
PEBBLE BEACH CONCOURS D'ELEGANCE 2010

Finding continuity in a world of contrasts – an exhibition of innovation amongst a parade of classic automotive memorabilia.

BORN ON THE RACETRACK

The World Premiere of the Porsche 911 Carrera S
Porsche Carrera Cup Asia.

GOLF MEETS PORSCHE

Christophorus joins the recent 2010 Porsche & Jebsen Invitational.

PORSCHE CHINA

Christophorus 347 China December



PEBBLE BEACH 2010

MOTORING HISTORY: WHEN INNOVATION AGES INTO A CLASSIC

Text Huang Wen Song

Leading to the Pebble Beach Concours d'Elegance, a ribbon of a driveway wound through the scenic landscape, and scattered on each side of it were people in twos and threes, each sharing a common destination in the distance. Maybe it was the nostalgia circulating throughout the Monterey Auto Festival, for a moment I had the impression that

emerging from the end of that road would be the hero Pheidippides, whose legendary run left us the legacy of the marathon. A few steps away from me, cameras were already rolling, and television reporters were busy splitting their last few seconds between talking amongst themselves and looking forward expectantly awaiting the arrival of a hero.

FOCUS

The Porsche 918 Spyder

At an August meeting of the Supervisory Board of Dr. Ing. h.c. F. Porsche AG, Stuttgart, the green light was given for series development of the Porsche 918 Spyder. Since the debut of the ultra-high-performance mid-engined hybrid sports car at the 2010 Geneva Motor Show and at Auto China in Beijing, the worldwide response from media and customers has been overwhelming.

For more information on the Porsche 918 Spyder, please contact your nearest Porsche Centre.



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



“...My wildest dream during the Festival was to sit behind the wheel of the Porsche 918 Spyder...”



Turning heads: The first drive of the Porsche 918 Spyder.

The sound came first. The roaring of the engine from afar officially announced: The Porsche 918 Spyder is coming. Classic headlights, futuristic fender, surreal wheel spokes and a sexy tail, all of which I had shot many times in close quarters at the 2010 Beijing Auto Show. But this time it was different. This was the first time that the 918 Spyder was revealed not as an exhibition item, but as a live (yes, live!)

being in motion. Running in gas mode, it sounded marvelously passionate as a Porsche always does, and when it was switched to the pure electric mode shortly after, a deeply peaceful and melodious purring greeted our ears.

The 918 Spyder hadn't gone very far before it was stopped by the roadside, and media found themselves with an

opportunity to interview the Director Style at Porsche AG, Mr. Michael Mauer. The brief introduction that he gave on the 918 Spyder should now be all too familiar to our Chinese Porsche lovers: in addition to the normally high-revving 3.4-liter V-8 good for almost 500 hp, the hybrid mechanic beauty has three electric motors onboard that add another 215 hp to the tally, which gives it a 0-to-100kph

acceleration time of only 3.2 seconds, beating the Porsche Carrera GT by more than half a second. But as far as I know, these statistics are not exactly what hold Chinese Porsche fans in awe. It's the feat of reducing CO2 emission to just 70 g/km, and fuel consumption to a mere 3.0

litres/100 km, that draws from their lips exclamations of disbelief.

Witnessing the virgin cruise of the Porsche 918 Spyder was one of the most memorable experiences I had at Pebble Beach this year. But the Monterey Auto



Festival certainly had more to offer. On a beautiful golf course, hundreds of distinguished vintage cars were displayed with a time-defying grace and poise. The history of their designs and productions, of ownership being passed down from one generation to the next, is something that can only be fully captured and felt by imagination. I believe that car lovers like me came here not only to see, but also to pay homage to these sacred creations of automobile industry.

My wildest dream during the Festival was to sit behind the wheel of the Porsche 918 Spyder and drive it around, which, needless to say, didn't come true! But I did have the rare chance to mount another treasure of Porsche, the time-honoured 356. The instant I started the engine of Porsche 356, then the finest piece of machine in the automobile industry designed by Mr. Ferdinand Porsche, I began to realise how firm Porsche holds the spirit of innovation in the eroding flow of time.

The intimacy I forged with the newest and oldest Porsche models, which echoed each other across a gap of about half a century, made me wonder for a moment whether I was travelling in time. With the antique driving wheel in my hands, I toured Monterey in the Porsche 356, not as a spectator to the event, but as an ordinary driver among many other drivers in the 1950s.

The Porsche 356, sitting amongst other well-preserved vintage cars on display, is evidence of mankind's lasting passion for creation and innovation in automobile manufacturing throughout the last century. One just can't help imagining a hundred years from now, when the newborn 918 Spyder ages into another vintage car at the Pebble Beach Concours d'Elegance, what kind of cutting-edge masterpieces will Porsche and other carmakers be presenting us? Well, that's for our grandchildren to look forward to.

**BORN ON RACETRACK**

A WINNING PEDIGREE: THE 911 CARRERA S PORSCHE CARRERA CUP ASIA

Sometimes, a name can tell you everything you need to know. This is certainly the case with the Porsche 911 Carrera S Porsche Carrera Cup Asia – a limited edition model that carries the designation of Asia's premium one-make racing series. Following a successful launch this September, thirty of these exciting models will be made exclusively for the China market, meaning just a handful of drivers will get to experience the Porsche that was truly 'Born on the Racetrack'.

Text John Lynch

Thousands of visitors flocked to the Chengdu Motor Show from September 18 to 24 to be among the first to see this unique addition to the illustrious 911 model line. With the popularity of the

Porsche Carrera Cup Asia in China, none were surprised to see that the new model truly stood out from the crowd, even among the impressive array of models on display at the Porsche stand.

The 911 Carrera S PCCA carries the pedigree of a winner, inside and out. A powerful 3.8-litre Boxer engine works in conjunction with the Porsche Doppelkupplung (PDK) to develop



283 kW (385 hp), reaching a top speed of 300 km/h. With such an impressive performance profile, acceleration from 0 to 100 km/h comes in just 4.3 seconds. Furthermore, the Sport Chrono Package Plus makes the engine sharper and more dynamic, with stiffer damping also increasing agility. Nineteen-inch SportDesign wheels are the finishing touch to an impressive package.

Available in a choice of Carrara White, Black and Guards Red, the 911 Carrera S PCCA also displays its confidence in its design. High-quality race car decals and

the Carrera S logo illuminated on the carbon fibre door sill guards truly catch the eye, while the Tequipment Aerokit Cup Package brings a front apron with dynamic air intakes, an extra spoiler lip and rear spoiler to increase downforce and perceptibly improve driving dynamics.

In the interior, carbon fibre and alacantra dominate, with flashes of Guards Red highlighting sporting features such as the dials, gear selector trim, seat belts, door openers and floor mats. As a reminder of the car's prowess, a stop watch set into the

centre console records your fastest driving time. With such performance at your fingertips, sports seats ensure maximum comfort and vital support for driver and passenger, and a driving experience both functional and classically stylish.

A striking look for an outstanding sports car: the Porsche 911 Carrera S Porsche Carrera Cup Asia is for those that appreciate the value of true motorsport excellence. ●





A golf pro and Porsche enthusiast once asked me: “what do you think is the biggest difference between driving a Porsche and playing golf?” I apologised and answered that the question doesn’t make much sense, because they are like apples and oranges that can’t be compared. “Wrong,” he retorted. Pointing at his chest, he enlightened me, “their biggest difference lies in the rate of your heartbeat.” One pumps man-made explosives into your heart and sets it loose, while the other sedates it with a concentrated natural beauty.

He isn’t alone in indulging in these two contradictory pleasures. Porsche owners at the Porsche-Jebsen Invitational 2010 appear to agree with him. They take delight in cruising behind the wheel of a Porsche, whose sound and speed inject a powerful dose of excitement into them, but they can also be devoted to the pursuit of peace of mind, when the road before them is replaced by the green expanses of a golf course. Standing there, mind focused on just a



where stellar play from local Porsche owners was cheered on by an appreciative gallery. Several weeks later, despite a humid drizzle, Porsche owners in Shanghai at the Enhance Anting Golf Club set off to have their round of fun and concluded the game in high spirit in a beautiful sunset. At the end of July, Beijing golfers participated in the third stop of the invitational, laughing, sweating and competing under the hottest sun of the year.

These three contests have left not a few Porsche owners already in avid expectation of next year's game. "I'll be there again, that's for sure," said Mr. Zhao, who played in the Shanghai competition. "The tournament is organised to an international standard, which makes you feel really good about

yourself." A series of awards for each match are set up to make it more fun, including the Longest Drive, Nearest Pin, Best Female Player, and the Hole-in-One prize – a brand new Porsche Cayman.

With tournaments in Shenzhen and Guangzhou still to come, plus the addition of a finals series, a lot of golf remains. While all other awards have been handed out at every match, the hole-in-one prize is yet to be claimed. And although the "friendship first, competition second" motto has been well demonstrated throughout the tournament, Porsche owners will surely increase the intensity as the competition heats up. Which team shall drive to the top? *Christophorus* looks forward to it as much as you do.



small and motionless white ball that will soon be flying across the blue sky at a strike, one escapes completely from the bustle of the city life without even being aware of it.

At its heart, golf is a sport that embraces nature. It not only provides you with numerous physical benefits, such as improved flexibility and coordination of the body, better cardiovascular circulation and more powerful muscles in the arms, shoulders and abdomen, but also helps to relieve the stress of your daily work routine in the comfort of fresh air. The individual playing golf can use the quietness of the golf course to center themselves and focus on the

simple things of life.

"You are free from earthly distractions and in harmony with the nature. You have only yourself to challenge. That's what I like most about golf," said Mr. Zhao, a Porsche 911 Carrera owner who participated in the invitational, "it's also great fun to make some friends out of it." Sure, because that's what the F in the word "GOLF" stands for. (And I dare say the other three letters represent Green, Oxygen and Light respectively, all core features of the true spirit of golf.) Between the strokes, be it good or poor, you have playing partners applauding or ribbing you, which can be the

most effective catalyst for a deeper friendship.

The golf invitational organised by the Jepsen Porsche Group provides just such a bonding opportunity for Porsche owners around China. The tournament is a two-person team stroke play event with six regional competitions held respectively in Hong Kong, Shanghai, Beijing, Shenzhen, Guangzhou and Hangzhou, before the top five teams from each city advance to the Grand Final contest for the ultimate winner.

On June 4, the first game began at the Clearwater Bay Golf Club in Hong Kong,



LIFESTYLE

A SUITABLE

Text Peter Holland

LOOK

It is often said that “clothes make the man” and whether or not you like or agree with the statement, we are constantly judged by what we wear. One of the best looks available is a bespoke suit; and if done correctly, it will last as long as your Porsche.

Bespoke is an old British term meaning “to speak for” as in to request specifically. It initially referred only to tailored clothing, although current usage has made it synonymous with the term “custom made.” Buyers of custom-tailored garments would do well to remember the word’s origins. Because the success of a bespoke garment is largely dependent on you.

Where to go?

The first step is finding a tailor. London’s Savile Row is the home of bespoke tailoring, and some of the world’s finest suits are made in Paris and Milan. Nowadays most of the top labels also offer bespoke tailoring, and there are plenty of experienced tailors in Hong Kong and the Chinese mainland. Ask a well-dressed acquaintance for a recommendation.

Things to ask your tailor

The first question is fabric. A lightweight fine navy blue wool suit should be a feature of many men’s wardrobe. Modern climate control has reduced the need for heavier wool suits - you can always wear an overcoat if you’re outside in cold weather. And you can never go wrong with classic navy blue fabric. In fact, avoid any color except navy, black and charcoal gray. Other colors are distracting. Similarly, avoid anything but the most subtle patterns or pinstripes. It is a common misconception that pinstripes are somehow more “professional.”

Next question is cut. This is where your tailor’s skill comes into play. None of us have GQ model bodies and a good tailor will cover the little imperfections we all

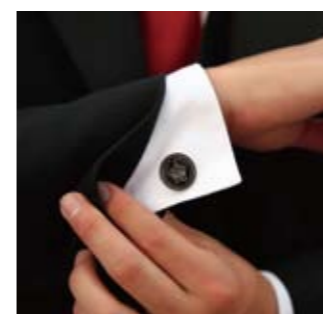
have. At least two fittings should be offered to ensure that the measurements are just right. Have a friend join you to help identify any trouble spots.

Finishing touches. Lapels, shoulders and vents are a matter of personal taste and vary depending on geography and the current mode. Choose a moderate width of lapel so as to not seem dated; rounded or slightly padded shoulders depending on your build; and single vent for the man with a larger rump.

A two-button single breasted suit is the current vogue and probably the most timeless look. Any more buttons will make you look out of date or an NBA basketball player. Double-breasted suits may be swinging back to fashion, but this may look vaguely stuffy if not executed well. Four functioning cuff buttons are always the way to go, but discreetly leaving one or two unbuttoned has become a bit pompous.

Accessorise

Most tailors should be able to help with shirts, ties and accessories. A french cuffed shirt with collars appropriate to your facial shape in solid white, blue and pink are a must. Other colors may be worn if wearing the shirt open-necked without a tie. Necktie dimensions change with the times, but a red silk tie of moderate width is a wardrobe staple. Recent fashion diktat tells us that cuff links are a man’s chance to accessorise as a woman wears jewelry, but cuff links very easily go from being a conversation piece to a distraction. A simple pair of silver links can be worn every day, unless you are a serious collector.





STORES:	
Beijing Chaoyan	+86(0)10 64651188159
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Chongqing	+86(0)23 63827 911
Hangzhou	+86(0)571 87923 369
Hangzhou Tower	+86(0)571 88360 583
Ningbo	+86(0)574 87303 511
Qingdao	+86(0)532 86677 102
Shanghai	+86(0)21 53838 911
Shenzhen	+86(0)755 82230 078
Tianjin	+86(0)23 63820 911
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TRAVEL

ON THE ROAD: WITH PORSCHE DESIGN

A New Year is approaching quickly and the Chinese New Year will soon be upon us. At a time when everyone is planning holidays to escape the daily hustle, here are some ideas from Porsche Design that can bring a new dimension of form and function to your life – at home and abroad.

Text Ding Jie Fei

[1] French Classic – Briefcase

The Porsche Design French Classic line is unique. Timeless design combined with striking colors. Features solid hand-brushed clasps and is made from the finest cowhide with a classic accentuated surface structure. Comprised of two main compartments, including ample space for business cards, cell phone, calculator, writing implements, etc.

[2] P'9522 Mobile Phone

Combining purist design with high-quality natural materials such as

aluminum and mineral glass, this innovative mobile phone features an abundance of technology and compelling features.

[3] P'6750 Worldtimer

The Worldtimer P'6750 displays the time in two different time zones simultaneously and is an ideal companion for cosmopolitans. An additional crown with an integrated button makes the world time settings easy to change – for the first time ever without loss of time.

[4] French Classic Trolley 550G

Exceptionally maneuverable thanks to its innovative leather-covered ergonomic telescopic handle system and special wheel bearings. Wheel housing incorporates solid aluminum protectors, ensuring lightweight design and maximum durability. Main compartment features all-around zipper and extensive clothing compartments.

BREAKING NEW GROUND

DRIVING THE FUTURE TODAY: THE OPENING OF PORSCHE CENTRE SHANGHAI PUDONG.

On a cool Autumn night in September in Shanghai, Porsche announced its arrival on the east side of the Huangpu River in style, with a stunning opening ceremony to celebrate the opening of the new Porsche Centre Shanghai Pudong. Located in the thriving financial district of Lujiazui, the facility of more than 4,000m² is now the largest in China and marks a genuine milestone in the history of the marque.

Text Ding Jie Fei



A lot can happen in ten years in the world of Porsche. In 2001, the first Porsche Centre opened on the Mainland in the Chang'an District of Beijing. Now, as the ten year anniversary of Porsche in China approaches, the stunning success of the brand has enabled a presence across the country – with the opening of Porsche

Centre Shanghai Pudong marking the 30th occasion since that first step in Beijing.

As special guest from Porsche AG, Mr. Bernhard Maier, Executive Vice President for Sales and Marketing, remarked, "Every year, more and more Chinese

people discover the fascination of Porsche. In 2009, Porsche China delivered 9,090 cars. In 2010, we expect to exceed sales of more than 10,000 cars. This level of consistent growth has been astonishing."



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1. Acclaimed opera performer, Ms. Yu Fei shares an aria with the crowd.
2. Master of Ceremonies, Ms. Yuan Ming from Dragon Television.
3. Mr. Bernhard Maier of Porsche AG addressing guests.
4. Aerial performers attract the attention of onlookers below.
5. The Porsche Service Centre converted to host an evening of fine food, drinks and entertainment.





Mr. Bernhard Maier, Executive Vice President Sales and Marketing, Porsche AG, presents the new General Manager of Porsche Centre Shanghai Pudong, Mr. David Xiao, with a commemorative brake disc to mark its arrival into the worldwide Porsche family.

The moment that the new Porsche Centre joined the worldwide Porsche family, was an occasion that will live long in the memories of those present. Standing beneath a glittering Pudong skyline, the new Porsche Centre came alive with music and sound, as the broad aluminium wall turned cinema screen – then following a dramatic countdown, exploded in fireworks.

The Grand Opening offered entertainment for all tastes. Earlier on arrival, guests were offered the opportunity to share a photo with the latest limited edition creation from Porsche, the 911 Carrera S Porsche Carrera Cup Asia, fresh from its World Premiere at the Chengdu Auto Show. For motoring enthusiasts the excitement did not end there, with several vintage cars on display; including the iconic 356 Cabriolet, the indomitable 959 Paris-Dakar winner, and the incredible 911 GT1 of Le Mans fame.

Throughout the night, performances from acclaimed opera singer Yu Fei, and the versatile voice of Li Tong, served as

the perfect backdrop for a closer look at the features of the new Porsche Centre. Whether reclining in the expansive fitting lounge, or sharing a drink amongst the state-of-the-art vehicle bays of the Service Centre, guests had enjoyed an opportunity to socialise amongst friends, old and new.

It was a moment many will remember, none more so than Mr. David Xiao, the new General Manager of Porsche Centre Shanghai Pudong. “The success that we have enjoyed here [in China] has been central to our operations internationally. I will work to ensure that we offer a service that keeps pace with the rapid rate of development that makes this such a unique and amazing city.” An amazing city that can now boast two stunning Porsche Centres.

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