

Porsche Christophorus 341

Regional Highlights Focus on Porsche in China

Endless Plains
Standing Out from the Crowd: Xu Weifeng
Cruising Under Provence Skies

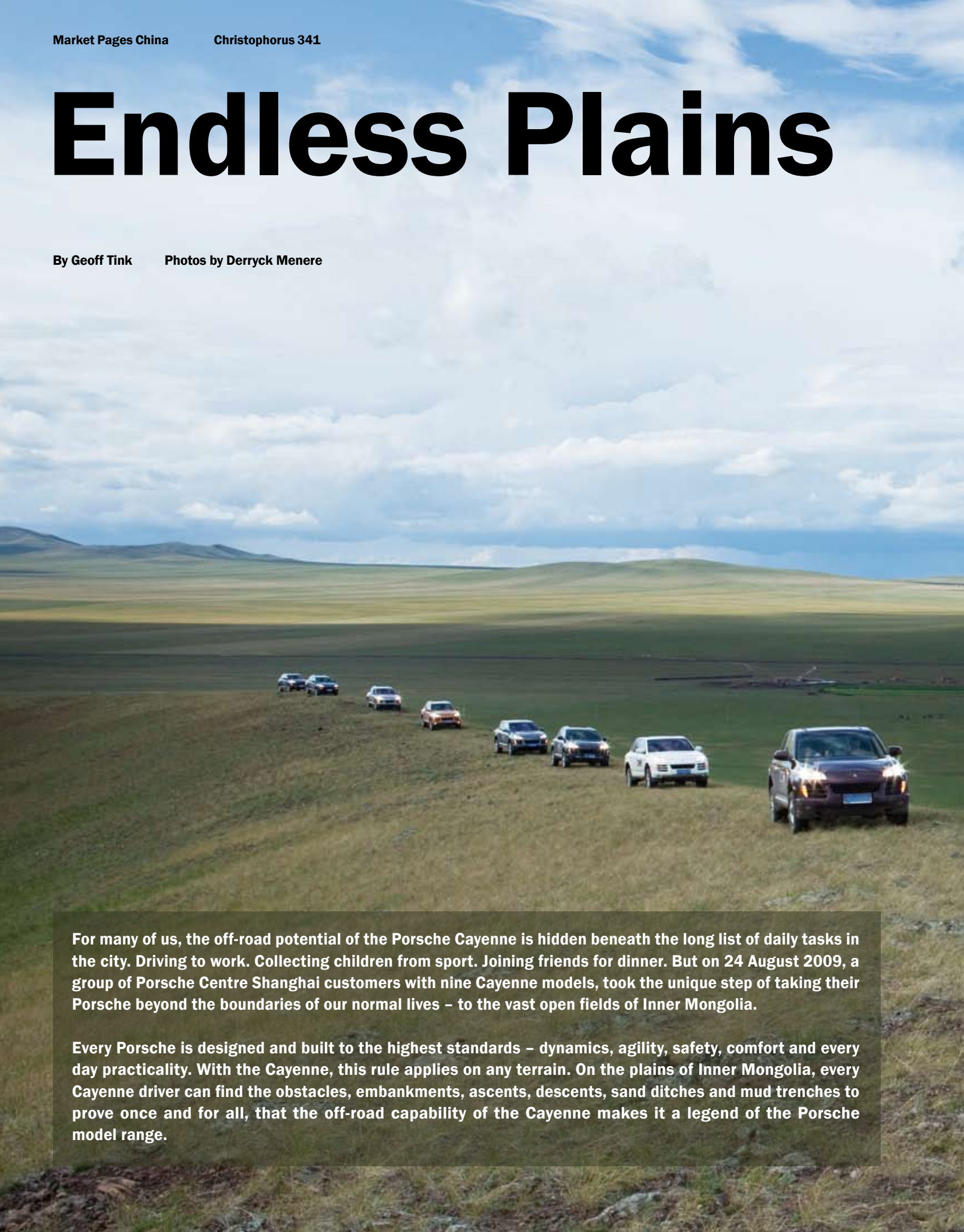


The following pages provide information on the Chinese market.
Porsche (China) Motors Ltd. is responsible for both pictures and text.

Endless Plains

By Geoff Tink

Photos by Derryck Menere



For many of us, the off-road potential of the Porsche Cayenne is hidden beneath the long list of daily tasks in the city. Driving to work. Collecting children from sport. Joining friends for dinner. But on 24 August 2009, a group of Porsche Centre Shanghai customers with nine Cayenne models, took the unique step of taking their Porsche beyond the boundaries of our normal lives – to the vast open fields of Inner Mongolia.

Every Porsche is designed and built to the highest standards – dynamics, agility, safety, comfort and every day practicality. With the Cayenne, this rule applies on any terrain. On the plains of Inner Mongolia, every Cayenne driver can find the obstacles, embankments, ascents, descents, sand ditches and mud trenches to prove once and for all, that the off-road capability of the Cayenne makes it a legend of the Porsche model range.



DAY1

North of Beijing, the winding road curves through the mountains, climbing towards the Mongolian plateau. We have been driving for one hour along the shoulders of these mountains, and we can see the Great Wall of China in the distance. Beyond the mountains stretch the vast provincial plains of Hebei and the even greater expanse of Inner Mongolia – and it is easy to understand why the Great Wall was built. In earlier dynasties, travellers and traders avoided these foreboding grasslands in fear of the bandits and nomadic invaders that lay in wait. Now, the Great Wall is no longer a barrier to the movement of people.

The growl of the Porsche engines heralds our arrival in the fertile fields. The road is broken by recent flooding and our drivers get their first taste of the off-road driving, as we negotiate the discarded rocks and piles of rubble littering our path. The Porsche Active Suspension Management (PASM) adapts to the changing conditions, continuously modifying the dampening force on each wheel. Combined with the luxury of adaptable comfort seats, we can barely feel the shudder from the broken road below.

As the day ends and darkness descends, it wraps us in the pitch black of night. Away from the city glow, the night is so much darker in the countryside. From the back of the convoy a black Cayenne Turbo illuminates the path far ahead with its Bi-Xenon headlights, and in the distance we can identify the unmistakable rounded-shape of Mongolian yurts. We have arrived in Inner Mongolia. >





Be prepared. Consider your choice of supplies, wheels, tools – and a shovel in case you get stuck.



Photograph provided by Shi Fu

DAY2

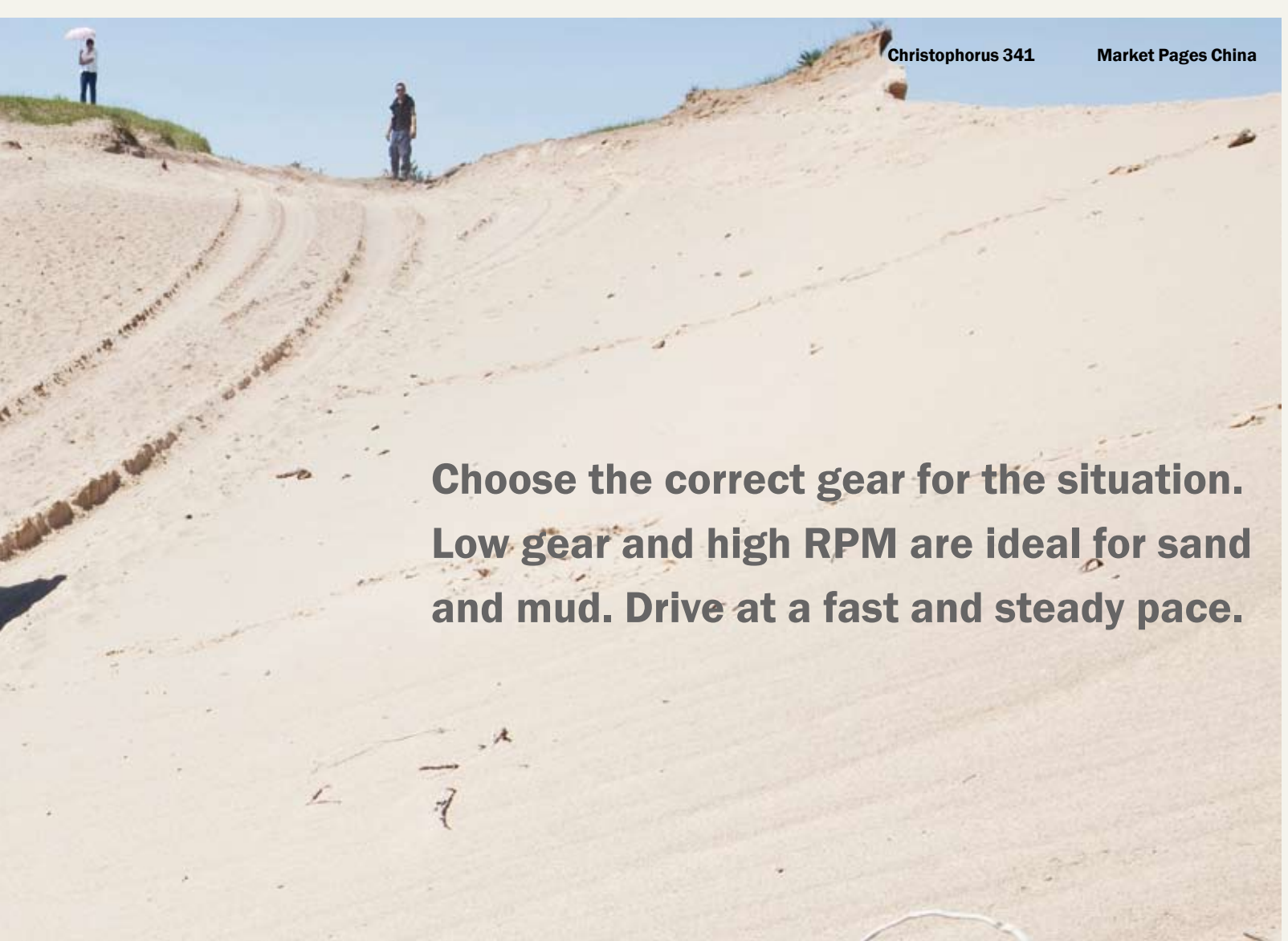
A thick sky of clouds strangles the morning sun, but fails to dampen the excitement of these Porsche enthusiasts for the day ahead. With over 1.2 million square kilometres of diverse natural terrain, the wide open spaces of Inner Mongolia represent a playground for the off road driver. Suddenly, with a turn of the wheel we leave the road – to begin our exploration.

We explore fields of sand, mud and farmland. In the distance, across rolling summer pastures, we can see the white tents of our evening campsite. With 540 litres of storage space in the luggage compartment of each Cayenne we can transport all the comforts required for a luxurious campsite. But on the inland plains of the Mongolian plateau, the weather is turbulent and unpredictable. No sooner have we arrived, than a ferocious storm tears threw the campsite, threatening to sweep our tents away. Nature

seems to be fighting our sudden arrival, but each Cayenne provides shelter from the rain until the weather subsides.

As quickly as the storm arrives, it is gone again as the dark clouds move north across the sky. A nearby hillock gives every driver an afternoon to revel in the performance of their Cayenne. Once the fear of every driver is overcome, the Cayenne easily negotiates gradients of up to 45° - even on grass still wet with the earlier rain. Returning down the hills in low-range, Porsche Hill Control (PHC) provides engine braking to any wheels beginning to show signs of loss of traction.

Reflecting on the day under a star-filled Mongolian sky, Shi Fu is overcome by the picturesque surroundings, “the landscape was so beautiful – I couldn’t stop adoring it!”



Choose the correct gear for the situation. Low gear and high RPM are ideal for sand and mud. Drive at a fast and steady pace.

DAY3

Less than 100km from the eastern edge of the Gobi Desert, the grass plains surrounding us are interspersed with a patchwork of golden sand dunes. Like bunkers on a golf course, these sand traps can capture the unprepared. Fortunately for us, the Cayenne is descended from the legendary Porsche vehicles that dominated the world-famous Paris-Dakar race in years past, and has inherited a talent for negotiating mud and sand.

Roaming the countryside, we speed through villages of mud bricks, and carefully tendered fields of sunflowers staring at the blue skies above. These beautiful fields of yellow decorate the scenery and the seeds provide snacks for the shepherds tending the flocks of sheep and herds of cattle. Climbing hills and crossing streams, the true extent of Porsche Dynamic

Chassis Control (PDCC) is impressive. When the Cayenne is in low-range mode each wheel has independent articulation, decreasing body-roll and vastly improving drive comfort.

After two days of endless sand and grass plains, we emerge onto the road for refuelling, and the street signs now display a bilingual combination of Chinese and Mongolian scripts. Before nightfall, we retreat to our hotel in Jingpeng for food and some time to relax. At dinner, we can sense a new found love of off-road driving. As Xia Xian Long exclaims, "I've learnt so much about driving my Cayenne." ▶



Photograph provided by Shen Heng Yu

DAY4

In the morning, rain greets us as we step outside. It is 10°C and the sunflowers are face down, hiding from a new sky of grey clouds. But the scenery still astounds the group. “Tai piaoliang le” exclaims both He Qing and her son, as they emerge from a mountain pass onto a vast plain of green grasses.

We arrive at Dali Lake, where every winter the cold northern winds freeze the water and the local people use the opportunity to drive trucks across the ice to obtain supplies needed during the long season of isolation. Today, the Cayenne will not be demonstrating its potential for handling ice and snow, but the winter weather does not seem far away. Instead we cruise off through the settlements of yurts and paddocks filled with famed Mongolian horses.

Speeding down a new highway, now cutting a black stripe through the green canvas ahead, the sun slowly returns to bring dark patches of cloud cover to the blanket of grass. Either side of the road the remains of ancient extinct volcanoes create a series of solitary mountains. We veer away from the road, towards a distant volcano with the promise of a spectacular view. Leaving the road, the boundless freedom offered by the Porsche Cayenne has never been so clear.

Standing atop the volcano, the sweeping green plains below stretch for hundreds of kilometres as far as we can see. In the trail of some far away rain, a rainbow forms on the horizon. The distances we have covered seem to pale in comparison with the immense opportunities for exploration in Inner Mongolia. We return home tomorrow, but in every direction there are open plains issuing another invitation to return again.

DAY5

Returning through the tunnels that guide us back beneath the Great Wall at Badaling, we have time to reflect on the past five days. For the guests that were lucky enough to venture to the far north, the Porsche Centre Shanghai trip to Mongolia was a resounding success. Not only did the Cayenne surpass every obstacle it faced, it surpassed even the expectations of its enthusiasts from Shanghai. But more important, was the discovery that the thrill of off-road driving can be enjoyed by any Cayenne driver - and in China the opportunities are endless.

For centuries the Mongolian steppe was renowned for the nomadic people that swept in and out of the lives of the people in Asia, Europe and the Middle East. Today, the days of turbulence are long gone, replaced by the progress of modernity. But the harsh environment that gave birth to these great people is still there - offering an outstanding outdoor experience to every Cayenne driver. While the times may change, the mystique of Inner Mongolia will forever remain the same.



Be careful of obstacles. Try to keep one wheel on an obstruction at all times and avoid objects passing beneath the car.



"I love my Cayenne.
It is unique and perfect
for my lifestyle."





Standing out from the crowd: Xu Weifeng

By John Lynch Photos by Mathias Guillin

Mr. Xu Weifeng is a man who knows what he wants from life. But until he first laid eyes on his Cayenne GTS Porsche Design Edition III, he was still searching for a Porsche that offered just the right blend of flair and performance. For a successful businessman from Zhejiang Province, with a young family and active social life, he knew that this limited edition variant of the famous Cayenne would prove to be the ideal investment.

As one of the few drivers in China to now have his hands on the Cayenne GTS Porsche Design Edition III, we asked him to take a few minutes from his day to tell us what made this Porsche the perfect match for him.

Why did you choose Porsche ahead of other brands?

I love Porsche for its creative design and unique image. For me, Porsche is passionate, energetic and youthful. I suppose you could say I see something of myself in the brand.

And so what led you to the Cayenne GTS Porsche Design Edition III?

For a long time, I was looking for an SUV that offered comfort along with high performance, and there really aren't that many choices on the market. I was originally interested in the

Cayenne Turbo, but then the Cayenne GTS Porsche Design Edition III caught my eye while I was browsing the Porsche website. It immediately struck me as something special. ▶

Were you aware that it is a limited edition model?

Yes, and I was worried that it would be difficult to buy the Cayenne GTS Porsche Design Edition III in China. But after reading about the model online I spoke to the Porsche Centre Ningbo staff, and they happened to have one available. The car arrived in Ningbo in late July and I had purchased it by early August.

What were your first impressions of the car?

It was love at first sight! I was fascinated by its appearance: the Lava Grey exterior, the black leather interior and contrasting red stitching, and especially the model designation on the front door entry trim. These are just some of the main aspects that distinguish it from other cars on the road.

What do you think the Cayenne GTS Porsche Design Edition III says about you?

The thing I like about my Cayenne is that it is totally unique. I am a fashionable person, so the exclusive details and accessories mean a lot to me. I love the Porsche Design luggage set, and particularly the watch. The car also carries its serial number on the glove compartment. My Cayenne is No.38 of the 1000 manufactured in the world.

Every Porsche inherits the history of sportscar performance – do you consider yourself a sporty person?

Yes, I like swimming, basketball and horse riding. I go to the gym everyday and I like travelling a lot.

So travelling gives you an opportunity to take your Cayenne on the open road?

Yes, of course. I like taking my friends and family out for weekend breaks in the cities near Ningbo; Suzhou, Huzhou, Hangzhou and Shanghai. With two children you really need something spacious, and the Cayenne is certainly that.

"On the open road the rate of acceleration is truly a fantastic thrill."



But with an eight cylinder engine and sports exhaust system, you must also care a lot about performance. Was that a factor in deciding upon this model?

Yes, I do care about the engine, and I love the sound when I start the car. The features you have mentioned are characteristic of a sports car rather than an SUV, and on the open road the rate of acceleration is truly a fantastic thrill.

Any regrets about not buying the Cayenne Turbo?

The Turbo is a great car, but I love my Cayenne. It is unique and perfect for my lifestyle. It is a classic and timeless design. I see myself driving my Cayenne GTS Porsche Design Edition III long into the future.



Cruising Under Provence Skies

By Steve Thompson

Provincia Nostra – ‘Our Province’ - was the name the Romans gave this idyllic region when they conquered it back in the 2nd Century B.C. Now known simply as Provence, He Zhen and Yolanda He were among the many visitors that flock to the beautiful mountain ranges that led the Romans to claim the region as their own. What made their trip so special, was that as members of a recent Porsche Travel Club trip organised by Porsche Centres Beijing Haidian and Beijing Yizhuang, they were among the first to do so from behind the wheel of the new Porsche Panamera.



Welcome back to China and we hope you had a relaxing time in Provence. What made you join this trip in the first place?

He: My main reason for joining the trip was to explore the capacities of the Panamera. I am very interested in driving, so to take part in trips like these means I can go travelling and driving at the same time. I am also considering buying this new Porsche in the future, so obviously I wanted to see and feel what the Panamera was like on the open roads.

Was this your first time travelling with Porsche Travel Club?

He: I've travelled with Porsche several times in the past - to Finland, Dubai, Germany twice and this was my second time driving in Provence. We enjoyed all these trips immensely, so we knew something of what to expect.

So what was different about this trip to the previous ones?

He: The main difference was the car we chose to drive. All our previous trips were for the 911 Turbo, which is the car I have at the moment. But this Provence trip was about driving in a more leisurely way and enjoying the Panamera.

Yo: I really feel the same. I've been on Porsche trips with my husband several times, and while I treasure those experiences, such as driving on the autobahns in Germany, this was enjoyable for different reasons. The scenery of Provence, in particular, was spectacular. I remember us coming across this beautiful lake on one of our drives. It was a vivid and unique blue, a wonderful sight, and with the clear blue skies every day, we really enjoyed our time there.

It sounds like you both had a relaxing time. Were there any other memorable experiences?

He: If there is one memory that stands out, it was seeing the sailing ships and yachts just off the coast of Cannes. In China we don't see such a view very often. It was extremely beautiful. I also loved driving the Panamera along the curving mountain roads. That really was a lot of fun.

Yo: We only stayed there for three days, so driving and eating actually took up most of the journey. I like what I saw of the French culture. It seems a very relaxed style of life. Although neither of us really drink wine, which France >





is obviously famous for, we both really enjoyed tasting the local French cuisine, such as the Foie Gras and Tapenade. Porsche made all the dining arrangements for us, and the hotel was very comfortable, with some fantastic views of the countryside.

You mentioned you were on the trip in order to test out the Panamera. What were your impressions?

He: Talking to other members of the group, many of us were very curious to see how the Panamera would perform. However, after driving the Panamera, it is clear that this is a Porsche with the capacities of a sports car, while also offering a more comfortable driving experience.

When you say 'comfortable experience', do you mean as a driver?

He: For me it's always about the front seat, as I am the one driving the car. My wife doesn't drive. My feeling for a car is therefore from the driver's perspective, although of course I can appreciate the luxurious interior as well.

Yo: One other thing from a passenger's point of view is that the Panamera is certainly more comfortable to sit in. There is simply more space.

Which model do you prefer: the Panamera S, Panamera 4S or Panamera Turbo?

He: I prefer the Turbo, but as a group we really liked the visual aspects that all the models share. Every time we sat down to eat, we chatted about the appearance of different cars and shared our feelings about the Panamera and other Porsche models. All the

feedback was positive - I haven't heard anyone in our group say anything negative about the Panamera. After three days of driving and looking at the leading Porsche Panamera in front of me, I started to love the design of the Panamera more and more.

Yo: Interestingly, I even remember hearing one of our group say that they had already ordered and paid for a Panamera, so that is obviously a good sign as well.

Did you get on well with other members of the Porsche party?

He: Absolutely - we actually had dinner together after we came back to China. We looked at the pictures from the trip, exchanged contact numbers and will definitely keep in touch in the future. Actually some guests were friends from previous trips with Porsche, so we already knew each other quite well. We hope there will be a Porsche Club very soon, so that there can be more communication among Porsche fans here in China.

And are you considering making any other trips in the future?

He: I sign up for the trips every year. Before we left for Provence, I also heard about another trip driving through Germany, Austria, Switzerland and Italy. We had not seen this itinerary before and if there is a chance, maybe next year we will go. Besides, I heard there are also trips to New Zealand and South Africa. I am interested in them all, but I hope there aren't too many trips in a year. We just can't make it to all of them! Once or twice is great, but we don't have time for too many more. ◀

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