

# Porsche Christophorus 342

## 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.

# Blue Sea Drive

By 丁杰飞

Photos by Mathias Guillin









**With a turn of the ignition, the V8 engine instantly awakens. For a second, time stands still. Born deep inside the finely-tuned automotive masterpiece, the characteristic growl is music to the ears of any Porsche enthusiast. Today, we are cruising the coastal roads of Xiamen – in a creation that is being hailed as the latest illustrious addition to the Porsche family. The Porsche Panamera.**







Xiamen is proof that comfort isn't only found in a seat in the Porsche Panamera. A subtropical climate hosting holiday resorts and seaside restaurants, gives Xiamen Island a Mediterranean feel. Leaving the city to the south, the Yanwu Bridge lifts off and glides out to sea, guiding our Panamera across rolling waves and past lines of glittering new apartment complexes.

Home to one of the world's great marathons and with scenic roads stretching for hundreds of kilometres along the Fujian coast, Xiamen has precious little traffic to distract us from savouring the drive. Whether you are enjoying the front or back seat, the Panamera is right at home on the streets of Xiamen.

What immediately strikes the eye from either seat is a remarkable attention to detail in craftsmanship. An extensive hand-stitched leather interior is complemented by beautifully crafted aluminium air vents, skilfully blending design forms. Reclining in the back seat of the Panamera, it is clear that all seats are built for the sports car experience.

The seats in the Panamera feature a minimalism that only Porsche can achieve. The benefit is two-fold; a commitment to lightweight performance, and an uninhibited share of the action. As we accelerate past traffic, the Panamera seems almost aeronautical – like the cockpit of a jet aircraft. Even as a passenger in the back seat, I can feel every additional increment of sportscar performance.



Across the water, we can see the tranquil island of Gulangyu, with grand Victorian-era mansions hidden amongst lush foliage of palm trees and manicured gardens. The soothing sound of the "drum waves" as they roll in and crash on the south-western reefs of the island, are melody to the ears of any city-dweller. But the Panamera will not be visiting Gulangyu – private car ownership is banned on the island – nonetheless, the serene sight of the island across the water makes the journey all the more enjoyable.

Cutting-edge seat adjustment options are further testament to a dedication to comfort that is a hallmark of every inch of the Panamera. In our Panamera 4S, seats allow for eight-way adjustment of seat height, squab and backrest angle, and seat position. With the added benefit of an optional driver memory



package, the driver's seat and exterior mirror positions can be saved and restored automatically. The Panamera Turbo takes this concept a step further by offering 16 different seat adjustment alternatives.

Along the Roundabout East Road, we pass a long series of ninety-nine sculptures decorating the shoreline, each depicting a runner competing in the famous Xiamen Marathon. Stopping at a seaside café, we take a closer look at the sculpture of the race leader – his long stride betraying a speed, athleticism and performance that clearly places him at the front of the breakaway. Coinciding with more than 60 years of illustrious motorsport success, the release of the Porsche Panamera – a revolutionary new Gran Turismo from Porsche – seems to closely parallel this vision of a marathon runner breaking new ground ahead of a chasing pack.

While we enjoy this art installation, couples and families take a break from the warm autumn afternoon at the beach and seize their first vision of the new Panamera. As the other passengers answer questions about the spacious luggage compartment and impressive fuel efficiency, I seize my opportunity to drive. But we can not move yet. A small 5-year-old boy has also taken up position in the backseat of the Panamera. He holds tight as Mum prises him free – his first drive will have to wait.

A unique trepidation that takes hold whenever behind the steering wheel of a Porsche, and the Panamera is no exception. A finely-crafted aluminium accelerator pedal invites us to drive into the new Porsche dimension, while the historic Porsche crest serves a constant reminder that this remains a Porsche like any other. If any more proof was needed, the awe-

inspiring engine noise as I turn the ignition confirms the fact.

Diverting away from Xiamen Island, we cruise across the water and towards the mainland of China, with the 400 bhp of our Panamera 4S easing us past 100 km/h with minimal exertion. It is immediately clear that the Panamera is light on its feet. There is a clarity to the steering that allows the car to hug the road and react with precision. This drive is truly unique.

On the mainland, the Panamera continues its flight along the seaside roads of Xiamen. Across the glimmering waters of the Taiwan Straits, we can see the Jinmen Islands offshore. As we speed towards the entrance to a tunnel, our bi-xenon lights flash to life and illuminate the path ahead. I take a glance in the rear view mirror at the ocean behind and smile. The new dimension has arrived in China. ◀







# A Motoring Classic: Past Meets Present in a Showcase of Excellence





Porsche 787 Formula 2 racing car (left)  
and Porsche Panamera (right)

By Steve Thomson Photos by Axel Koester

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Year after year motoring enthusiasts from across the globe make the pilgrimage to Monterey, California for what is regarded as the world's premier celebration of the automobile. In 2009 they were joined by Mr. Leigh Gow, publisher of *In Touch* magazine, who travelled to witness the splendour of the finest vintage cars ever built.



Porsche 356 models

“Unforgettable” – this is how Mr. Gow describes his visit to America’s West Coast, his voice betraying the excitement that comes with witnessing the very best in automotive design. More than five months after attending events such as the 59th Pebble Beach Concours d’Elegance; The Quail, A Motorsports Gathering, and the Monterey Historics Automobile Races, the memories are as vivid as the day he left, something *Christophorus* discovered just last month.

“Motorsport is still quite young in China, and we rarely have the chance to see so many legendary vintage cars displayed at one venue. Last year the Monterey Classic Car Week also marked the North American debut of the Panamera. That was an added incentive, but what was most interesting was to learn about the history of motoring. I already knew something of the heritage of Porsche, but wanted to find out more.”

Mingling with passionate car enthusiasts from around world, Mr. Gow had the chance to do

just that. Among the hundreds of thousands who flock to Monterey each year, it is hard to judge who enjoys the events more – the owners and drivers of the many classics on display, or the spectators at the exquisite parade of distinguished automobiles.

“One thing that struck me from the beginning, was that this celebration was about so much more than just speed. All of the cars had a grace and poise, like small windows into history. It was particularly interesting to see Porsche in such a context. All the big names were there, but this time Porsche was the featured marque of the Monterey Historics Automobile Races. Having so many Porsche models gathered together in one place, and seeing them alongside the new Panamera, that was a special treat.”

The Monterey Historics Automobile Races were held at the Laguna Seca Raceway from August 14-16, and of the 450 vintage race cars in attendance, 145 were from Porsche. Among them, four unique Porsche models

had even been shipped in on loan from the newly-opened Porsche Museum in Germany, a genuine delight for any Porsche enthusiast.

These rare Porsche models included the 1962 Porsche Type 804 Formula 1 racer, the car that brought victory to Californian Dan Gurney in the French Grand Prix of that year, as well as the 1960 Porsche Type 718 Formula 2 racing car, which gave Porsche its first ever Formula 2 world title. The models from Germany were either appearing in America for the first time or after an absence of more than 40 years, a fact that did not escape Mr. Gow either.

“The four models from the Porsche Museum were definitely among the highlights. It was a strong statement about the history of Porsche racing. Just imagining these vintage cars tearing around the track is exciting in itself. But to see them in person was truly special. The sound was incredible and I hardly knew where to look, there were so many sights to take in.”



Away from the roar of the engines, Mr. Gow also took time out to enjoy the tranquil surroundings of the Monterey Peninsula. Before the fairways of the world-renowned Pebble Beach Golf Course gained international appeal, this area had long been known for its scenic drives. Miles of pine and cypress forests converge through mountain valleys before enveloping the coastline of a crescent-shaped bay. Throughout the week vintage cars were seen regularly touring the area, although there was still room for the latest Porsche to make its own distinct impression.

“I was attending the event in the grounds of the Quail Lodge on the Friday (The Quail, A Motorsports Gathering). Since Porsche was also hosting the American launch of the Panamera at the Lodge, it proved an interesting counterpoint.

“All these beautiful vintage cars were lined up on the lawns, and beside them was the new Panamera, the latest Porsche. I felt the same at the Pebble Beach Concours d’Elegance

a couple of days later. You see these magnificent cars, among them wonderful Porsche models from throughout history, and the Panamera really seems to belong to the same lineage. Many would not have thought this to be possible – a four-door Gran Turismo that bears the Porsche name.”

The Motorsports Gathering in Monterey had long been chosen for the introduction of the Panamera to the North American market. Drawing attention to the unmistakable DNA of Porsche, the event demonstrated the traditions of design and engineering that date back more than 60 years. In addition to showcasing some of the most legendary Porsche models, around 1,300 guests enjoyed a test-drive of the Panamera, and presentations on the features that place this Porsche in such distinguished company.

“Travelling from China, it was a pleasure to meet so many Porsche lovers. We all shared a common passion for Porsche, and that appeared even stronger after seeing the Panamera up close for the first time. I suppose

it was the ultimate statement of intent from Porsche; placing this new four-door model beside the classics, there really was no place for the Porsche design team to hide.

“Speaking to people there, the conclusion appeared unanimous. The Panamera possesses the same style, same smooth curves and supreme performance that people expect of a Porsche. Far from breaking with tradition, the legacy seems to have evolved and I feel it is moving in the right direction. The experience has certainly encouraged me to buy a Panamera. When the Panamera Hybrid is available, I will be first to place an order.”

Mr. Gow obviously enjoyed his visit to California and if you share his passion for motoring or wish to find out more, you may consider attending this coming August. We hope to see you there.

The next Monterey Classic Car Week will take place from August 11-15, 2010.



Porsche 911 vintage models



Porsche Panamera



Porsche 550



Porsche 935 (left) and Porsche 917 30 (right)



# Celebration of Innovation: Auto Guangzhou 2009

By Geoff Tink      Photos by Derryck Menere

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**“Auto Guangzhou is a celebration of the art of motorcar design” Porsche China CEO, Mr. Helmut Broecker reflected at the opening. With the Asia Premiere of the new Porsche 911 Turbo and the new Porsche 911 GT3 Cup car, plus the unveiling of two new Cayenne Special Editions, there was no shortage of Porsche celebrations at Auto Guangzhou 2009.**



From 23-30 November, the Pazhou Complex of the China Import and Export Fair hosted a Porsche exhibition with ten stunning examples of Porsche design and innovation. Covering two floors and almost 700 square metres, the centrepiece of the Porsche display was the glittering Asia Premiere of the Porsche 911 Turbo.

The seventh generation in a legendary line of the world's finest sports cars stretching back to 1974, the new 911 Turbo gives Porsche enthusiasts an opportunity to own a piece of the Porsche history of technological evolution. Featuring a power unit displacing 3.8 litres and delivering a maximum output of 500 bhp, Direct Fuel Injection and variable turbine geometry, the new 911 Turbo is brimming with Porsche motorsports technology. Combined with the world's most famous turbocharger and seven-speed Porsche Doppelkupplungsgetriebe (PDK), the Porsche 911 Turbo remains at the cutting-edge of sports car innovation. Beside famous Hong Kong model Rosemary Vandembroucke, the latest Porsche 911 Turbo was the finest attraction at Auto Guangzhou 2009.

Porsche innovation does not stop at the exterior – the interior is also a sight to behold. A new three-spoke steering wheel with gearshift paddles, offers an alternative to the standard steering wheel with shift buttons. As Mr. Broeker remarked, "The Porsche 911 Turbo is a model that carries the very finest strain of Porsche DNA. A true sports car at heart, this is the finest example so far of the legendary 911 model."

Celebrating the remarkable success of the Porsche Cayenne in China, the Guangzhou Auto Show also saw the debut of two new Cayenne Special Editions available exclusively to the Porsche enthusiasts of China. The Cayenne Edition Exclusive and Cayenne Edition SportDesign both offer a diverse range of additional features fitted as standard, conveying the individuality and flair that are the hallmarks of Porsche ownership.

The Cayenne Edition Exclusive is limited to just 1,800 units, each designed to project an air of prestige and sophistication. With stylish exterior colours highlighted by champagne colour trims on the front air intake and rear view mirrors, ▶



Porsche 911 GT3 Cup car to debut at the Porsche Carrera Cup Asia in 2010. Featuring custom Porsche Design exterior artwork.



Porsche Cayenne Edition Exclusive



Porsche Cayenne Edition SportDesign



complemented by an interior of two-tone leather, the Cayenne Edition Exclusive is a Porsche of rare beauty. Alternatively, the Cayenne Edition SportDesign is limited to only 1,200 units in a range of vibrant colours, each with a wide array of aerodynamic SportDesign exterior features to stand out from the crowd. With 20-inch wheels, sports seats and an eye-catching interior, this is a Cayenne inspired by the acclaimed Porsche sporting style.

Constant innovation has ensured that Porsche remains the world's leading motorsport marque and this innovation was on show in the new Porsche 911 GT3 Cup Car, a model with a

true racing pedigree and scheduled to debut on the racetrack at the Porsche Carrera Cup Asia in 2010.

Completing the exhibition of Porsche masterpieces was a wide range of new Porsche models, including variants of the 911, Cayman/Boxster and Cayenne as well as the new Panamera. The Panamera offers spacious comfort alongside a sports car lineage as the very first Porsche Gran Turismo. All models present China's Porsche owners and enthusiasts with qualities that truly proclaim the unique and exclusive nature of the Porsche marque.

#### Porsche cars displayed at Auto Guangzhou 2009:

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**911 Turbo Cabriolet**

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**911 GT3 Cup**

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**911 Carrera 4**

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**Cayenne Edition SportDesign**

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**Cayenne Edition Exclusive**

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**Cayenne Turbo S**

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**Panamera 4S**

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**Panamera Turbo**

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**Boxster**

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**Cayman**





# The first men's fragrance range from PORSCHE DESIGN



The new fragrance from Porsche Design, "The Essence" with striking cold metallic accords and warm woody tones is the latest in an acclaimed range of classic gentlemen's accessories.

The first contact is identified by an intensive top note of penetrating freshness and coolness, borne by a molecule called "arctical" which was developed specially for the new men's fragrance. The sharpness is achieved with the sensation of aromatic myrtle and juniper, while a spicy black pepper with a hint of Russian coriander leaves and Siberian pine provides further contrast to the cold metallic accords. Warm, woody patchouli and balsam fir notes provide the third companion to the icy prelude. These are underlined by a delicate nuance of frankincense.

The core product is an eau de toilette which will be available in three different versions. An aftershave lotion, aftershave balm, a hair and body shampoo and two deodorants in stick and spray form complete the range.

Porsche Design is a luxury brand with particular focus on technically inspired products. Ferdinand Alexander Porsche founded the brand in 1972, and since then its products have stood for functional, timeless and purist design. The product portfolio includes classic men's accessories, a sport and fashion collection as well as electronic products and men's fragrance range.

#### STORES:

Beijing Chaoyang	+86 (0) 10 87892 821	Qingdao	+86 (0) 532 86677 102
Beijing Haidian	+86 (0) 10 88873 624	Shanghai	+86 (0) 21 53838 911
Chongqing	+86 (0) 23 63827 911	Shenzhen Mix City	+86 (0) 755 82230 785
Hangzhou	+86 (0) 571 87923 369	Shenzhen King Glory	+86 (0) 755 82230 790
Ningbo	+86 (0) 23 63820 911		

# Opening of Porsche Centre Jinhua Celebrates Zhejiang's Renaissance

By John Lynch



Jinhua is situated in the heart of Zhejiang Province, an elegant city where culture, cuisine and commerce have long been esteemed. Bounded by ancient city walls and famous for its skilled artisans and talented entrepreneurs, Jinhua is also world-renown for cured ham of the finest quality. In a city with

a taste for perfection, it was little surprise that the grand opening of Porsche Centre Jinhua on 28 October 2009 saw distinguished guests treated to an evening befitting the city's illustrious past – with a thoroughly international flavour.

Local dignitaries joined VIPs and members of the media to celebrate the opening of the fourth Porsche Centre in Zhejiang. Guests enjoyed gourmet dishes amidst a stunning display of the latest Porsche model lines, and socialised to the accompanying sounds of live jazz, and an Austrian folk ensemble. The gathering applauded as the ceremonial ribbon was cut, and fireworks exploded in the night sky – marking the moment that Porsche Centre Jinhua became the 26th Porsche Centre in China.

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## Empowering the Future

By Geoff Tink

In the immediate aftermath of the Wenchuan Earthquake in Sichuan and Gansu provinces on 12 May 2008, generous donors across China collected more than RMB 10.7 billion for national relief funds in an effort to rebuild these beautiful provinces. Porsche China has been a dedicated supporter of this ongoing aid effort – reinforced by the first steps of the new “Empowering the Future” programme.

In a signing ceremony with UNICEF and local Government officials on 7 December 2009, Porsche China formalised the donation of four specially-designed Porsche Cayenne models to serve as mobile education units for children around Sichuan and Gansu. In addition to a

donation of approximately RMB 10.2 million over three years, the Cayenne models will support the regional education curriculum, as well as conducting programmes covering safety, hygiene and the environment.

