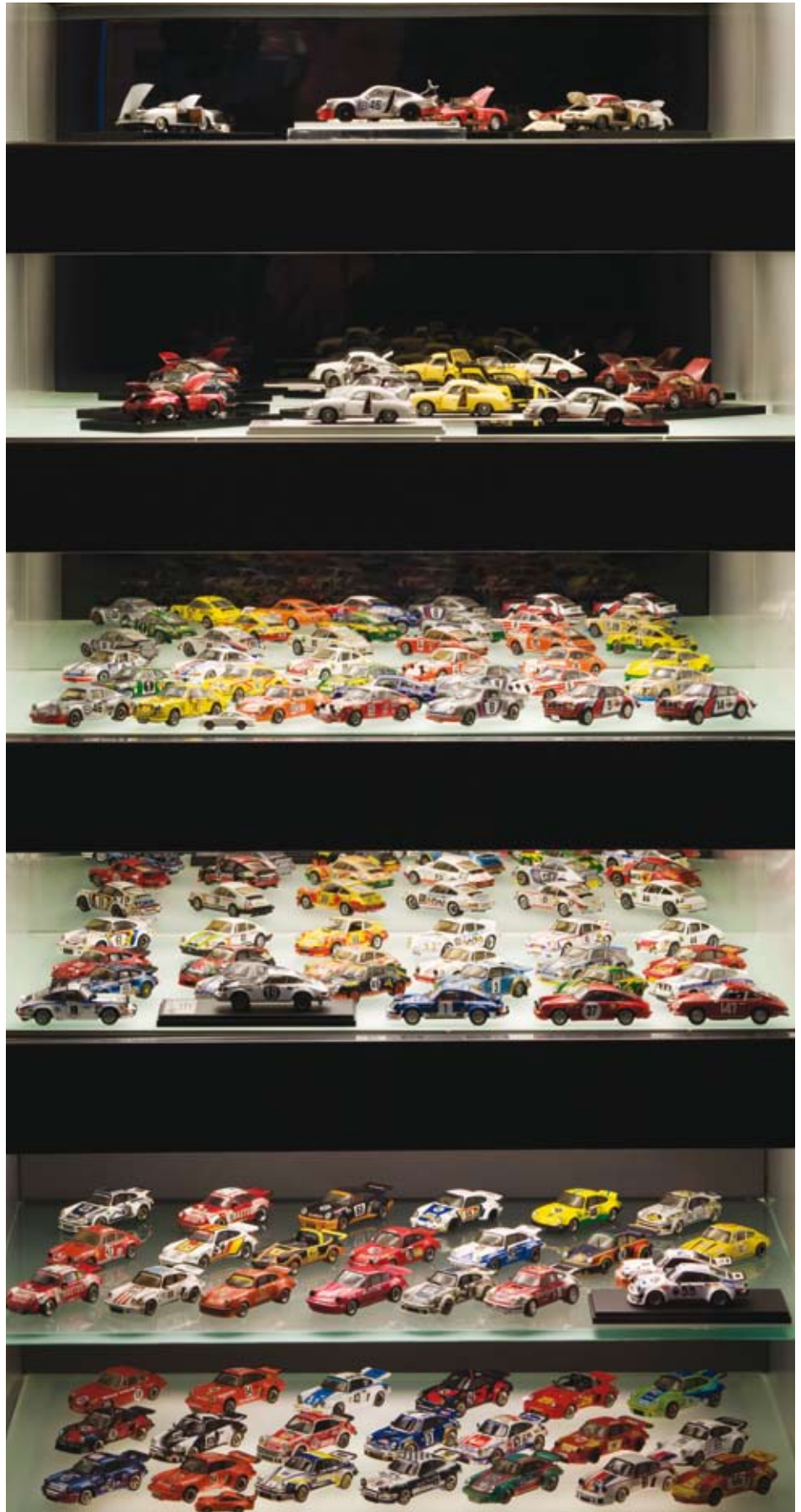
“Here is the history of Porsche ... the 356s... the 911s ... the 904 ... the 906 ... the 908 and the 917s ... right up to the present.’ In Dr. Yu’s mind, every one of his Porsche model cars has something special to offer, not just in terms of the craftsmanship involved, but also in the memories it carries.

Glancing over to the bookshelves on the other side of the room, we see Dr. Yu as an enthusiastic reader. He smiles at the attention we pay to the titles, “All these are Porsche books, the whole lot of them.” Next to his desk we discover a miniature model of a mechanic’s workshop, complete with a beautifully crafted Porsche racing car, its bonnet left open for a final tuning. Dr. Yu sits down in his chair, noting our interest, “That was presented to me by Dr. Wendelin Wiedeking [CEO and President of Porsche GmbH] when I traveled to Stuttgart in 2001.” With so many Porsche memories, and so little time, we had to ask how he had discovered this passion in the first place.

Dr. Yu has a proud look on his face, not one of arrogance, but the kind of look you see on the faces of people who know they have helped others in need. “I had a very grateful patient. It was Christmas, 1978. He told his son to come to my clinic with a delivery order. The son walked into my office and said to me, ‘My father has asked me to send this to you as a Christmas present. The only condition is ... you have to go to Stuttgart to collect it.’ The present the son was referring to was nothing less than a brand new Porsche 928, the world’s fastest production road-car in its day.

Dr. Yu traveled to Germany that very month, and so began his love affair with Porsche cars. “The 928 had just come out. It was revolutionary, a truly fantastic car. Mine was in metallic brown ... Beautiful.”

In the years that followed, Dr Yu stayed with the 928 model, upgrading to the S2 and S4 models consecutively, before later switching to the 911 and 911 Turbo when the tiptronic was introduced. His reasoning is the same today as it was back then, “Once you sit in a Porsche, you don’t want to drive anything else.”



Dr. Yu remembers clearly the time he collected his first 911 Turbo, and well he might, especially given that he once again flew all the way to Stuttgart to pick up his car from the factory. “There were four of us from Hong Kong, traveling to pick up four 911 Turbo models. When we arrived, I found it was an unbelievable car; small, agile, and with fantastic handling.”

“We had a great lunch with Dr. Wiedeking, spent a few days in the factory and then the Porsche drivers took us out on the race track. They scared the living daylights out of us! (laughs) It was amazing, so fast yet their driving was always so accurate. It was a wonderful experience. To be honest, those

are the times when I can really relax ... when I'm away from Hong Kong, and especially when I'm enjoying myself in Germany.”

So how does a man like Dr. Yu escape the pressures of life in a city like Hong Kong, where the bustling cosmopolitanism strikes you from the moment you step off the plane. “I like photography. This is another great thing in my life, and my style is mainly impressionistic. I don't do portraits. I prefer nature. I often travel with a friend to China or Japan, just to get away from it all.”

“Of course, I also like taking a drive in my Porsche on a Sunday afternoon. That

can be very relaxing. And then there's my music, mainly classical. We have the masters: Beethoven, Mozart, Brahms ... but my favourite is Wagner. I find him inspiring.”

Such comments beg the obvious question, does he enjoy listening to this music when driving? “Only sometimes! I like to listen to the sound of the engine rather than the music. I save my CDs for when I'm in other cars! You see, when you accelerate in a Turbo, the sound is fantastic.” Dr Yu is smiling now and reaches over to his desk for a clock with 911 Turbo written across its face. “You see this ... (laughs) ... The alarm is the sound of the Turbo ...”





And what about the car he drives now? Dr. Yu searches his memory once more, “It was the 28th of June, 2007. That was when I picked up my current Porsche 911 Turbo (997).” He is now gesturing to a Porsche model poised gracefully on the far side of the room. On closer inspection, we find it is almost an exact replica of the full-size Porsche waiting in the garage below.

Attention to detail is not an uncommon thing for Dr Yu, and he has customised models of almost all the Porsche cars he has owned in the past. Particularly impressive is the model of a black 911 Carrera (933), sitting next to an entire fleet of miniature Porsche racing cars from Le Mans. “That is exactly the same car as I was driving back then, right down to the finest detail. It was a complicated process. I ordered a basic model, as I often do, and then sent it to a very talented car modeller in Paris. His name was Mr Bertram Biguadet. He stripped down this model car completely. He built the engine, added the same upholstery as I had in my real car... the seats are decked out in real leather. Most importantly, he changed

it to right hand drive. We are in Hong Kong after all. It was a big job, but he did it superbly. The sad thing was that when I got the 911 Turbo (996), he'd stopped making the models altogether!”

At his most animated, Dr. Yu loves to reveal the more unique aspects of his collection, pointing out the details that may go unnoticed to the untrained eye. We are crouching over the Porsche 356 models once more, as the Doctor tells us it takes around six months to customise each of these individual cars.

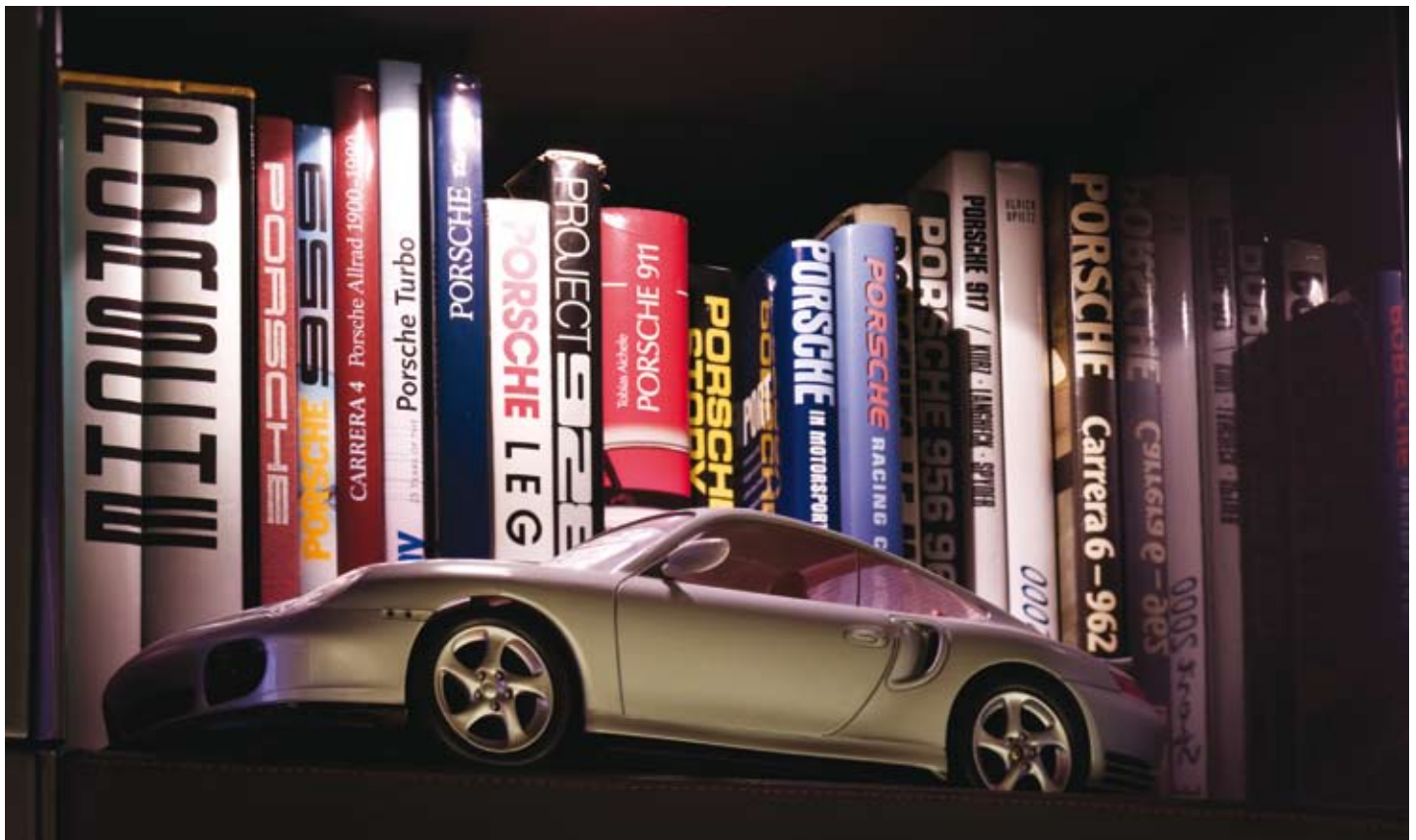
Dr. Yu directs our attention to the tiny bolts on the wheels, the wires that connect the different parts of the engine, the perfectly stitched leather interior, the round holes in the accelerator pedal that mark it out as a race car, even the sets of keys that are left hanging from the ignition. The level of detail here is truly remarkable.

Dr. Yu raises his head, “You can even see the numbers on the control panel.” It was true. When asked whether these numbers

were useful when checking the mileage of the models before he bought them, Dr. Yu smiles warmly. From the expression on his face, you get the feeling these particular Porsche cars are not going anywhere.

With so much talk of the past, Dr. Yu turns his mind to the future, “There’s nothing like a Porsche. This is the reason why I’m really looking forward to the Panamera.” And will the Panamera be the next Porsche to enjoy those Sunday afternoon drives? “There’s no question about that. I’ll be going to Leipzig, take the delivery, drive it into Stuttgart, spend a few days in the factory and then ship it back to Hong Kong.”

Our time is drawing to a close, as Dr. Yu walks with us down to our Cayenne that is parked outside. We thank him once again for taking time out to show us his amazing collection and for sharing some of his memories. Dr. Yu just laughs, “It’s Porsche! ... Anything for Porsche.”





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## Track Addicts: **So much more than just a job**

**Porsche instructors know it better than most; driving a Porsche is pure pleasure, but not entirely simple. In fact, there are few people in the world who can sense the most subtle differences that make one Porsche car so distinguishable from the next. The reason? These instructors spend most of their time surrounded by Porsche cars, and they clearly love what they do. Not exactly a bad way to earn a living.**

Travelling all around the world, driving on some of the best race tracks ever built, meeting Porsche enthusiasts from all walks of life, it's not difficult to see why your average Porsche instructor has a near permanent smile on his face.

With the large number of Porsche drive events running internationally at the moment, the Porsche instructors are on the road for up to 180 days a year, continually

working in different environments, and exposing themselves to new cultures and experiences on a daily basis. So, the question is, would they change anything about their job? Judging by the recent visit of Porsche Sport Driving School at the Formula 1 circuit in Shanghai, it certainly doesn't look that way.

Porsche Sport Driving School has been growing in popularity since arriving on

the shores of China in 2006, and the international team of driving instructors has overseen this development every step of the way. We took advantage of the occasion to find out more about two of the instructors behind this phenomenal success, chatting with them about their thoughts on Porsche Sport Driving School, and what it's like working in a job they love.



**That's quite a fast process. I suppose you must be happy doing a job that lets you drive on some of the best race tracks in the world. How did you get involved with Porsche in the first place?**

Well...when Porsche built a race track and brand new factory in Leipzig, the factory of the Cayenne, I started working as a co-instructor with Porsche Sport Driving School. Because I was on site, I learnt everything about the models and how best to drive them. After several months of further training, I was asked if I wanted to get more involved ... I left my old job, and now I get to drive on some of the finest race tracks around. I haven't looked back since ...

**But how does the Shanghai Formula 1 circuit compare with the other tracks you've raced on?**

It's a very, very nice race track. I've been lucky enough to drive on many Formula 1 race tracks with the Porsche World Road Show, and this one stands out. The grandstand and buildings around the track are very impressive, and it's also very challenging from a racing point of view.

**Now I understand you're the Senior Instructor here ...**

No, no. Just 'instructor'. I am senior... (laughs) but I don't think in the instructor sense. Seriously, I think we all bring something to this training. Whether you are guiding participants in a Porsche, or helping to explain something on the side of the track, we are all the same. For me, we are a team, and we are working together.

**What are some of the things you enjoy about working with Porsche Sport Driving School?**

For one, there is always a very good relationship between the customers, the cars and the team of instructors. There is also a lot of variety, since we need to know about the full model range, not only the old Porsche cars but also the brand new models, as well as how best to handle the SUV and the mid-engine concept sports cars such as the Boxster or the Cayman. We have to focus on every customer differently, because every Porsche has qualities that make it different.

**Sebastian Schauer is a driver at heart, just like the Porsche cars he so greatly admires. Based at the Cayenne factory in Leipzig, Germany, Sebastian joined Porsche in 2003, dividing his time between the Porsche Sport Driving School and the Porsche World Road Show. Here he takes some time out to chat with us about Porsche Sport Driving School and his passion for driving.**

**When did you first fall in love with driving?**

Before my birth ... (laughs) I don't know, when I was a child. From a very young age I had always been interested in cars and technology. I didn't actually start working with cars until much later, but it was always my interest.

**And what about racing?**

Well, for me personally it was my decision. I said, 'OK, I want to buy a car,' and I bought a car. I was good enough at handling it to be a decent racing driver, so I spoke to some people, built up my own team, we had a lot of success, and now I'm working with Porsche.

**Driver Instructor Schauer briefing the participants before the lesson begins**





One on one tuition before hitting the track

it special, in racing as well. You always see Porsche performing strongly in long-distance and endurance races. Many cars break down...but you see that the Porsche lasts to the very end. This is because of Porsche's long history in racing. What Porsche learns through racing, they apply to the production cars.

**What about the training itself? Do you see a lot of progress being made?**

The participants make very good progress. Their driving ability, I would say, improves by as much as 30-50 percent. It's not only that the participants can see what the Porsche can do, but they also see what they themselves can do. They gain in self-confidence, and this is the key. They are sometimes a little uncertain at the beginning, but by the end of the day they are all smiling and enthusiastic. And when they realize what they have learnt, and have done it right. It's beautiful ...

**And what do you think are the benefits for everyday driving?**

There are many benefits. A better understanding of the technical aspects of the car will help them if they are in an emergency situation. For example, knowing how best to brake into a curve, or how they should change lanes in wet conditions. Once the participants do it right, they will never forget it. For sure, a race track is a

**It does seem like a very satisfying job. What do you find most enjoyable about these driving events?**

For sure, the best thing about the job is meeting all the different people. You meet actors, musicians, famous people from industry and also some real personalities. Of course, it's also funny, because at the end of the day, behind the steering wheel, we are all the same.

**I suppose driving the Porsche cars every day must be a nice way to earn a living?**

Of course! I mean, I love it. I always start smiling when I sit in the car and I hear the engine. This is a great part of my job, and the performance of the car is outstanding, every day, every hour, for five years. You are pushing these sports cars to the limit, and I am always surprised by what the car can do. This is why I would never change my job because, for me, driving these cars is pure fun.

**That's interesting though. Can you give me any examples of how a Porsche is different from other cars?**

One important thing is that a Porsche car lasts for a very long time, and that makes





Participant stopping for some feedback

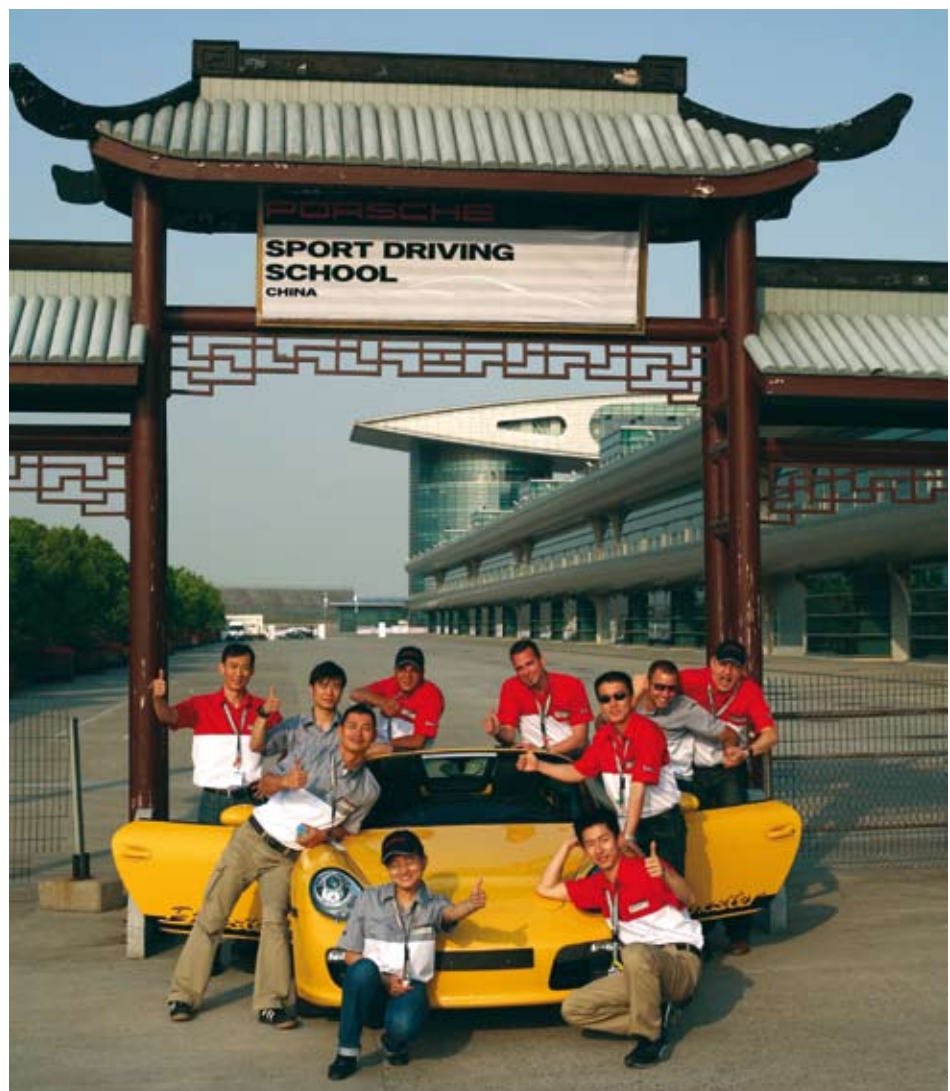
different environment to normal roads, but it does not matter if you are driving on a curvy race track or a curvy road, the rules are the same ... it's like drilling, where the participants are learning faster and they are learning better.

**And of course, being based in Germany, what were you expecting when you first came to China?**

What I have learnt is not to expect anything. I like to surprise myself, and when I came to China I was really surprised, especially at all the beautiful countrysides. Over the past 12 months I've been to Malaysia, three times to China, I was in South Africa, I was in...let me think, where have I been? Ah yes, in Qatar, Kuwait and also Bahrain. It's been a busy time, and this is all with the Porsche World Road Show and Porsche Sport Driving School.

**You've obviously seen a lot with Porsche. This may seem like a strange final question, but if you weren't working with cars, what would be doing?**

(Pause) ... I used to work as a Sales and Marketing Director for a 5 star hotel but really... thinking back on this time, it seems so far away from me. I can never think about going back. A life without driving ... I can't imagine ...



The Porsche team that make it all happen

**Simon Chen (Chen Dong Hai) always sets himself clear targets in life, and now he is aiming to play a pivotal role in the success of Porsche Sport Driving School in China. After years of experience, racing as well as working with other driving schools, Simon finally became an instructor with Porsche just over four months ago. Here he talks enthusiastically about his experiences as a Porsche instructor, and why he would never be anything else.**

**When did you first become interested in racing?**

Since I was very young, I have always liked cars. When I got my license, I saw an advert in the newspaper asking if people wanted to join a racing club. I hadn't tried go-karting before, and was surprised when I found I was actually the first person to join the club! But seriously, it was a great experience, and from then on I knew my future was with cars.

**Motor racing is still relatively new to China. What did your friends and family say when you told them you wanted to join a racing club?**

When I started, racing was very young in China, and not many people knew about it. In Europe, motor racing has a long history, but in China people have only recently started getting excited about it. When



I told them I wanted to join the racing club, my family was actually very happy... (laughs) You see, before I got my driving license I had a motorcycle, and my parents would always worry about me. Driving a car is obviously much safer, so they were really pleased when I told them. My friends were a little bit surprised about my interest in cars, but now they know I made the right decision.

**You've worked with a number of other driving schools in the past. What do**

**think is special about Porsche Sport Driving School?**

I think the difference between PSDS and other training programmes is the sportiness of the cars involved. It's also more exclusive, which means less people are out on the track. Everyone has a chance to feel the cars, to learn more about Porsche, and also the different driving techniques required for the race track. From my point of view, this is really important.

**It's certainly a nice place to spend the day. What do you think of this Formula 1 Circuit?**

Driving around the Shanghai International Circuit is very challenging for the participants but also offers a new and unique experience. It's also very helpful to them to see what their Porsche car is capable of.

**That's interesting, though. How do you feel this type of training benefits drivers on public roads?**

I think it is excellent training, and makes the participants much safer drivers. As I said before, you get to feel the car, and understand more about Porsche. Knowing how the car will react in different situations brings you and the car closer together... you know where to brake, how to turn your steering wheel in the correct way. It becomes second nature. That's what you want when you're faced with an emergency situation.



**A memorable experience for all**

**What are the most important lessons the participants learn on the race track?**

I guess I would say it's knowing that racing is not just about driving fast ... it's not just a case of pushing down on the gas pedal. You need to understand how to balance the weight of the car as it's transferred in different directions. I mean, taking corners is more than just turning the steering wheel; you need to know when to apply the brake and when to accelerate as well. We tell the participants all of these things, and when you see them driving around at the end of the day, it sounds strange, but I feel proud.

**As a Chinese instructor, it's probably very helpful to the participants to have someone who can speak the language and make sure the instructions are understood?**

Well, in other driving schools, the European instructors would go through the procedures in English and a translator would explain what had been said. The problem with this is that these translators do not have a racing background, and cannot explain clearly what the participants needed to do. On the other hand, we do have a racing background, and we know the most important things to tell the drivers. This is essential, as when you have to tell a participant to brake or turn the steering wheel, there is often not enough time for Sebastian to say something and then for me to translate it.

**And what about the other instructors? Is there a good rapport between the different nationalities?**

I have learnt a lot already from my colleagues from Germany. They've taught me many things. Remember, I am still a 'freshman' with Porsche; I still want to improve my communication skills, my teaching skills and generally become a better professional. I'm really looking forward to going over to Germany this October to get further training on the track in Leipzig. Of course, I also enjoy meeting the participants, seeing their different driving styles and personalities. They all have something interesting to say ... (laughs)

**You're obviously very happy doing what you do...**

I feel very lucky because people have different hobbies ... they do this, they do that, but often work is another thing. Many people like driving, but they must also work in an office or elsewhere... rarely can people work while doing something they love. That is why I feel lucky. I love cars, I love driving, and I can improve the customers' driving skills, make them safer on the road. For me the job has everything.

**One last question, and it might be a difficult one. If you weren't driving, what job would you do?**

(Laughs) ... I would prefer to get a job that is related to cars, especially race cars.

**Still cars, then?**

... Still cars. I love what I do...



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