

356

JUNE
JULY
2012

CHRISTOPHORUS

PORSCHE CHINA

PANAMERA GTS

TAKING YOU TO YOUR DESTINATION...
AND BEYOND





ON THE ROAD

PANAMERA GTS TAKING YOU TO YOUR DESTINATION...AND BEYOND

Text David Pandt

Photography Mark Gong

Navigating along vibrant city streets to sailing along the open highway – driving has never felt more exhilarating than behind the wheels of the Panamera GTS. Embracing the challenges of the road with the renowned performance of Porsche Gran Turismo, the Panamera GTS provides pure, driving pleasure, making the journey often your intended destination.



INNER CITY PEACE

The city buzzes in a realm of excitement. Pedestrian hurrying through busy intersections, bicycles slicing through traffic, and cars sharing the narrow streets, all intent on reaching their destinations. Sights and sounds of the metropolis mix in a theatre of human spirit. And from behind the wheel of the new Panamera GTS, each scene is something to behold.

Navigating the city streets in the Panamera GTS offers a sensation of supreme performance uniquely found in the Porsche GTS range. Under the warm sun, the car's superior sportiness is fully at hand in every move made. Confidence rules while manoeuvring

through urban landscapes – cruising along a winding, tree-lined street; hustling through a thriving commercial hub; then veering off for an excursion through the memory filled old town, where elderly couples stroll hand-in-hand. Each scene is welcomed as a pleasurable experience.

The Panamera GTS handles like a dream in the big city. Its tight manoeuvring is pure instinct, as the car's 7-speed PDK and active all-wheel drive provide maximum control, leaving no road challenge unmet, no chaos not enjoyable, no driving experience as exhilarating.

FREEDOM OF THE OPEN ROAD

Beyond the hustle and bustle of city life, the Panamera GTS embarks on the open road and awakens a distinctive spirit of independence. The vast, expansive motorways bring about a true sense of freedom; to travel distances both long and short is forever inviting.

The cacophonous grind of the city is quickly left far behind, as the Panamera GTS powerfully begins its journey. Putting its powers to the test, the Panamera GTS sprints onto the motorway with absolute authority, hitting 100 km/h in under 4.5 seconds. There is no doubt as to the car's superior engineering and craftsmanship, both in delivering unmatched sportiness and





sublime comfort. In a car like this, it is easy to long to drive endlessly into the horizon.

Shifting up to higher speeds on the motorway is remarkably smooth and satisfying; the car glides through each gear seamlessly, delivering a ride that is exceptionally stable. Air moves across the body of the vehicle in near silence – the V8 engine and the faint sound of the road – unfolding the experience of a long, peaceful drive.

Driving along the open motorway, there is nothing but time and the opportunity to focus on one's inner most thoughts. The roadside scenery passes by like an endless

painting filled with lines of shifting imagery and colour. Too soon, the destination will be reached. Yet, the journey getting there has just been as rewarding.

Wherever one destines to go in life, they will discover that the process – the journey, and its experience – is what truly fulfills. Whether gripping the corners of big city streets or cruising along the open road, the destination of which the Panamera GTS driver is ultimately aiming for is that of supreme satisfaction.

To this end, behind the wheel of the new Panamera GTS, you have arrived. ●

IV. CARRERA PANAMERICANA MEXICO

PORSCHE DOUBLE VICTORY

in the
1600 c.c. Sports Car Class

1. Herrarte, Guatemala
2. Segura, Argentina

of 14 cars of the 1600 c. c. class
only 2 at the finish: 2 Porsche cars!





保时捷推荐 Mobil 1

请登录 www.porsche.cn 了解详情

风驰电掣

全新保时捷 Panamera GTS

保时捷在卡雷拉泛美拉力赛 (La Carrera Panamericana) 上勇创辉煌。为了纪念这一传奇赛事，保时捷将其四门 Gran Turismo 命名为 Panamera。全新保时捷 Panamera GTS，尽显跑车纯粹运动特性。从加大的进气格栅到动感十足的红色车身，每处细节完美诠释 SportDesign 理念：搭载 4.8 升 V8 自然进气发动机，瞬间迸发 430 马力强悍动能；更配置 Sport Plus 模式，令赛车基因顷刻激活。从容运筹之间，尽享纯正驾乘体验。



信仰志造
MADE IN FAITH





EVENT REVIEW

THE ARRIVAL OF A NEW GENERATION THE NEW 911 NATIONAL LAUNCH

The new 911 has arrived. Nearly 50 years after its debut, the completely redesigned seventh-generation sports car has now been launched in China, one of the most important markets for the Porsche marque. During the next few months, Porsche customers and enthusiasts in China can enjoy the opportunity to experience the legendary sports car icon – a sports car that once again redefines perfection in the segment.

The much-anticipated national launch celebration commenced in April with a 10-day programme, was held from 6 – 16 in Zhongshan, Guangdong Province. Selected media and Porsche Centre staff from across China were invited not only to witness the unveiling of the new 911, but also to receive informative workshops outlining the reasons why the new 911 Carrera has been receiving acclaim from automotive media around the world. Of course, the opportunity to get behind the wheel and experience the performance of the new 911 was never far from minds.

Text David Pandt Photography Mark Gong



Mr. Helmut Broeker, CEO of Porsche China, presenting the new 911 to the attendees of the event.

A MUCH ANTICIPATED UNVEILING

The 911 unveiling was held at the Zhongshan Exhibition Centre, a venue with an epicly-styled exterior steel structure that framed the event with the impressive proportions required of a moment of such significance. On arrival, a selection of six heritage 911 models on loan from the Porsche Museum immediately set the tone – this would be a historic occasion.

Over cocktails and canapés, attendees could view each generation of 911 up close, exploring a half century of evolution from the world's greatest sports car first hand. The showcase included the six previous generations of the 911 model line, from the first generation in 1963, through subsequent generations: the 911 G-Series, 964, 993, 996 and 997. As guests were led outside to a grandstand overlooking a vast and expansive unveiling venue, there was no escaping the gravitas of this monumental moment.

Speeches from Porsche China executives placed the celebration in its context – this was the China debut of the 911 in a country which now serves as the fourth largest market worldwide for the 911. Bringing the event the added vibrancy befitting the Porsche marque, were a series of 3D launch films that steadily built excitement within the groups of fortunate attendees.

But the greatest excitement lay in wait – the unveiling of the new generation – the seventh – internally named the Porsche 991. And when the time came, it was Mr. Helmut Broeker, Chief Executive Officer of Porsche China who gave the signal for the all-new Porsche 911 Carrera to make its dramatic entrance.

In a flash of lights and a roar of the revolutionary 3.8 litre flat six of the new 911 Carrera S, the moment arrived. From the distance, emerged three stunning sports cars, accelerating towards the grandstand. Then from the sides, emerged another two Carrera S models,

twisting and turning, drifting and sliding, all the while, the cutting edge electronic systems maintaining perfect precision of movement. A symphony of engine roars and a performance of sports car ballet celebrated one simple fact: This was the new Porsche 911. Porsche Identity.

PORSCHE IDENTITY

In that moment, it became clear that nearly 50 years after its debut, the 911 remains the benchmark in the automotive world. The Porsche 911 has always been integral to the Porsche identity. Holding absolutely true to the company design philosophy of 'evolution, not revolution'.

"Finally, the new Porsche 911, the car we have all been waiting for, is here," said Mr. Broeker, pleased with the unveiling. "I am proud to say that this legacy is not only an icon for our brand, it is an icon among all sports cars. Like each of its predecessors, the new 911 has already set and raised the bar in



All six heritage generations of the 911 on loan from the Porsche Museum in Germany, were on display for media participants to capture up-close.

its segment for performance, efficiency and design. With the combination of motor-sports features and intelligent lightweight construction, the car is now faster and offers more dynamic driving pleasure.”

Relating to the promise of the China market, Mr. Broeker further added, “We look forward to offering more and more of our loyal customers and enthusiasts here in China, the opportunity to experience the heart of Porsche DNA, our identity – the new 911.”

The following day, during a workshop presented to both media and Porsche Centre personnel from around China, guests were provided an in-depth introduction to the key features and benefits of the new 911.

The workshop also served to further emphasise the core values that make up Porsche identity. Since 1948, the core values have been driven by a determination to find harmony in seemingly contradictory elements: tradition

and innovation; design and functionality; exclusivity and social acceptance; and performance and everyday usability.

It was the perfect prelude to the moment that everyone was awaiting – the chance to explore Porsche Identity at its birthplace. On the race track.

AN EXPERIENCE ONLY TO BE FELT BEHIND THE WHEEL

While the education sessions generated a great deal of interest from participants, all attendees looked most forward to getting their hands behind the wheel of the new 911 Carrera for the first time, and excitedly anticipated the test-driving component of the workshop.

Lower, wider, longer, more powerful and more efficient than its predecessor, the all-new 911 has been refined from the ground up. The base 911 Carrera generates 350 hp and sprints from 0-100 km/h in 4.6 seconds

with PDK, while achieving a top speed of 287 km/h. The 911 Carrera S with its 3.8 L engine is more powerful yet, yielding 400 hp and the ability to go 0-100 km/h in just 4.3 seconds with PDK, with a top speed of 302 km/h.

The aerodynamics of the new 911 has been further improved with the design of a slightly lower roofline and a wider front and rear wheel track of 46 mm for the Carrera and 52 mm for the Carrera S. Its wheelbase now 100 mm longer, providing passengers more rear legroom. With the improved wheelbase, track width and roofline, the center of gravity of the 911 is also lower, providing better stability at higher speeds, especially during cornering.

The ‘Porsche Identity’ test-drives provided attendees with two distinctly different driving experiences: one road tour on the streets of Zhongshan, the other on the birthplace of the 911 – the racing track – at Zhuhai International Circuit.



Attendees were offered the opportunity to be among the firsts to drive the new 911 on the Zhuhai International Circuit.

Further emphasising the core value of Porsche performance and everyday usability, the road tour allowed drivers to experience a number of every day road variations, including aspects of entering traffic, adjusting to varying traffic flow, narrow roads, long stretched driving, turning and more.

Taking the new 911 to the Zhuhai International Circuit allowed workshop participants to further become familiar with the 911. A slalom course gave a unique, exhilarating, opportunity for the group to further experience the 911 in terms of improved handling that results from a comprehensive design enhancements under the guidance of expert driving instructors.

While Porsche Centre personnel marvelled at the capabilities of the new 911 Carrera, it may have been the media participants who came away with the deepest impressions. In the days following the workshop, a number of writers reported glowingly of the new 911.

Guo Xiao from Auto.ifeng.com, reported on a number of the outstanding attributes of the new 911. “The first thing you experience is a smooth sensation upon accelerating the new 911,” reviewed Guo. “The suspension system performs smoothly on city streets and highways, affording great comfort to passengers. Even while driving on bumpy surfaces, you still enjoy greater comfort than other high performance sports cars.”

“While fast cornering, you could feel that the car is very stable that almost no heeling can be felt thanks to the suspension system. The steering wheel reacts instinctively and precisely to my instructions driving in or out of bends, just as sliding on the rail,” wrote He Jiarong, a media workshop participant from Autohome.com.cn, one of China’s most informative automotive websites. He further added, “The newly regulated electro-mechanical power steering provides not only light and precise steering, but also offers Porsche’s signature

response to road conditions, which is a smooth, comfortable ride.”

THE ICON FINDS A NEW PATH

Building upon a remarkable sports car heritage that has made the 911 a legendary icon, the new 911 incorporates enhanced cutting edge designs and technologies set to drive it even further. It is a remarkable sports car whose design and engineering excellence deeply embodies every element of the Porsche Identity – a DNA that the marque is proud to be sharing with its enthusiasts in Mainland China. The new seventh generation of the Porsche 911 Carrera can now be experienced across China at any Porsche Centre. ●

MODEL	PRICE
911 Carrera	CNY 1,476,000 (incl. VAT)
911 Carrera S	CNY 1,671,000 (incl. VAT)



Test days offered drivers a chance to get acquainted with their cars and get ready for the new season.

PORSCHE CARRERA CUP ASIA

ALL IS NOT QUIET BEFORE THE BATTLE

PORSCHE CARRERA CUP ASIA ZHUHAI TEST DAYS

Text Huang Ning
Photography Mark Gong / Drew Gibson

Just like the previews to anticipated films are highly welcomed by avid and inquisitive moviegoers, the curtain-raiser to stir curiosity amongst Porsche Carrera Cup Asia fans is undoubtedly the test days. *Christophorus* visited Zhuhai International Circuit this March with a mission to satisfy the eagerness for a deeper insight into this Asia's premiere one-make racing series.

When the wheels of the 911 GT3 Cup began to spin rapidly, hurling deafening surges of sound to the ears and releasing exciting smell of burnt rubber, a familiar wave of thrill again swept the enthusiasts of Porsche Carrera Cup Asia and set their blood afire. Their passion for the upcoming new season was equally shared by that of another community: a group whose bodies and minds have been subjected to arduous exercises even during the long off-season, and whose thirst for the race burns at their hearts as the beginning of the season approached. They – 28 in number – all geared up for action, are this year's racing

drivers. And when the engine sounded the call for battle, it was time for them to fight.

The test days in Zhuhai offered a preview of the intensity of the thrill-laden new season. No overtaking or scrambling for podium positions were involved here, yet it proved to be no less, if not more, strenuous than a genuine race. During typical race weekends, including the qualifying rounds, drivers are required about two and half hours of driving on the track, while during the Test Days on 24–25 March, five testing sessions combined a total of eight gruelling hours, demanding a tremendous amount of physical endurance and mental concentration from the drivers. Yet amidst the tense air of bustle that pervaded the Zhuhai International Circuit, no efforts were spared to get re-acquainted with the cars before the upcoming races.

In such a place where time was scaled into millisecond, everything was happening in a fleeting flash, with an overwhelming sense



of urgency, from the braking, cornering and acceleration on the track, to the tyre-replacing, refuelling and fine-tuning at the pits.

“Life is again back in the fast lane, which feels so great. After the long off-season, my hands and feet are all itching for action,” the excitement was obvious in the voice of Rodolfo Avila of Team Jebesen, who missed the title by a single point last season and was returning to the series with fresh vigour and in high morale. Another racing ace who was also setting his eye on the championship is Team StarChase’s Alexandre Imperatori, who dominated in eight rounds last year and yet was absent from two, and as a consequence finished only third on the overall ranking. A persistent determination to win has kept him busy throughout the winter break on a hard and systematic training in stamina, strength and mental reaction, which was not to be interrupted even during the test days. During his stay in Zhuhai, he chose to ride his bicycle on an approximately 20-kilometre journey

from the hotel to the Circuit every morning. “Racing is an extremely demanding sport. I must keep up exercise so that my brain and brawn are always in the groove.”

As much as the drivers’ need of exercise to stay sharp, the racing cars also need some mileage to be able to perform at their best after being stowed away during the long winter, especially those whose clutches or brake pads were newly replaced. Many teams opted for old tyres in the two testing sessions on the first day. Drivers generally went easy on their cars, allowing their muscles to recall the old memory of the intricate manoeuvring of the steering wheel and the well-coordinated steps on the gas and brake. Almost every minute, a car cruised into the pit lane and pulled up at its designated garage, its tyres exhaling wisps of white smoke as a result of intense friction. As the team reassessed the tyres, the driver, still in the cockpit, took the opportunity to brief the engineer about the conditions of the car – brake force, steering,

and grip, as the roaring of other cars dashed by on the track. Adjustments were made swiftly and accordingly, before the car darted out again to the track with a thundering outburst of power.

The first test day saw Martin Ragginger of Team Eagle – Jiejun & Junbaojie achieve the fastest lap time of 1:36.924 on the 4.3-kilometre circuit. Although a newcomer to the championship, Ragginger’s outstanding performance was not a big surprise, for even before the day began, many drivers, including Avila and Imperatori, had expected this former member of the UPS Porsche Junior Team to be a formidable opponent.

But for Zhang Dasheng, the up-and-coming Chinese racing talent of Team Basetex, Ragginger was more like a friend than a rival. Total strangers before the test days, with their cars parked one after another in the pit, the two formed a bond after a few laps. “We really hit it off. I am sure I will learn a great deal



from him,” Zhang grinned with the typical jubilation of the China’s post-90s generation. There was a natural overflow of innocence about this young driver, who spoke modestly of himself, but not lacking ambition and confidence. “I still have lots of catch-up work to do, but I think the gap between me and other drivers can be reduced as my mileage on the car goes up.” Despite hundreds of laps of driving on the Zhuhai International Circuit in the past, his experience with GT race cars like the famed 911 GT3 Cup was nil until the test days. “It is much more powerful and heavier than what I used to race with, which means there will be more pressure on my body, and tougher challenges to my driving skills. Of course it runs thrillingly fast, no matter at straights or corners.”

Based on the 911 GT3 RS II. Generation, the 911 GT3 Cup 2012 features a range of updates over its 2011 predecessor, including a safer fuel tank, which is filled via an opening in the front hood, and new rims. “Tweaks

here and there are made to the car almost every year, which will eventually contribute to huge improvement in its overall performance,” commented Yuey Tan of McElrea Racing, “and this is exactly what Porsche does in its persistent pursuit of perfection.” Driving towards motorsport domination through constant innovation, then applying the well-tested, cutting-edge technologies to its sports cars – that’s how Porsche maintains its leading position in the industry, and the reason behind the unparalleled performance delivered by the new 911 models.

A walking testament to the legendary successes of Porsche in motor racing is Sascha Maassen, who immediately caught our eyes at the Circuit on the test days. As a Porsche factory driver, he has won more than ten titles for the sports car marque in the first decade of this century in major competitions, including the 24 Hours of Le Mans, 12 Hours of Sebring and FIA GT Championship. Maassen was here for an important mission: taking a few lucky guests

for a taxi ride in the 911 GT3 Cup, offering them a lifetime opportunity to experience with their hearts and bodies which they could only depict by imagination before.

Settled in a specially installed passenger seat, secured by a complicity of racing seat belts, one began the adrenaline-packed taxi ride as Maassen stepped on the gas and the car roared out of the pits. Maassen’s lucky guests may describe their sprint from 0 to 100 km within 3.8 seconds as the most violent throbbing of their hearts, a heart attempting to break free, with a surge of blood of passion suddenly pumped into it. It is as if the race-track, grandstand in front and the sky above all rushed towards them in a frenzy, flooding through the helmet and mask, and overflowing their eyes. Negotiating the corners and speeding up on the straights all brought those much-worshipped racing legends and the performance-related statistics to life instantly, in the form of the most real, most sensational and memorable heartbeat.



- 1 For the drivers, the race is also where friends meet. Martin Ragginger (left) and Zhang Dasheng (right) bonded quickly after they first met.
- 2 Race is not only about competition, but also cooperation. Drivers and their technicians review the circuit and make adjustments to best fit the condition of the race.
- 3 Every detail needs to be attended to with the greatest attention before the race.

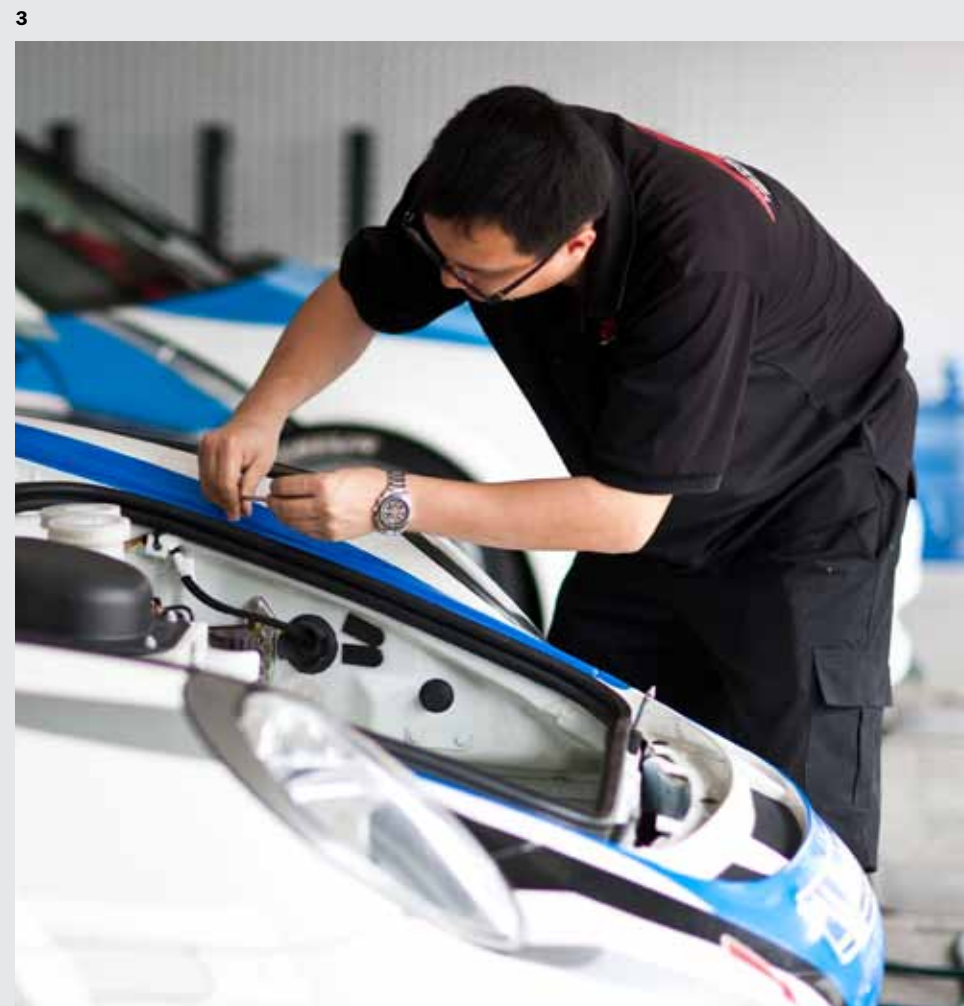
In addition to giving the guests a lifetime experience, Maassen, who knows the ins and outs of Porsche racing cars, also advised some drivers on the setup of their cars. With his assistance, for instance, Rose Tan of C&D Racing fixed an improper front/rear brake ratio, which had earlier caused a front wheel of her car to be locked twice. Free from the headache of understeering that had troubled her throughout last season and capable of steadier handling of the car while cornering, Tan showed significant improvement in lap time on the test days and would surely bring more remarkable performance in the coming season. "We always believe that female drivers can also shine in high-level racing competitions like the Porsche Carrera Cup Asia," said Serena Chen, manager of Team C&D.

Another Chinese driver to advance to Class A is Team Betterlife's Wang Jianwei, the Class B champion of last season. Immediately after each testing session, he could always be found seated by his engineer in the garage,



reviewing together in detail his performance at each turn using MoTeC, a software system that keeps track of a whole spectrum of driving data, including how much the steering wheel turned, how hard the gas and brake were stepped on, and the changing of gears. By the end of the test days, Wang had managed to tune his car to the optimum setup based on the analysis of the data, and moreover, he also got a good inkling of where he stood compared to his rivals. "We have the largest grid ever this year. Two new drivers from the Europe are known to be extremely fast, but after the two days of test, I think the gap between us is not as big as I had imagined," said Wang, whose thirst for the championship was unspoken yet unmistakable.

One of the two formidable new opponents Wang referred to was Martin Ragginger, and the other was the former F1 reserve driver, Team Budweiser's Ho-Pin Tung. Dutch-born Chinese driver, Tung made many remarkable achievements during his career, including



the champion of the German Formula 3, and has been active in F1 since 2010. This year, he is surely a strong contender for the overall championship of the series. The test days offered Tung a precious opportunity to get familiar with the 911 GT3 Cup, and he took full advantage of it, posting already one of the fastest lap times by the end of the weekend.

Of course, on the list of candidates for the championship title, the leader is none other than its current holder, Keita Sawa. The over 30-year old Japanese was crystal clear about his ambition in defending his title. "The smooth handling of the car is back thanks to the test days, and I am really looking forward to the opening race in Shanghai," said Sawa energetically. "I will definitely fight for another title."

The second test day saw the use of new tyres and better adjustment of the cars, which resulted in considerable cut on the lap time for most drivers. Imperatori registered 1:36.563 in the third testing session, 0.361 seconds faster than the

best lap achieved by Ragginger previously, but the latter strived to break it again in the fifth session, setting the fastest lap time of the test days at 1:36.217. The repeated breaking of lap records by the two top-notch drivers heralded only one thing: the battle is on!

If the extraordinary on-track scenes during the Test Days are something to behold, then the first and second rounds of this season's Porsche Carrera Cup Asia at the Shanghai International Circuit promised to be nothing short of intensity! Let's take a brief look at the opening races and the heroes who had made their way through the ever breath-taking battles. ●

PORSCHE CARRERA CUP ASIA 1 & 2 ROUND SCORE BOARD

OVERALL WINNERS			
No.1	Alexandre Imperatori	PICC Team StarChase	41
No.2	Keita Sawa	LKM Racing Team	34
No.3	Ho-Pin Tung	Budweiser Team StarChase	25
CLASS B WINNERS			
No.1	Anthony Liu Xu	BBT	39
No.2	Egidio Perfetti	Seminole Racing Team	38
No.3	Wayne Shen	Modena Motorsports	30

A GLANCE INTO THE FIRST BATTLE

We had all anticipated with the largest grid in its history, the tenth season of the Porsche Carrera Cup Asia would be the extremely competitive, but when the battle finally unravelled through a scorching fight at the opening race at the Shanghai International Circuit on 14 April, none of us could say our imagination had done it justice, and none of us were immune to the overwhelming thrill that persisted throughout the drama-filled weekend.

The adrenaline was already overflowing in the qualifying session, which saw the top five drivers separated by less than a second. Imperatori got his season underway in impressive form by grabbing pole position, followed by Ragginger, Avila, Sawa and Allan Simonsen, the VIP driver on behalf of Team Carrera Cup Asia.

In the first round on the following day, Imperatori converted his sizzling longing for the championship that he missed last year, into an emphatic opening victory, as he led all the way from the start and built an impressive gap of 7.754 seconds from runner-up, Ragginger. The third to cross the finishing line was Simonsen, who engaged in a hard battle with Avila and Sawa for the final podium place, driving nose-to-tail for much of the race. In Class B, Anthony Liu of China took the season's first win, followed by Egidio Perfetti of Seminole Racing and Wayne Shen of Modena Motorsports.

The second round saw the new rule of the reverse grid in practice, which means that the struggle for the podium would be filled with even more electrifying suspense.

Budweiser Team's Tung, who finished eighth in round 1, got away well from pole, and set about building up a margin from the chasing pack. But by mid-way through, on the 12-lap race, his margin was diminished and Sawa loomed large in his rear view mirror. Making a stunning move on Lap 8, Sawa overtook Tung, to then survived a clash with Avila that cost Avila the race. A tug of war ensued as Sawa ran wide, handing the lead back to Tung, and allowing Imperatori and Ragginger through.

Tung's lead was short-lived as Imperatori, who started from 8th and had already overtaken 6 other drivers, dived past in the following lap to seize the lead. The Swiss held on to the position from then on, and raced his way to a second-straight win. Sawa finished second, ahead of Tung, who was pleased to be on the podium in his very first weekend at the Porsche Carrera Cup Asia.

The extraordinary on-track scenes of the weekend kept enthusiastic spectators constantly on their toes, but that was just the beginning of the grand visual feast. As the drivers gradually get into their groove in the course of the season, the series promises to offer more sensational actions for motorsports fans across the region.



A bird view of Porsche stand at Auto China 2012. A lineup of the state-of-the-art models has made it one of the most visited stands during the event.

EVENT REVIEW

LEAD THROUGH INNOVATION PORSCHE PRACTICES WHAT AUTO CHINA 2012 PREACHES

Text Huang Ning
Photography Lei Gong / Mathias Guillin

Celebrating the latest innovations of the automobile industry, Auto China has once again cast a lingering spell on the nation's ever-growing community of car enthusiasts. And as the perfect representation of the event motto, "Lead through Innovation", the Porsche exhibition once again fell under the spotlight in the China International Exhibition Centre, with the stunning world premiere of the new Cayenne GTS and Asia premiere of the new Boxster that demonstrated the cutting-edge technologies and Porsche's firm faith in sports cars.

More than 500,000 motoring fans visited the E5 hall where Porsche held its exhibition from 23 April to 2 May 2012, and bore witness to a whole spectrum of intriguing innovations. Throughout the ten-day event, an air of excitement and curiosity persisted at the Porsche exhibit that features a grand double-deck structure and extends to more than 800 square metres. Hundreds of international and local media gathered at the

front of the stage to get a first glimpse of the latest models on display.

The centrepiece on the turntable was the much-anticipated world premiere of the new Cayenne GTS. An SUV descended from a thoroughbred sports car, it does full justice to the three-letter postfix that at Porsche always stands for exceptional racing performance and superb everyday agility. Featuring an upgraded, naturally aspirated 4.8-litre V8 engine that delivers a maximum output of 420 hp, the standard eight-speed Tiptronic S and Direct Fuel Injection, the new Cayenne GTS is brimming with Porsche motorsports technology. The interior of the new Cayenne GTS is also imbued with a pure sporting appeal, with its rising centre console paying homage to the Carrera GT super sports car.

"The new Cayenne GTS is an extremely sporty vehicle that will outstandingly round off our existing product portfolio,"



The world premiere of the Cayenne GTS was an immediate hit at Auto China 2012.

said Mr. Bernhard Maier, Member of the Executive Board, Sales and Marketing of Porsche AG. "We have chosen Beijing for its introduction because this fascinating model might almost have been built for the Chinese market; it combines everything that demanding Chinese customers expect from a premium vehicle."

Among other highlights of the Porsche stand was the Asia Premiere of the new Boxster and Boxster S. The mid-engine sports cars have undergone a comprehensive evolution in design that boasts a new lightweight body and a completely revamped chassis, and result in significantly improved driving performance and dynamics. Other important updates include the Porsche Active Suspension Management and 19-inch wheels, which are fitted as standard for the new models.

Completing the exhibition of Porsche masterpieces were a range of new models also exemplary of the principle of Porsche

Intelligent Performance, including the national launch of the new Panamera GTS, the new 911 Carrera Cabriolet and 911 Carrera S Cabriolet. "This year's Auto China marks the beginning of a very exciting new chapter in the history of Porsche in China, and we could not be more pleased to bring with us so many exciting premieres to commemorate it," said Mr. Helmut Broeker, Chief Executive Officer of Porsche China.

The enthralling visual experience was taken one step further at the lounge of Porsche Exclusive, where visitors took delight in imagining their perfect Porsche through the interactive displays and extensive showcasing of design options.

"Lead through Innovation", thus the Auto China 2012 preached, and thus Porsche has always practiced. The displayed models, available now in China and soon to light up the roads across the country, are the most convincing evidence. ●



ON-SPOT COMMENTS FROM MEDIA

All of the Porsche models on display are masterpieces of innovation. The new Boxster is really amazing in that it keeps every bit of Porsche DNA while appears so young and fresh with its sporty, futuristic contours.

– Auto Bild

Handsome and trendy, Cayenne GTS is a genuine heartthrob. It demonstrates once again Porsche's leadership in the making of sports cars and SUVs. A truly all-round hero of the open road.

– Shandong TV

The attendance of Mr. Bernhard Maier at the world premiere of the Cayenne GTS shows how much Porsche values the China market. Like all Porsche models, this car will be a success with both critics and fans.

– China Auto News

Cayenne GTS glitters with charm, and more so when in red! The passion for the road is unmistakable. And the agility and performance are greatly improved, thanks to the amazing updates in technology.

– Beijing TV

The new 911 is still a 911 at the first glance. But with a completely new design, it looks much sleeker and smoother, and more dynamic. You may even say this creature has evolved into a new being.

– www.163.com

CULTURE & HEALTH

FROM COMMONPLACE TO COLLECTIBLE THE ART OF DESIGN

Every day objects are inevitably subject to a destiny of oblivion. Yet, many common day-to-day products have transcended banality through a touch of creativity, whimsy and design – be it a kettle, a chair or a lamp. They are transformed into a piece of art and thus entitled to the privilege of being treasured and admired even when their functions expire. Christophorus takes a look at three such art worthy pieces that have stood the test of time.

Text Huang Ning

ALESSI IL CONICO TEA KETTLE

Designed in the 1980s by Aldo Rossi for Alessi – the Italian kitchen utensil company – the kettle looks uncannily futuristic even today. It stops being a mere tool for home chores and becomes something of a classic. The right-angled handle, the triangular snout and the cone-shaped body are a perfectly proportional blend of the simplest geometric forms. It boils water quickly thanks to its wide base, yet the handle never gets prohibitively hot due to its ingenious combination of aesthetics and thermodynamics.

Crafted out of mirror polished stainless steel, the kettle creates an instant visual spark in any kitchen countertop. It does not whistle, but its user might when seeing this piece of home art perform its daily duty with such elegance.



1

EAMES LOUNGE CHAIR

An epitome of the mid-century design, the chair is the culmination of the efforts of the husband-wife team, Charles and Ray Eames, to create a club chair using the moulded plywood technology that they pioneered in the 1940s. Today it lives in museums like New York's Museum of Modern Art and the Art Institute of Chicago, in stylish interiors everywhere, and even as a tattoo on a devotee's arm. It has also been the subject of documentary films and books.

Permanently tilted at a 15-degree angle to take the weight off the lower spine and properly distribute it to the back of the chair, it is a masterful rendering of the designers' inspired vision of "the warm, receptive look of a well-used first baseman's mitt."

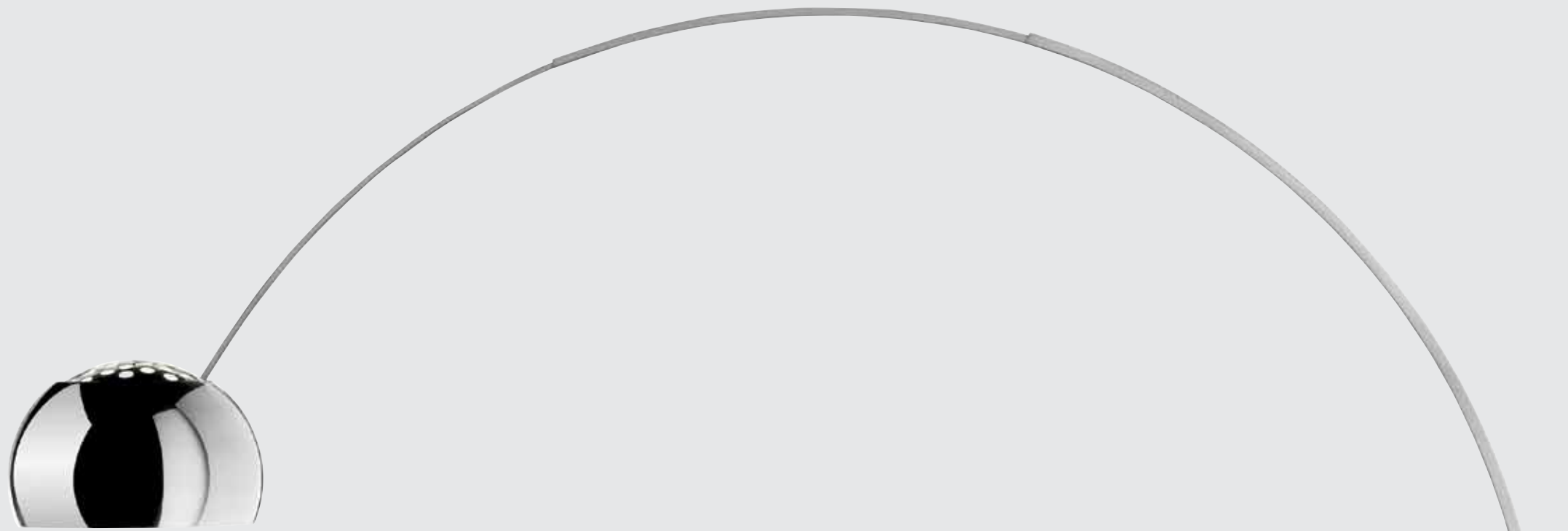


2

ARCO LAMP

More than 40 years since it was first introduced, the Arco lamp has become an iconic silhouette that shines not only in many living rooms but also in the museums of modern art.

Designed by Achille and Pier Giacomo Castiglioni, the Arco lamp's large, majestic arch of the stem extends to a flower-like shade at one end, and a marble base at the other. Using the flexibility of the materials and the pull of gravity to create its perfect arch, the Arco lamp is a paragon of minimalism.



PORSCHE 911

Functions transcended and forms refined, that is how the above-mentioned products shake off the everydayness and evolve into classics. The same can also be said of the Porsche 911, an iconic sports car that has always been renowned for its excellent practicality as well as everlasting design since its birth in 1963.

From the day Ferdinand Alexander Porsche breathed life into this automotive masterpiece, to the introduction of its newest generation today, the 911 has seen numerous tides of fashion in the industry, but never swept along by them. A 911 can always be recognised at the first glance, with its elegant, stretched silhouette and sleek, powerful contours as the most unmistakable signature.

The unfading aesthetic appeal of Porsche 911, along with the illustrious history behind the much-revered design, makes it one of the most coveted choices for car collectors in the course of time. An ordinary means of transport sculptured into a time-defying artwork, the Porsche 911 is never only a car to be driven, but a design legend to be treasured.

- 1 Alessi Il Conico Tea Kettle, designed by Aldo Rossi for Alessi.
- 2 Eames Lounge Chair designed by Charles and Ray Eames.
- 3 Arco Lamp, designed by Achille and Pier Giacomo Castiglioni for Flos.

3



Mr. Helmut Broeker, CEO of Porsche China presenting a relief to Mr. Jason Tai, GM of Porsche Centre Nanjing.

NEWS

PORSCHE CENTRE NANJING CELEBRATING EXPANSIONS AND THE LAUNCH OF THE NEW 911

Porsche China continued in its mission to upgrade its service offerings throughout China with the opening of the expanded Porsche Centre Nanjing on 16 April.

Building upon the existing facility originally opened in 2007, the new 4S complex houses a 2,900 square-metre After Sales service centre and a vastly expanded 1,632 square-metre showroom. More than 250 guests joined Mr. Helmut Broeker, CEO of Porsche China, and Mr. Jason Tai, General Manager of the Porsche Centre Nanjing, to witness the opening of the state-of-the-art facility as well as the stunning unveiling ceremony of the new 911.

Expanded to respond to the outstanding consumer demand, the Porsche Centre Nanjing will continue to offer the world-class Porsche customer service and after sales convenience to local customers. ●

*Porsche Centre Nanjing
No. 22, Ruan Jian Dadao, Yubuatai District
210012 Nanjing
Telephone: +86 25 52458 911*



CONTINUED GROWTH THE NETWORK OF PORSCHE CENTRES

The network of Porsche Centres around China is continuing its fast expansion with many planned grand openings in 2012. The following Porsche Centres will celebrate their openings in the upcoming months:

- ① PORSCHE CENTRE LANZHOU
- ② PORSCHE CENTRE HOHHOT
- ③ PORSCHE CENTRE TANGSHAN
- ④ PORSCHE CENTRE JINAN