

News



Looking back: The Porsche stand has always attracted car lovers

Porsche at the IAA in Frankfurt Touching and Touched

Demonstrating continuity is one of Porsche's most important aims, and what place could be more suited for this than the International Motor Show (IAA) in Frankfurt? In its 63rd edition, Frankfurt is still the most important auto show in the world. Here, the new 911 Turbo, the 911 GT3 RS, the 911 GT3 Cup, and the 911 Sport Classic will make their world premiere, and the Panamera will make its first appearance in Germany. These exciting new models are the main features of the Porsche stand that forms the centerpiece of Hall 5.

At the world's most important auto show, Porsche's sports cars are celebrities that like to keep in touch. For Porsche, the auto show is not about "show"; instead, it is where people can see what really interests them. And in 2009 Porsche continues to stay the course. The company's auto show appearances always tend to differ from those of other carmakers, the very personal encounter being the main distinction. No glass partitions, no barrier tape—no fear of contact. The cars are supposed to be invit-

ing, not just showpieces. Porsche within reach, ready to touch and be touched. "The more emotional the cars are, the less we need to create elaborate extravaganzas," says Andreas Henke, who heads up the team at Central Marketing responsible for the strategy, concept, and implementation of Porsche's appearance at the IAA. "If the car at the stand doesn't simply look good, if you can feel the speed, then we were successful in our work," Henke says.

Auto shows have always been a marketplace of opportunities, a demonstration of performance that attracts automotive enthusiasts from all over the world. Along with customer retention, social acceptance plays a decisive role for the companies here. Henke: "Exclusive brands such as Porsche rely fundamentally on broad popularity and approval among the public at large—including those who cannot afford a car like this."

In its more than 19,000 square feet of exhibition space, Porsche is displaying 23 automobiles this year to customers, prospective customers, and car enthusiasts. One of the highlights is the Panamera, which is celebrating its German premiere in Frankfurt. The new 911 Turbo, the 911 GT3 RS, the GT3 Cup, and the 911 Sport Classic will be on view for the first time—not embedded in some dream world, but out there on the perfect stage for dream cars.

J.D. Power Report

The Most Attractive Brand

For the fifth time in a row, Porsche has taken first place in the brand assessment ratings of the Automotive Performance, Execution and Layout (APEAL) Study conducted by J.D. Power and Associates. In fact, the company even increased its lead in the United States over other premium manufacturers. In addition to the outstanding overall result, the

911 Carrera and the Cayenne also scored extremely well, with the two model series confirmed as the best vehicles in the "Premium Sporty" and "Midsize Premium Multi Activity Vehicle" segments. The APEAL Study examines how gratifying a new vehicle is to own and drive, on the basis of owner evaluations of more than 90 vehicle attributes. From February to May 2009, a total of nearly 81,000 people were asked to rate their vehicles' handling, acceleration, design, comfort, and suitability for everyday use. Prior to this, Porsche received confirmation of its vehicles' excellent quality when it placed second in J.D. Power's Initial Quality Study (IQS).

