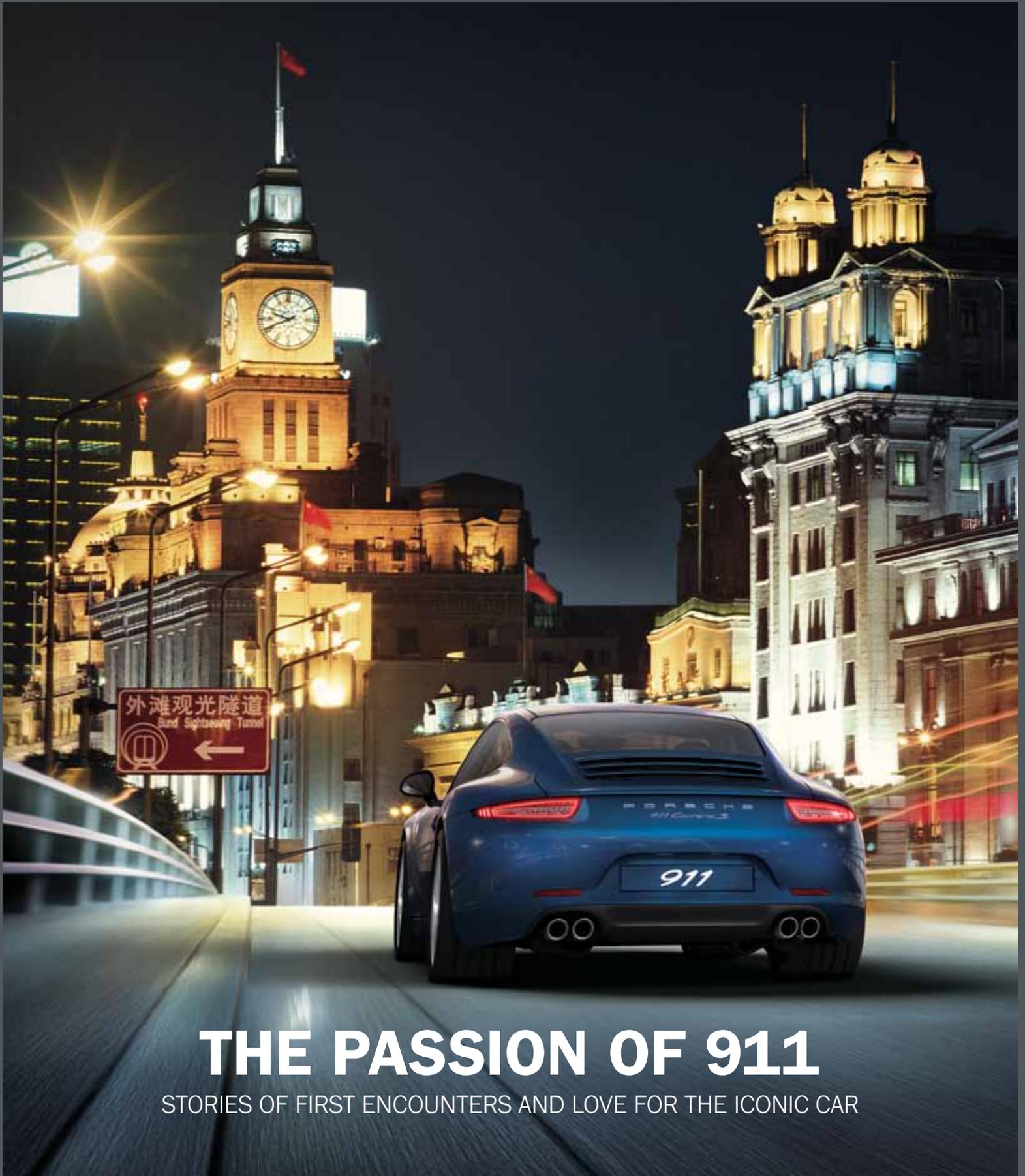


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CHRISTOPHORUS

APRIL
MAY
2012

PORSCHE CHINA



THE PASSION OF 911

STORIES OF FIRST ENCOUNTERS AND LOVE FOR THE ICONIC CAR

IN THE SPOTLIGHT

THE PASSION OF 911

STORIES OF FIRST ENCOUNTERS AND LOVE FOR THE ICONIC CAR

Text Huang Ning

Photography Kai Hartmann / Lei Gong



Porsche 911, a much-storied sports car legend, has inspired numerous personal stories of numerous Porsche enthusiasts. Those are stories about passion and pleasures, about the pursuit of long-held dreams and enduring beauty. They started long ago, and are continuing afresh, with the birth of the new 911.

PLEASURE AND CURE. ALL IN ONE.

“Going into traffic, this car is like a tiger jumping into a flock of sheep.” That is probably the most unusual yet vivid metaphor about a Porsche 911 GT3 on the street we’ve ever heard, and the speaker of it was no less unusual: an over-70 year old lady, apparently quite daring, sitting in the passenger’s seat. Her son, Mr. Han Qimeng, was driving the beast. Her comment on the formidable dynamics of this legendary Porsche masterpiece is echoed by all who experienced it inside the car, and those who witnessed it from the outside – either as an excited passer-by, or a hopelessly vanishing spot in its rear-view mirror.

“Five years back, when people saw a white car roaring and flashing through the Yan’an elevated highway, many of them knew it was me,” laughs Mr. Han, a lawyer currently based in Shanghai. “I happened to be the first owner of a 911 GT3 in China.” And that received special honour from Porsche, as an exclusive ceremony was held in Shanghai’s Huaihai Park to celebrate the delivery of the car. On that very night, presumably as any new owner of Porsche would do, Mr. Han took his 911 GT3 for a long-awaited spin. “I drove all the way to the roads near the airport where the traffic was light but not non-existent, which was perfect for testing what the 911 is capable of.” He remembers the night with delight, “I really enjoyed the drive and was truly satisfied with every aspect of my new 911.”

Shanghai, though a metropolis bustling with traffic, is nevertheless full of opportunities for unadulterated driving experiences like this, and Mr. Han knew well enough to take advantage of them. The raised highway, when relieved of much of its daily duty, transforms itself, with the effect of the deep night sky arching above and a myriad of lights flowing below, into a magnificent passage leading to the mysteries of the future, and on

it, he cruised alone in his 911 GT3, free and peaceful, but always with uncompromised safety. “The car is incredibly stable. I can feel how firm its grip is on the ground.”

Another regular playground for his 911 GT3 is the East Sea Bridge connecting Shanghai and the Small Yangshan Island, where he takes pleasure in driving with some of his kindred spirits and admiring the flat and sparkling ocean, before sharing their Porsche stories over dinner. “It’s so much fun to be out there with some people that can keep pace with you!” says Mr. Han with a touch of joy. And naturally, he could also be found at another place where there is no shortage of comrades: the Shanghai International Circuit. There, he had his first affair with Porsche, and there, he was revealed the full potential of his 911 GT3.

“I had my first Porsche experience at the 2006 Porsche World Roadshow in Shanghai, but my Porsche complex goes far back to the 1980s, when I was studying in Europe.” Not long after the event, he bought himself the 911 GT3, but not without hesitation. The 911 is what he’s always been after, “yet at that time, I was torn between the choice of the Turbo and GT3,” recalls Mr. Han. “I ordered the Turbo first, before switching to the GT3 ten minutes later, for the manoeuvrability and mechanical performance of it.” Although he knew the car was invincible in braking, acceleration, and negotiating corners, he had yet to see the best, until one Porsche Track Day, when he gave the wheel to a foreign instructor and watched in delight and awe how the 911 conquered the racetrack.

A source of pleasures, the 911 GT3 is also a cure for his unhealthy habit. One rainy night before the 2007 Spring Festival, he drove nearly a thousand kilometres from Shanghai to reunite with his family in Wuhan, and on the road, he found himself totally cut away from his hourly practice: a puff of cigarette.



THE CAR IS INCREDIBLY STABLE. IN FACT, THE FASTER I DRIVE, THE MORE AMAZED I AM AT ITS STABILITY.

Name: Han Qimeng
Residence: Shanghai
Model Owned: 911 GT3



THE 911 CARRERA 4 GTS GIVES ME A FEELING OF FREEDOM AND EASE, WHICH IS HARD TO FIND FROM OTHER CARS.

Name: Yu Minjia
Residence: Hangzhou
Model Owned: 911 Carrera 4 GTS

The only place he could stop on the highway in the drizzling midnight was at the gas station, where smoking is off-limits, and “I would never smoke in the car, because I couldn’t tolerate the slightest smell in such a beautiful thing,” said Mr. Han, who used to consume two and a half packs a day. And after this one night of abstinence, the entrenched problem was miraculously solved for good. “I couldn’t even believe it myself when I told my mother I’d quit smoking.”

That’s how the historic Porsche 911 works wonders – and not just on the racetrack. The powerful magic has been hard-wired into its genes ever since 1963, and is still vibrant and alive in the new 911, which promises more wonderful and possibly unexpected pleasures to sports car fans. Mr. Han, who has tasted the best of life behind the wheel of the 911 on the icy landscapes of Finland and the country roads of Germany, knows this as well as anyone. So this February, he was found again with like-minded Porsche enthusiasts in

Hailar, enjoying the thrilling driving experiences brought by Porsche Snow Force. Apparently, his affinity with the Porsche 911 will be the story of a lifetime.

THE DUET OF PEACE AND POWER

In repose, she is like a lovely flower mirrored in the water, and in motion, a pliant willow swaying in the wind – that is how Ms. Yu Minjia strikes one at first impression. Growing up in Hangzhou, she easily calls to mind the graceful serenity of the famed West Lake; however, it is almost impossible for anyone to relate this to what she drives daily: a Porsche 911 Carrera 4 GTS.

Car enthusiasts are only too familiar with what this machine stands for: superlative performance, formidable power, resonant roaring of the engine, and awe-inspiring speed. All of these hardly connects with the delicacy and frailty suggested by Yu’s physical petiteness. “To tell truth, my idea of life is to be a housewife, bringing delicious food to the

table,” smiling, aware of the irony. Yes, perhaps that undertaking is more fitting for her appearance, but appearances often tell only half the story. One must wonder where the other half was born from.

That may have to be traced to another source of her character – in addition to the placid West Lake, which bestowed gentleness upon her, another water in Hangzhou, the Qiantang River, one that occasionally swells and billows, baptised Yu during her growth, gifting her with passion. Peaceful and powerful, the duality of water is reflected in her, and it is through the 911 Carrera 4 GTS that she sets herself free and reveals the latter, lesser-known side of her.

“I like to cruise at night along the road by the river. The 911 Carrera 4 GTS gives me a feeling of freedom and ease, which is hard to find from other cars,” says Yu. She used to drive a Lexus when studying overseas, and experimented with a range of Mercedes

models after that, but none of them satisfied her in terms of power. So when her mother tried to “lure” her back to China with the gift of a top-notch sports car, “It is very hard to say no,” says Yu, with a small but radiant smile on her face.

Before choosing the 911 Carrera 4 GTS, Yu didn’t even test drive it. “The appearance of it was enough to capture my heart,” she admits. It’s perfectly understandable. With its sleek curves, refined design and elegant contours, the car itself could be a turn-on for any Porsche enthusiast, let alone that her favourite colour adorned the exterior. “I need my car to be white,” she says. “To me, it is the colour of grace and tenderness.” Apparently, this corresponds to the genteel side of her, while for the interior of the car, she opted for red, a colour often associated with passion. So there it is: the 911 Carrera 4 GTS, stamped with her somewhat contradictory personalities.

Although she joined her fate with the car before first having a taste of its performance, just as many passionate 911 enthusiasts have eagerly done with the new 911. But these decisions cannot be called rash, for the Porsche 911, old and new, never let anyone down. After it was delivered at Porsche Centre Hangzhou Westlake late last year, Yu immediately took it to the quiet road around the nearby Fenghuang Hill. There, in the noiseless environment, its engine growled with a low, undiluted rumble, heralding the outburst of power, and with one step on the gas pedal, it shot out like a bullet, giving her a strong sensation of her back being pushed hard against the back of the seat. It was an adrenalin-pumping experience, more thrilling than she had imagined. And afterwards, when she drove it back to the city, the enormous attention from people on the street tickled her heart. “Too many second glances in one day!” she giggled.

The wheel of a sports car is usually much heavier than usual, and requires some muscle to handle. So, can Yu, a slim girl whose uncle once said over dinner table that “she is almost in danger of breaking her arm picking food from the dishes,” really tame the mighty 911 Carrera 4 GTS? The past few months’ spinning along the river has given her enough confidence to say yes. Now she has a marvellous feeling that she is able to get more pleasure out of driving the 911 Carrera 4 GTS, and she is keen to further improve her skills so as to keep that feeling alive.

“I look forward to going to the Porsche Sport Driving School. I believe it will help me get more fun out of driving,” says Yu. This exquisite girl and her muscular Porsche 911 have just begun their story, a dramatic one that will be extended to more streets, highways and racetracks, and surely interwoven with more exciting moments.



THE PORSCHE 911 HAS PROBABLY PUSHED THE DAILY FUNCTIONS OF SPORTS CARS TO THE UTMOST... BUT IN THE MEANTIME, IT IS AS PURE AS A SPORTS CAR CAN EVER GET.

Name: Dong Zhongda
Residence: Shenzhen
Model Owned: 911 Carrera S

A LIFE JAZZED UP BY PORSCHE 911

To work he drives it, in high spirit. On road trips too. Supermarket shopping, travel from Shenzhen to Shanghai and back, ditto. On the street, the highway, the swerving mountain roads – almost everywhere, the same. The car, however, is not one usually deemed fit to serve all these purposes, for it is a sports car. So how can it bridge the gap between performance and practicality? The answer is simple: because it is a Porsche 911 Carrera S.

“The Porsche 911 has probably pushed the daily functions of sports cars to the utmost,” says Mr. Dong Zhongda, owner of this iconic Porsche model, which logged nearly 20,000 kilometres last year. “But in the meantime, it is as pure as a sports car can ever get.” Familiar with the illustrious lineage of this legendary model, he can reel off a list of its historical variations, and like many that share a common enthusiasm in sports cars, he sees it as indisputably the most classic of its

kind. Most modern designs come and go, “but that of Porsche 911 has stayed almost the same throughout all these years since its production in the 1960s. The heritage has stood the test of time, and is always alive and well.” Yes, the distinctive Porsche design language has always been preserved intact, and that is why the new 911 – the completely redesigned generation of the sports car icon – still remains unmistakably 911 from the first glance. “For me, a classic is the best.” So naturally, when Mr. Dong decided to buy himself a sports car, the Porsche 911 was his only desirable choice.

But before getting his hands behind the wheel of the Porsche 911 Carrera S in July 2010, Mr. Dong was more of a zealous theorist in this domain rather than an experienced, or even regular, driver. “I didn’t get my driver’s license until 2008, and hadn’t really driven much until 2010,” he admits. So when he finally got what he had dreamed of, instead of taking it out for a spin as most people

would do, he drove it very carefully to his garage at home, “and then buried myself in the manual,” Mr. Dong laughs heartily as he recalls his novice experience with the car.

As he drove it more, he gradually got the hang of it, especially after taking the Precision course at the Porsche Sport Driving School at the Zhuhai International Circuit. “I learned a lot of tips on how to handle the vehicle and respond correctly in hazardous situations, and it’s so much fun driving on the racetrack,” he says. “I’ll definitely take the Performance course in the future.”

The spiralling mountain roads at the outskirts of Shenzhen are another place where Mr. Dong takes pleasure in challenging and improving his driving skills. Sprinting uphill, negotiating sharp bends, gliding downward, the 911 Carrera S delivers safe braking and agile performance, providing optimum torque when it is most needed. “It feels just like what is shown in one of those cool sports



NO MATTER HOW FAST YOU GO,
THE CAR ALWAYS KEEPS A FIRM GRIP
ON THE ROAD.

Name: Wang Yueshu
Residence: Hangzhou
Model Owned: 911 Carrera 4S

car trailers, so powerful and smooth.” A lover of winding roads, Mr. Dong is particularly thrilled cruising through the twists and turns, ups and downs on the mountains, and his ideal playground for the 911 Carrera S is one of the world’s longest, meandering mountain road in South America. “I saw it once in a TV Show. The road is very alluring to me, and the mountain view along the way is superb.”

In his quest for driving pleasures, Mr. Dong is usually not alone. For him, driving out with a group of like-minded sports car enthusiasts is the best way to blow off steam and relieve pressure from work. He participated in almost all driving tours organised by the Porsche Centre Shenzhen, and every time he drove the 911 Carrera S, without exception.

“My work is not very exciting, and it’s easy to get trapped in the everydayness of it,” he confesses, “but the Porsche 911 is able to spice it up, and makes me feel liberated and full of

energy. My life is definitely more interesting thanks to everything that comes with it.” That’s for sure, because the passion of Porsche 911 has always proved to be highly infectious. “I’m thinking about getting myself another one,” says Mr. Dong, deeply in love with this Porsche legend, “when the new Turbo comes out.”

PORSCHE 911 TREASURES UP A YOUNG HEART AND AN OLD DREAM

Twenty years back, when Hong Kong films were all the rage across China, daring silver screen heroes with cool moves and exuding masculinity, captured the imagination of numerous lads and have them obsessed with imitation. Meanwhile, the leading man emerged from his trials to ride along the seacoast with a beautiful girl sitting beside him – and in many cases, driving in a Porsche 911 Cabriolet. This image inevitably won the hearts of many youths. And as they have grown into manhood, the old dream of

driving this sports car legend has materialised for a fortunate few, and Mr. Wang Yueshu is one of them.

“I was a boy in middle school when I watched those films, in which Porsche looked awesome to me,” Mr. Wang’s face lit up with the memory of the good old young days. And in 2008, a 911 Carrera 4S brought him the feeling that he had longed for. The night he got the car from Porsche Centre Hangzhou Westlake, he and a friend, one also itching for the long-awaited experience, drove it in turn on the highway around Hangzhou, and then, just for the fun of it, all the way to Huzhou, a neighbouring city. “It feels so great driving a 911 on the highway.” Mr. Wang added, “No matter how fast you go, the car always keeps a firm grip on the road.”

Besides a taste of performance on the straights, he also likes to indulge in the thrill of negotiating challenging bends occasionally on the meandering roads around the Fuchun Resort



THAT BEAUTIFUL PICTURE HAS BEEN ETCHED IN MY MIND EVER SINCE THEN.

Name: Wang Ying
Residence: Shanghai
Model Owned: new 911



in the suburbs of Hangzhou. And naturally, he can also be found where the two different kinds of pleasures are amalgamated – the racetrack. At the Shanghai International Circuit, the Precision course of the Porsche Sports Driving School gave him an opportunity to soak up the experience of performance driving. “I learned some new moves too, such as the tail flick, which is something you don’t get the chance to do on the street.”

But when it comes to his most ideal place for driving a Porsche 911, the island of Maui in Hawaii stands unrivalled. “Along the sea-coast, with a bracing breeze and fantastic sea view,” he says, longingly, “and if my car were a cabriolet, no driving experience can beat that.” The seacoast, the Porsche 911, it seems that the young boy 20 years ago is still there, in his heart, and the old dream

inspired by the sports car icon has never faded away. Transcending time and reviving dreams – that is the power of the 911.

AN IDENTITY THAT STANDS THE TEST OF TIME: THE NEW PORSCHE 911

The driving pleasure, the unbridled passion, the classic design, and the fulfillment of a childhood dream. The Porsche 911 has been associated with so many wonderful things and moments in life, that the mere name of it is enough to fan your fantasy, that sometimes you do not necessarily need to see it, touch it or even drive it first, to be possessed with the desire to possess it. The newest generation of this sports car icon has once again demonstrated that formidable appeal, ensconcing itself already into the hearts of quite a few Porsche enthusiasts

even before it makes its entrance into the showroom at Porsche Centres in China.

Among those who have ordered the new Porsche 911 without any preview, is Ms. Wang Ying, a delicate Shanghaiese woman. “Normally, I have a chauffeur,” she says, “but this car will definitely be driven by myself.” Yes, a sports car, unlike other cars, is something quite personal, but the Porsche 911 is even more special, because “it has something to do with my dream.”

And the dream is a long-lasting one: five years ago Ms. Wang did a round-trip throughout Europe, and in front of the Colosseum in Rome, she saw a car whose beauty fitted perfectly into the picture with the great architecture. It was a white Porsche 911 Carrera, a well-known masterpiece of

the modern automobile industry, parked there against the backdrop of the two thousand year-old ruins of the eternal city.

“That beautiful picture has been etched in my mind ever since then,” says Wang. “I just love the soft curves of the car. They remind me of the back legs of a feline predator. Most sports cars got edges and corners, but a Porsche instead is so decent and elegant.”

It felt uncannily harmonious to her, the juxtaposition of the modern and ancient creations of mankind. Rightly so, because this Porsche legend exudes an equal quality that can stand the test of time. And the new 911 will similarly be revered. In spite of it being completely redesigned, its lines truly embody and capture the essence that has made the 911 synonymous with as a classic icon.

Born in Suzhou, a famous canal town steeped in history, Wang is only too familiar with the sense of that time-defying character. There, in her hometown, heritage stone bridges and architectures abound, whispering constantly the fascinating culture of Jiangnan, an old land of honey and milk located to the south of the lower reaches of the Yangtze River. Those timeless legacies have exerted a subtle influence on her growth and eventually given her an eye for things that exude enduring beauty. So when she saw the Porsche 911, a sports car with the most illustrious historical lineage across the world, she knew its aesthetic appeal was of a perennial nature, and felt a desire stirring in her heart to own it, to drive it.

Even before the car is delivered to her, she is already imagining what the first drive would be

like. She’d like to drive it back directly from the Porsche Centre Shanghai Pudong to Suzhou, where her family still resides. She wants to share the immense happiness that she had found in this latest masterpiece of Porsche.

The fact that she would be her own chauffeur, steering the wheel of the new 911 herself, shows how much she looks forward to indulging in the driving pleasure – and not just as an occasional pastime, but on a daily basis.

Ms. Wang’s love story with the Porsche 911 that began five years ago will continue to unfold. As the new 911 arrives, more personal stories of dreams, aspiration and love are yet to be realised. ●



Be part of the 911 community of enthusiasts. Experience the new 911 – now available at Porsche Centres throughout China.



Line up of 911 cars at the Porsche Sport Driving School China in Shanghai International Circuit.

PORSCHÉ DRIVING EXPERIENCE

FUEL YOUR PASSION WITH PORSCHÉ DRIVING EXPERIENCE

He who embraces challenges and enjoys pleasures is one with genuine passion for life. Porsche, a synonym with passion in the automotive world, has never failed to offer both to its enthusiasts.

Text Huang Ning
Photography Lei Gong / Kai Hartmann

The Porsche Driving Experience promises to take you on a journey unattainable for most, beyond the much-travelled roads and into a realm characterised by forbidding ice and snow, enthralling exotic views, and the ultimate place for all sports cars, the racetrack.

While Porsche Snow Force lets you free on a natural ice playground for the thrill of extreme driving, the Porsche Sport Driving School brings you back to the classroom, where driving skills are honed on famed circuits – and maybe even improved to motorsport level. And now for the first time, the Porsche Travel Club offers you the unique opportunity to explore the beauty of China from behind the wheel of a Porsche, in addition to other exciting international tours.

With the best sports cars and an unparalleled driving experience, your passion will be kept fresh and alive, year after year.



Participant of Snow Force 2012 put the Panamera to the test on the powdery snow.

PORSCHÉ SNOW FORCE: ENJOYMENT OF EXTREMITY

What is the limit of the finest sports cars, on the a challenging ice surface and in a place where temperatures reach an average low of minus 30 degrees Celsius? The mere question is already beyond many people's understanding of sports cars, let alone the answer. "I wouldn't even think of driving a sports car in such a harsh condition, if it's not for Porsche Snow Force," said Ms. Kong Xiangmei, a Porsche owner from Ningbo.

So this February, she and many other sports car enthusiasts found themselves in Hailar, Inner Mongolia, to attend this year's Porsche Snow Force. Upon their arrival, they were treated to a grand feast, where Mongolian traditions were extended to welcome them. Following an evening featuring local performances and entertainment, they looked forward to the next day's driving events, in which they manoeuvred atop a circuit on the frozen Yunlong Lake. They were naturally

stunned by what was hidden beneath the daily performance of Porsche sports cars, then thrilled by the driving pleasures that came with this eye-opening discovery.

Whether it was negotiating the customised corners on the circuit, or the cones in the Slalom section, the challenging surface provided the participants with the best chance to experience the finer points of braking, load changes and regaining control over a spinning car while enhance their driving skills based on advice from instructors through two-way radios. Other dynamic handling sections, such as the Figure of Eight, were also there to demonstrate the formidable Porsche performance and bring pure driving enjoyment.

All these drifting and performance driving were exciting enough, but a little bit of competition truly sent adrenaline soaring. In the "Fox Hunt", two drivers, would each race each other up and down the straight of the

slalom – one eye on the track and one eye on your competitor. Not only was the competition fierce, but the experience infinitely invaluable. Pushing too hard would cause understeering or wheel spin. Smoothness of speed and throttle application was essential.

"The tips I learned on how to handle the car better will definitely come in handy back home, when next winter comes. The whole driving experience in such a snow-white environment was so memorable. But if it wasn't organised by Porsche in the first place, I don't think I would have done it on my own," said Ms. Kong, a regular participant in Porsche events. And that is how Porsche impresses its enthusiasts: offering not only opportunities for its customers to experience rare driving experiences such as drifting on powdery white snow, but also a range of colourful pleasures on the road.



Serpentine roads of Yunnan offer spectacular views and great driving experience for Porsche Travel Club participants.

PERFECT JOURNEYS. PERFECT COMPANIONS. WITH PORSCHE TRAVEL CLUB.

A perfect journey, no matter how long it lasts, always feels short. "I'm already missing it." "If only I could spend a couple of days more!" – Such remarks are the signature of travellers at the end of every tour of the Porsche Travel Club. The latest outpouring was heard on the South Germany Tour, on which the Porsche Travel Club guided Chinese Porsche enthusiasts for an exhilarating drive through the tranquillity of the Black Forest Ridgeway before enjoying the panoramic Alpine view at Lake Constance.

For fifteen years, the Porsche Travel Club has treated participants to some of the most sensational natural beauties and peculiar cultures across the globe. The best hotels, most exquisite food, truly fascinating routes and thoughtful services – up to this point other journeys may be able to keep pace, but the travelling companion we offer you, one that elevates

enjoyment the whole way, is unequalled: a legendary Porsche sports car. Experiencing the spirit of sportiness while savouring the magnificent views – is the best way to get the most pleasure out of every mile along the way.

This year, the Porsche Travel Club is coming to China for the first time, to offer fabulous domestic tours. In September, when the autumn descends upon the vast grassland and forest in Inner Mongolia and conjures up their best views of the year, the Porsche Travel Club will take you to Manzhouli, a city brimming with Russian cultures, where you'll begin a dream of driving through the quiet town of Argun and the Mordaga National Forest Park, all the way to the endless Grassland of Hulunbeir. In the six-day tour, you'll have an exclusive opportunity to spend four exciting days behind the wheels of the entire model range of Porsche.

And October, we invite you to explore together the breathtaking charm of Yunnan. Starting

from Tengchong, the last stop in China on the ancient South Silk Road to Vietnam, you'll navigate the serpentine mountain highways with the off-road hero of the Porsche family, the Cayenne. The memorable driving experience will be rendered more so by the fantastic landscape along the way and the intriguing ethnic culture of the antique towns of Dali and Lijiang.

For those who take a particular liking to exotic views abroad, Porsche Travel Club offers Chinese guides' assistance at every point. In June, we will bring you to Andalusia, to appreciate the magnificent Mediterranean shoreline and the fantastic fusion of Moorish and Spanish culture while driving through twists and turns in the mountains. And in July, we await you at the Alps, where a thrilling drive over the meandering mountain passes will reveal you every aspect of its rugged, undefiled beauty.

You may have been on wonderful trips, and you may have photos to remember them by, but once you are on the road with the Porsche Travel Club, you can be assured, that this will be a trip to remember. It will stand out, for the purest driving pleasures offered by the perfect companion wherever you go. And why is each Porsche capable of such magic? To find the answer, you'll have to visit the place where the marque was born – the racetrack.

DOMESTIC DRIVING EXPERIENCE TOURS

INNER MONGOLIAN TOUR

Date: 1 – 6 September, 2012

8 – 13 September, 2012

Participants: 16 – 20 people

Estimated Package Price:
RMB 43,300 (Single Room)
RMB 39,800 (Double Room)

Registration deadline:
30 June, 2012, upon deposit

YUNNAN TOUR

Date: 10 – 15 October, 2012

18 – 23 October, 2012

Participants: 14 people

Estimated Package price:
RMB 52,800 (Single Room)
RMB 49,800 (Double Room)

Registration deadline:
31 July, 2012, upon deposit

Visit www.porsche.cn/travelclub for further information.



Arnd Stollmann, Chief Instructor of the Porsche Sport Driving School China describes driving techniques at the Precision course at the Shanghai International Circuit.

PERFORMANCE AND PLEASURES TO THE MAX: THE PORSCHE SPORT DRIVING SCHOOL CHINA

This is a school where many, having finished one course, can not wait to move on to another, as Mr. Yang, a participant from Shenyang once gladly admitted, "After the Precision course that helped me greatly improve my driving skills, I booked almost all the rest, the Performance, Master and Telemetric, and progressed through them in five consecutive days."

And that is ultimately what the Porsche Sport Driving School offers its participants: revealing the rarely tasted thrilling pleasures of pure sports driving and guiding you for a quantum leap in driving skills, all in the matter of a few days. As incredible as it may sound, you need only to see the lingering excitement from the participants, particularly those who completed the Master course, passed and received the International C-Class Racing License – a true testament to achieving a high level of driving skills.

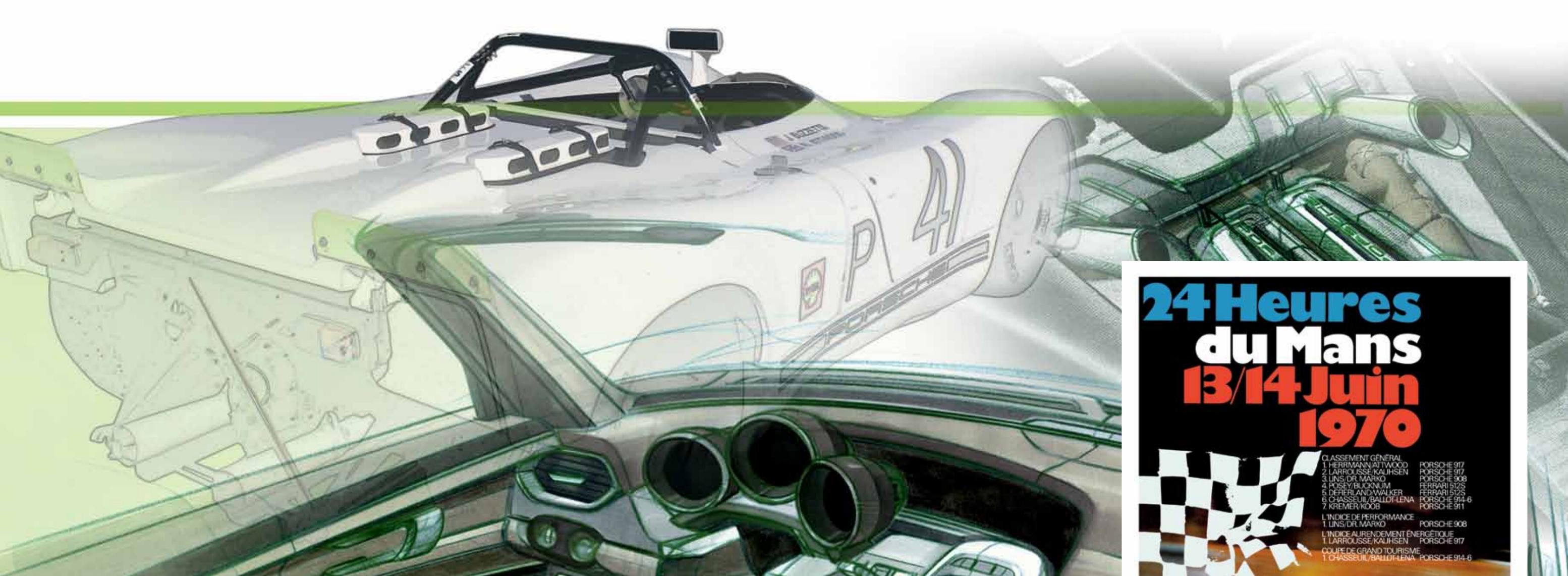
The two-day Precision training, which includes detailed and thorough coverage of the basics, offers you an ideal opportunity to explore the full potential of your vehicle. Then, with driving ambitions well tapped, Performance helps make further improvement in driving skills, at the end of which, a cut in lap time of as much as five seconds is not unachievable.

At this point, the idea, however faint it may be, of changing your role from a spectator to a driver in a racing, will be stirring in your heart. The Master Level can make it stronger and turn it into reality. "Our aim is that all Master participants pass the training and get qualified for the International C-Class Racing License," says Mr. Arnd Stollmann, Chief Instructor of the Porsche Sport Driving School China. "We're taking this very seriously." Last year, all applicants for the License were approved. "And we'll try our best to achieve this again in 2012."

But the perfecting of your driving performance does not stop there. Mr. Stollmann noted that with the Telemetric Level, detailed data and video recording are part of the training tools to ensure that participants' improvements are tracked every step of the way.

With 4D Precision and g-Force, the latest addition to the curriculum, the Porsche Sport Driving School now caters for the needs of all Porsche enthusiasts. The former is specifically structured for enhancing the driving experience with your Panamera or Cayenne, while the latter introduces you to the highest arts of vehicle control with no intervention from electronic aids, making you capable of controlled drifting and giving a unique insight into the true limits of Porsche performance.

And that kind of experience is what Porsche is committed to delivering, 365 days a year, whether it is on the racetrack, through the forest, over the mountain roads or atop a frozen lake. The concept is simple: the Porsche Driving Experience. ●



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IN THE NAME OF
MOTORSPORTS

FAST FORWARD AHEAD OF ITS TIME 918 SPYDER LEADS PORSCHE MOTORSPORTS TRADITION TO CHINA

For more than 60 years, Porsche has been driving towards motorsport domination, winning races and championships on every level of the sport the world over. With a lineage that extends back to the legendary successes of the Porsche 917, the new 918 Spyder captures the fascination of many motorsports enthusiasts across the world.

Text David Pandt

The beginning of what would come to be a rich racing heritage goes back to July 11, 1948, when Herbert Kaes, nephew of Ferdinand Porsche, drove the Porsche 356 to victory in its class. The motorsports legend was born and continued to gain numerous victories, including most notably, the wins at the 24 Hours of Le Mans, with no less than 16 triumphs up to date. No other manufacturer comes close to the record of Porsche at the 24 Hours of Le Mans.

In 1970, Porsche captured its first overall win at Le Mans with Hans Herrmann and Dick Attwood, driving a Porsche 917 short-tail, a five-litre, 12-cylinder 580 bhp coupe. As a result of the car's performance, the 917 would become an instant icon. In the annals of motorsports history, few sports cars have maintained the iconic presence of the Porsche 917. Legendary for its high speeds and high power outputs, the car captured the hearts of racing fans around the world for not only its unrivalled performance, but also for its bold, powerful design.

Some 40 years after the birth of the Porsche 917 and its breathtaking victories, the Porsche 918 Spyder is emerging as its worthy successor. As with all Porsche cars, the design and innovations are rooted in motorsports heritage and leverage the technologies developed for the track to perform on the street. No better example of this can be found than in the 918 Spyder.

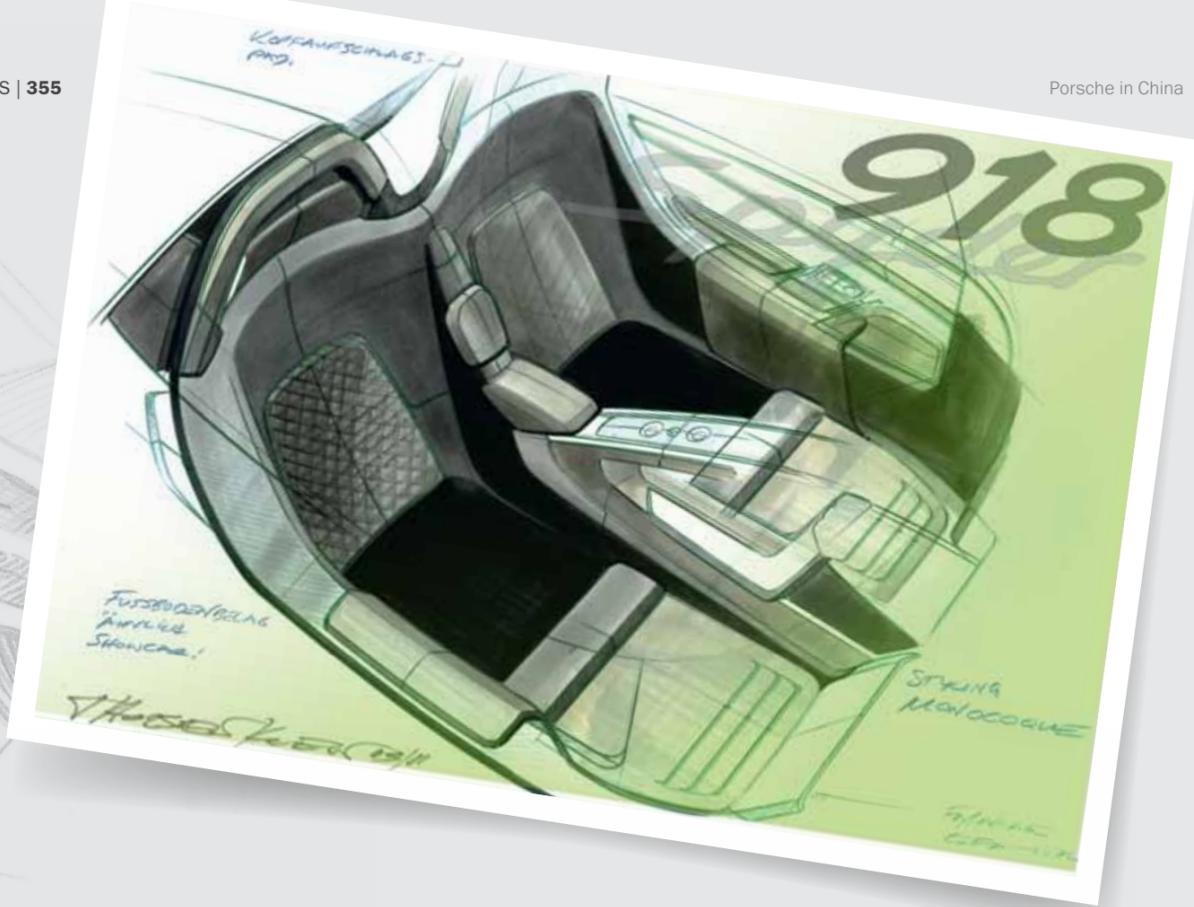
Inheriting the legendary genetic traits of the 917, the 918 Spyder is designed for maximum performance and efficiency, and is a mesmerising piece of machinery in the superior tradition of Porsche motorsports vehicles. Its combination of racing car dimensions, clearly structured design with perfectly balanced surfaces, and innovative details, delivers a breathtakingly powerful, perfectly balanced aesthetic that is the world-renowned signature of the Porsche brand.



2

1 Concept sketches for the 918 Spyder, inspired by the legendary 917.

2 Poster from 1970's victory at the 24 Hours of Le Mans race.



Design sketches for the 918 Spyder

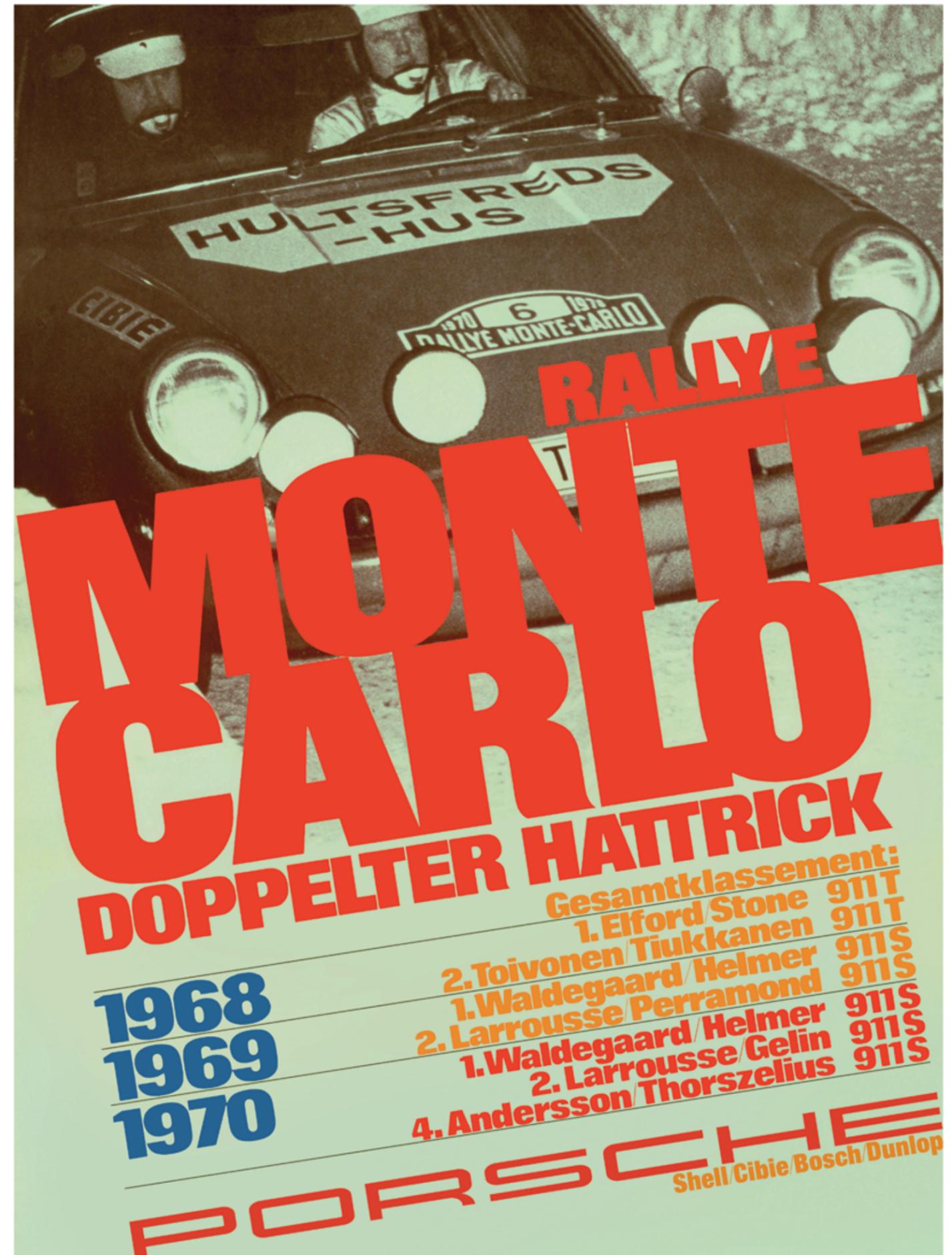


While the 918 Spyder has generated quite a buzz the world over, it has garnered particular attention in China. Though motorsport tradition remains fairly new here, Chinese customers have a keen eye for superior performance and distinctively designed cars – exemplified in the 918 Spyder. In response to the increasing importance of the Chinese market for Porsche and the interest and enthusiasm shown for the 918 Spyder, Porsche invited a group of Chinese guests to Weissach, Germany, to present the latest developments on this groundbreaking project.

The Porsche brand has grown significantly in strength and visibility during its ten years in China. Porsche will continue to bring the latest innovations to the China market, while promoting its unique motorsports

culture – because Porsche motorsport success is integrally linked to the technologies behind the Porsche cars in every Porsche Centre showroom. And by all indications, this is a relationship China appears eager to share in.

** Information herein is confirmed at the time of publication and subject to change.*





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境界

新款保时捷 911

保时捷 911 在 1968 年到 1970 年蝉联三届蒙特卡罗拉力赛 (Monte Carlo Rally) 冠、亚军宝座。瞩目成就，冠绝群雄。新款保时捷 911 Carrera 车型，延续保时捷 911 辉煌荣耀，将巅峰传奇带向全新境界。更宽的车身和完美设计的中控台，线条凌厉，锋格尽显；独一无二的水平对置 6 缸发动机，动力磅礴，气势浩荡；更可配备 Sport Chrono 组件，尽显纯正基因的赛车本色。极致境界，唯亲身驾驭，方能感受。



信仰志造
MADE IN FAITH



PORSCHE



EVENT OVERVIEW

ADRENALINE ASCENDANT: THE PORSCHE CARRERA CUP ASIA IN 2012

Text Huang Ning
Photography Lei Gong

Celebrating its milestone tenth season, the Porsche Carrera Cup Asia 2012 promises to be the best and most competitive yet, with the largest field of competitors in its history, and many other exciting features that will keep you always on the edge. As last year's title-holders Keita Sawa (Overall) and Wang Jianwei (Class B) return to fight fierce battles with a fleet of world-class drivers, the adrenaline on the racetrack and grandstand will be definitely kept soaring throughout every race until the chequered flag is waved at the finish line.

In the meantime, as the premier one-make racing series in the region, the Porsche Carrera Cup Asia will also provide the most convincing proof that the racetrack is the only possible test of the finest sports cars. The reason that the new Porsche 911 is already a classic the moment it's born, lies nowhere but in its illustrious heritage earned through decades of achievements on the racetrack. And now, as the new legendary icon begins to

inject passion into the daily life of some of us, that heritage continues, shining incandescently, in the white, hot competition of a new season of the Porsche Carrera Cup Asia.

LARGEST GRID GEAR UP FOR THE FIERCEST COMPETITION

The Porsche Carrera Cup Asia offers exciting racing across Asia, with a truly international field of competitors from all over Asia, as well as Europe, Australia and North America – representing a combination of veteran touring and race drivers, as well as ambitious and talented gentleman drivers. Last season, a record number of 26 cars contested in 12 rounds. But this year's grid is even bigger, as five newly entered but experienced drivers from Team Betterlife, Team Basetex Racing, Budweiser Team StarChase, Team Eagle-Jiejun & Junbaojie, and Team Yongda will be embarking on their debut season.

They may be new entrants in this series, but they are not to be underestimated – just look

NEW BREED



Basetex

TEAM BASETEX

Established in the beginning of 2012 and based in Beijing, Basetex Racing Team is sponsored and managed by Basetex Group Limited, a Hong Kong-registered auto dealer of premium car brands.

Basetex Racing Team will be embarking on its premiere season of the Porsche Carrera Cup Asia with Mr. Zhang Dasheng, one of the most talented, up-and-coming professional drivers in China. Starting to compete in the National Kart Championship at the age of nine and expecting his 20th birthday this summer, Zhang has already garnered a wealth of racing experience and made some quite remarkable achievements, including the 3rd place in the 2008 Formula West, championship in the 2009 Asian Geely Formula International Open Competition, and 3rd place in the 2011 Scirocco R-Cup. This new force in the growing line-up of Chinese drivers in the series will surely bring more exciting surprises and special moments to local motorsports enthusiasts.



BUDWEISER TEAM STARCHASE

Established in 2012 and based in Shanghai, Budweiser Team StarChase is sponsored by the world-renowned beverage brand, Budweiser, and managed by Team StarChase. Having managed the winning team in the Porsche Carrera Cup Asia in 2009 and 2010, Team StarChase brings extraordinary expertise and experience to the Budweiser Team StarChase, which will be driving towards a promising debut season.

Mr. Ho-Pin Tung, a Dutch born Chinese driver, will represent Budweiser Team StarChase in the Porsche Carrera Cup Asia 2012. Born in 1982, Mr. Tung was crowned the champion of the Chinese Driver Challenge in 2009; he was also the first ever Chinese to compete at Indy500 Race and became Lotus Renault GP F1 Team Official Reserve Driver last year.



AUSTRIAN PORSCHE HOLDING
JIEJUN & JUNBAOJIE

TEAM EAGLE-JIEJUN & JUNBAOJIE

Founded in 2012 and based in Hangzhou, Team Eagle-Jiejun & Junbaojie is backed by Porsche Automotive Investment GmbH, a subsidiary of Porsche Holding Salzburg, which is the most successful automobile trading company in Europe over the last 60 years.

The driver that Team Eagle-Jiejun & Junbaojie has engaged for the 2012 season is Mr. Martin Ragginger, a very experienced professional driver from Austria. An early lover of motorsports, he finished his eight-year karting career as a 16-year-old with a third place in the German Formula A (the highest karting class), before switching to the Formula BMW in 2004. In 2006, he scored two victories and four podium places in the Formula BMW, and came ninth in the Formula BMW World Final in Valencia. Since 2007, Ragginger has been part of the UPS Porsche Junior Team. His race calendar comprises 15 different races, consisting of the Porsche Carrera Cup Germany and the Porsche Mobil1 Supercup.



TEAM YONGDA

Established in 2012, Team Yongda is backed by the Yongda Group. Founded in Shanghai in 1992, the Yongda Group, a national group company with multi-economic components, operates three business sections which are auto sales and service, real estate and investment. In the auto sales service section, Yongda has so far established ten 4S stores with many internationally famous automotive brands including Porsche, BMW, Audi, Infiniti, Volvo, Saab, GM, Toyota, Volkswagen. Yongda is also the leading company that serves a comprehensive auto sales and service chain including driving schools, auto sales and maintenance, car-rental, and vehicle inspection. As a Top 500 company in China renowned for its professional service and popular image in the auto industry, Yongda has won recognition from the public and been awarded numerous honours including "China Top 10 Auto Sales & Service Enterprise" and "Nationally nominated honest enterprise by Public Recognition" amongst others.



Porsche Carrera Cup Asia at the Shanghai International Circuit.

ONE MORE UNUSUAL CAR

The Porsche Carrera Cup Asia 2012 will again visit some of the most famous and demanding circuits across the region, and continue to be the only one-make racing series that runs in partnership with the Formula 1 in China and Singapore. Other races will be held at Sepang in Malaysia, and Zhuhai and Ordos in China, also along with major racing events, such as the China Touring Car Championship.

To make each race even more attractive, the organisation of the series is entering a VIP car for the first time in many years, to be driven by a guest driver that might be a promising and young talent, or even a national celebrity with a talent for racing. The VIP car driver will not be eligible to score points, but he or she will have a unique chance to vie for a podium position.

CHAMPIONSHIP EXPECTATION: THE MAINLAND CHINESE DRIVERS

Last year, the dramatic three-way title chase between LKM Racing Team's Keita Sawa, Team Jebesen's Rodolfo Avila and Alexandre Imperatori of Team StarChase had many spectators holding their breath in excitement, and this season, there will be no respite. Sawa, the defending champion, is still in the groove, keen on keeping his title; while Avila, who missed his first title by a single point, and Imperatori, who won most rounds last season, will certainly be more aggressive to prevent that from happening.

The rise of the Mainland drivers is another highlight of the championship that will grab the attention of Chinese racing enthusiasts. Armed with the previous year's experience and confidence boosted by the Class B title, Wang Jianwei will undoubtedly elicit more cheers and congratulations from the local fans as he competes for the overall championship this season. His Chinese teammate

from Team Betterlife, Li Chao, will be joining as new driver in Class B. Meanwhile, Zhang Dasheng, the snappy, post-90's driver, is another Mainland Chinese force that will garner a lot of attention with his energetic performances.

In addition to the greater local focus, there is more to satiate the fans' appetite for passion, such as enhanced web content, detailed race summaries and more "behind the scenes" footage. With an expanded grid of competitors, new venues and increased spectator access and media coverage, the tenth year of this world-class racing series will be brimming with thrilling moments that no motorsport enthusiast can afford to miss. ●

COMP NO.	DRIVER	TEAM
1	Keita Sawa	LKM Racing Team
3	VIP Driver	Team Carrera Cup Asia
5	Yuey Tan	To be confirmed
6	Zheng Ting Massimiliano Wiser	BBT BBT
8	To be confirmed	Team Yongda
9	Wang Jian Wei	Team Betterlife
11	Ringo Chong	Team Kangshun
12	Simon Ying	Simon Ying
16	Wayne Shen	Modena Motorsports
18	Marcel Tjia	OpenRoad-ART Motorsports
20	Rodolfo Avila	Team Jebesen
21	Francis Tjia	OpenRoad Racing
23	Paul Tresidder	Paul Tresidder
25	Christian Chia	OpenRoad-ART Motorsports
27	Adrian Henry D'Silva	Nexus Racing
28	John Shen	Modena Motorsports
37	Davide Rizzo Anthony Liu	BBT BBT
55	Ren Wei	PS Racing
66	Rose Tan	Team C&D
68	Mak Hing Tak	OMAK
78	Zhang Da Sheng	Team Basetex
83	Dr. Ma Chi Min	Dr. Ma Chi Min
86	Martin Ragginger	Team Eagle-Jiejun & Junbaojie
88	Egidio Perfetti	Seminole Racing Team
96	Li Chao	Team Betterlife
98	Ho Pin Tung	Budweiser Team StarChase
99	Alexandre Imperatori	PICC Team StarChase

PORSCHE CARRERA CUP ASIA 2012 SCHEDULE*

TEST DAYS

Date: 24 – 25 March

Circuit: Zhuhai International Circuit, China

ROUNDS 1 & 2

Date: 13 – 15 April

Circuit: Shanghai International Circuit, China

Event: Formula 1 Support Race

ROUNDS 3 & 4

Date: 1 – 3 June

Circuit: Zhuhai International Circuit, China

Event: China Touring Car Championship

ROUNDS 5 & 6

Date: 6 – 8 July

Circuit: Ordos International Circuit, China

Event: China Touring Car Championship

ROUNDS 7 & 8

Date: 31 August – 2 September

Circuit: Sepang International Circuit, Malaysia

Event: Malaysia Merdeka Endurance Support Race

ROUND 9

Date: 21 – 23 September

Circuit: Marina Bay Circuit, Singapore

Event: Formula 1 Support Race

ROUND 10 & 11

Date: 9 – 11 November

Circuit: Shanghai International Circuit, China

Event: Shanghai Sports Car Festival

* Race information subject to change.



Mr. Helmut Broeker, Chief Executive Officer of Porsche China congratulates Mr. Wang Shun, the General Manager of Porsche Centre Ordos.

NEWS

PORSCHE CENTRE ORDOS OPENS ITS DOORS AS INNER MONGOLIA'S FIRST PORSCHE CENTRE

Located in southwest Inner Mongolia Autonomous Region, the city of Ordos is said to have been deeply admired by the great Mongolian conqueror Genghis Khan, for its scenic beauty. During the last decade, Ordos has become one of the most prosperous cities in Mainland China, making it an ideal location for the Porsche brand. With the opening of its new Porsche Centre on 20 February, Ordos is now home to the 40th Porsche Centre around China as well as the first one in its region.

The official entry of Porsche into Inner Mongolia, Porsche Centre Ordos is situated in the city's Dongsheng District. The new 4S complex occupies more than 4,000 square-metres of total space, including a 2,900 square-metre, state-of-the-art After Sales service centre and a vibrant showroom welcoming Porsche enthusiasts. The Centre symbolises the confidence the marque holds in the growth prospects in Ordos – a city whose GDP growth has been more than twice the national average for the past decade and whose citizens boast the second-highest per-capita income in all of China.

“The opening of this Porsche Centre is a testament to our many loyal customers in Ordos,” said Mr. Helmut Broeker, Chief Executive Officer of Porsche China. “which is why we first came here last year to host a new stop on the Porsche Carrera Cup Asia. This year, we are very excited to be deepening our commitment with the opening of the Porsche Centre Ordos, and, of course, by coming back for the PCCA this summer.”

The Porsche Centre Ordos Grand Opening Ceremony was attended by some 120 guests, among them government officials and executives from the Shaanxi Sunfonda Automobile Co., Ltd. – investing in its third Porsche Centre with the opening in Ordos. General Manager of the new Centre, Mr. Wang Shun, Porsche representatives, customers and media also attended the event, which in addition to presenting the full line-up of premium Porsche cars, featured performances highlighting traditional Mongolian culture and a grand fireworks display, where guests toasted another successful year for the marque in China. ●

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Toasting to the expansion of the Porsche Centre Dalian are Mr. Xu Guochen, Vice-Chairman of the City Government of Dalian, Mr. Peter Vogel, Director Network Management and Development of Porsche China, Mr. Helmut Broeker, CEO of Porsche China, Mr. Li Qin, Chairman of Porsche Center Dalian and Shenyang, and Mr. Elliot Chien, GM of Porsche Center Dalian.

NEWS

PORSCHE CENTRE DALIAN EXPANSION BRINGS ADDED GROWTH TO NORTH CHINA

Situated in northeast China, the scenic coastal city of Dalian stands as one of the Asia region's most important enterprise hubs. With a key focus on the fast paced IT industry, it is home to some 1,000 software and service outsourcing enterprises, including more than fifty Fortune 500 companies.

As second new Porsche Centre to open in 2012, Porsche Centre Dalian is a natural fit for growing the number of Porsche enthusiasts in one of Asia's most ascendant cities.

Porsche Centre Dalian is set in Dalian's Ganjingzi District, the city's thriving central hub. The new 4S complex replaces the original centre launched in 2006. It features 3,950 square-metres of total space, including a dazzling 1,500 square-metre showroom and 2,450 square-metre After Sales service centre. Both the showroom and workshop will provide Porsche customers with comprehensive service and unparalleled brand experience that have come to be expected of the marque.

“We have opened the new Porsche Centre Dalian to meet the ever-growing demands of this region,” said Mr. Helmut Broeker, Chief Executive Officer of Porsche China. “With this new facility, we can now offer them even more of the world-class customer care and convenience for which Porsche has always

been known for, as well as continue extending the reach of our service to Porsche enthusiasts all across North China.”

The Grand Opening of Porsche Centre Dalian in February saw more than 100 guests and media gathering for a first glimpse of the state-of-the-art addition to the Porsche network. Guests included a number dignitaries, among them representatives of the Dalian government and executives from the Dalian Lianbaoshi Auto Sales & Service Co., Ltd. In addition to showcasing the full line-up of premium Porsche cars, the event was made additionally memorable by a series of modern and folk music performances and a brilliant fireworks display. ●

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EVENT REVIEW

PANAMERA S HYBRID GOING GREEN. THE PORSCHE WAY.

Text Richard Trombly
Photography Lei Gong

The Zhuhai International Race Circuit was buzzing with excitement as Porsche unveiled a new model in Mainland China. From 12 to 14 December, more than 50 members of the media attended the China launch of the Panamera S Hybrid. During this event, guests attended a special Hybrid workshop, presented by guest speaker from Germany, Mr. Robert Haehle, Project Manager of Electric / Electronic Product Line Panamera, to demonstrate the consistent dual-performance capability of the latest hybrid model. Guests were also offered the unique opportunity to test drive the new Panamera S Hybrid on the track.

The launch event showcased the innovative Porsche hybrid drive technology that is redefining the luxury car market around the world. This was the future of Porsche Intelligent Performance: the union of sports car dynamics with astonishingly low fuel consumption and emissions.

As one of the most revered marques on the race track and the road, Porsche is the leader in developing new sports car technologies. That is the driving force behind Porsche Intelligent Performance. While some of the biggest concerns off the track are sustainability and fuel efficiency, Porsche believes this does not need to necessitate a sacrifice of acceleration and handling. Porsche therefore continually develops new technologies behind its sports cars.

“Even as we make dramatic reductions in consumption, we never forget our heritage in motorsport,” said Mr. Helmut Broeker, Chief Executive Officer of Porsche China. “Thanks to Porsche Intelligent Performance, we are able to continue delivering the same sports car performance, now with the efficiency of a hybrid.”

The Panamera S Hybrid complements the Panamera line, which offers a whole new design ethos for Porsche by introducing the

2



1 The Panamera S Hybrid national launch brought over 50 guests from the media to view the latest hybrid model from Porsche.

2 Mr. Robert Haehle, Project Manager Electric / Electronic Product Line Panamera from Porsche AG explains to the audience the concept behind Porsche Hybrid technology.

4-door sports car. Holding its world premiere in China in 2009, the Panamera model currently offers three variants powered by a V8 engine, the Porsche Panamera S, Panamera 4S and Panamera Turbo, with a further two variants powered by a V6 engine, the Panamera and Panamera 4. With this addition of the Panamera S Hybrid, it is clear that the Panamera has carved out a strong market share.

The Panamera sets the benchmark in its class not only in terms of superior performance and exemplary efficiency, but also through a particularly high standard of personal comfort and exclusive features. Above all, the Panamera offers no less than five world first innovations to be experienced for the first time in a production model in the luxury performance segment. First, the new Gran Turismo from Porsche is the first car in this segment with a double clutch transmission or, to use the most appropriate term, the PDK. It is the first car in its segment to combine a start-stop system with automatic transmission. First to offer

air suspension with additional, on-demand air volume in each spring. First with active aerodynamics, provided by the rear spoiler moving up automatically and adjustable in its angle. All these coupled with the first Sport Chrono Package in this segment, for an even more sporting setting of the engine, suspension and transmission, as well as other features, at the simple touch of a button.

Efficiency also plays a fundamental role in the Panamera concept, as it does with all Porsche sports cars. All models feature DFI Direct Fuel Injection, low-friction drivetrains, and lightweight body technology. The Panamera S Hybrid can achieve a top speed of 270 km/h, and sprint from 0 to 100 km/h in just 6 seconds with its V6 compressor engine. Yet its stunningly low fuel consumption of 7.1 l/100 km and CO₂ emissions of 167 g/km claims the superior efficiency of the Panamera S Hybrid: it boasts the lowest CO₂ emissions and fuel consumption of any Porsche car available in the China market.

Like all Porsche models, the new Panamera line combines economy with the sporting performance so typical of the brand, giving the driver the choice of optimised performance and consistent efficiency at any time.

Throughout its history, Porsche has continually been innovating how to make vehicles more efficient. Porsche pioneered lighter fibreglass technology and responded to displacement restrictions on the racetrack with winning success, which is applied to its consumer automobiles. The introduction of the Panamera S Hybrid further drives Porsche Intelligent Performance to the next level.

With the Panamera, Porsche has taken a radical step in creating a sports car that accommodates four people comfortably – meeting the performance for the track as well as every day use. See your local Porsche Centre to find out which Panamera is right for you. ●



CULTURE & HEALTH

LOW CARBON TRAVEL

THE WAY TO GET CLOSER TO NATURE

Text Huang Ning

“From the open sea to the secluded land, thousands of miles I shall cover before my sun sets” – the lifelong ambition of the greatest ancient Chinese traveller Xu Xiake. While modern tourists can easily accomplish this with the convenience of modern transport, Xu can be proud of his footmarks, solidly imprinted on every inch of land he walked.

We, on the other hand, leave little of that legacy but plenty of carbon footprint – a testimony to the newly added burden on our mother planet. Fortunately, as new ways of living a low carbon lifestyle catch on across the globe, many eco-minded travellers are beginning to appreciate the old ways of touring, adopting low-carbon practices when taking delight in the magnificent yet fragile beauty of Nature. With some simple changes of habits, our tours can be made greener and possibly more gratifying, and more importantly, those splendid views that cast a spell on us today will hopefully be preserved intact for posterity.

BACK TO THE EARTH FOR SIGNIFICANT CO₂ REDUCTION

Statistics show that, of all means of transportation, trains are the most energy efficient and release the least CO₂ into the atmosphere, especially for long-distance travels. Travel by train helps cut CO₂ emission significantly, and in the meantime, grants us the chance to take in all the views along the way. After all, aren't the main purposes of travelling to expand our vision and relax our body and soul? Imagine, resting by the wide window, letting the train lead your expansive sightline slowly across the vast fields, lofty mountains and winding rivers, a journey with such

diversity in spectacle is perhaps more exhilarating than a flight that offers view lovers nothing but white clouds most of the time.

For short-distance travel, such as going to the countryside or neighbouring cities, the combination of driving and biking also proves to be a good way of reducing carbon footprint. You may carry folding bicycles in the back compartment or on the rooftop of your car, or simply rent one at your destination. Whether it's roaming the narrow lanes along the fields in the villages or navigating the zigzag alleyways at some antique towns, these zero emission two-wheelers not only give you the maximum freedom of picking courses and stopping for sightseeing, but also allow you to pull down as much fine health out of the fresh air as possible and burn some extra fat off your body.

LOW CARBON TOURS: GREAT RESORTS CHANT ALIKE

A cut in carbon emission at scenic spots doesn't mean a discount on the splendour of their view. On the contrary, places truly worth visiting in China are often the most active in pursuing low carbon initiatives to maintain their delicate ecosystem. Zhang Jiajie, a holiday resort in Hunan that lent much of its natural grandeur to serve as the backdrop of the movie *Avatar*, is one of the best examples. Motor vehicles have given way to hybrid buses and electrical carts inside the area, and some roads have even been reconstructed into pedestrian/bicycle lanes. Meanwhile, the use of a water recycling system and alternative energies such as solar power and geothermal heat are beginning to gain ground in most hotels in the region.

ABOUT CARBON FOOTPRINT

A carbon footprint is defined as the total set of greenhouse gas emissions caused by an organisation, event, product or person. The “footprint” metaphor vividly describes that every one of us is constantly leaving our marks in the form of carbon in the invisible air.

This concept is made up of two parts: the primary footprint and the secondary footprint. The former measures our direct emissions of CO₂ from the burning of fossil fuels, such as when flying, while the latter estimates the indirect CO₂ emissions from the whole life-cycle of products we use – such as the production and transportation of a bottle of water. A range of factors are involved in the calculation of one's carbon footprint. Free calculators are offered by many environment-related websites, which help compute your carbon footprint in a particular activity or through a certain period of time. The bigger the number, the more responsible you are for the health of this planet.



The much-famed Shangri-La in Yunan and the Greater Khingan Range stretching across the north-eastern part of China are also the paragons of natural attractions for low carbon travel. The former features snow-capped mountains and a virgin forest, interspersed with luxuriant pastures and secluded lakes, while the latter is lush with exuberant vegetation spreading over hills and dales, home to hundreds of wild species. The best way to soak up their charms happens to be the most low-carbon one: backpacking, at an unhurried tempo, with a heart ready for the intimacy with nature, and a pair of feet ungrudging in marks.

CUT CARBON FOOTPRINT AT HOTELS

Lodging, being an indispensable part of every journey, is also where attention ought to be given to curtailing our carbon footprint. Nowadays, many hotels are going low-carbon through a spectrum of means, including the use of environment-friendly materials, optimisation of water processing,

and increasing the efficiency of air conditioning and lighting. With a good homework before setting out, we may be able to choose hotels with a credible low carbon reputation and closer to the destination. Other tips for carbon footprint abatement during the stay include bringing your own wash kit, setting proper room temperature, using water sparingly, and requesting fewer bedding changes.

PRE-PLANNING AND POST-JOURNEY OFFSETTING

A truly low carbon journey is not possible without comprehensive preparation work beforehand. It involves everything from proper scheduling, to hotel booking, as mentioned above, and route planning. Also, it helps lessen the burden on the earth if over-developed resorts and high travel seasons are avoided.

Coming back from a trip, in case you don't think it is green enough, you may compensate for the excessive CO₂ emission through carbon offsetting programmes. There is a simple and

popular way to do this: plant a few trees and have them consume the greenhouse gas for you. Too busy for it? With a small donation, organisations specialised in carbon offsetting, such as China Green Carbon Foundation, can do it for you.

In an era threatened by global warming, low carbon practice has become something of a fashion, yet that's not quite enough, for a fashion seldom lasts. With commitment, patience, and a heart committed to nature, we may succeed in making it a custom – one that could be long embedded in our collective awareness of environmental protection. And it is to this end that Porsche is spearheading the efforts of developing energy-efficient vehicles right now, with the release of the Cayenne S Hybrid, Panamera S Hybrid and the upcoming 918 Spyder as the resounding evidence. ●