

Editorial 341

Only a Porsche Is More Fun...

Marketing strategists sometimes come up with curious ideas. One once penned the slogan “Only flying is more fun”—for a carmaker whose name is not relevant here. But why, we might ask, should flying be more fun than... driving a Porsche?

Get in, fasten your seat belt, and drive off—for example in a Cayenne Diesel across the Rhine river bridge in the city of Constance on the beautiful lake of the same name. The driver then veritably glides along the river, making a constant path toward the North Sea. With 240 horsepower and a unique backdrop. With shining eyes, he later describes the narrow islands in the river, the magnificent vineyards, and the countless historical buildings along the banks. Actually, the drive is just supposed to test how far you can go on a full tank of fuel. But this trip in the Cayenne Diesel becomes a joy ride, and the task is fulfilled only when the “refuel” light first goes on shortly before Rotterdam—some 1,000 kilometers (620 miles) later. Unfortunately. “Can’t we test how much fuel the Cayenne Diesel needs on other routes as well?” asks author Thomas Schulz, who can hardly be persuaded to step out of the Porsche.

Why should it be more fun to fly?



This issue of *Christophorus* features plenty of examples of the excitement of driving a Porsche. For once, you realize the wonderful sights outside the windows are not the center of attention. Reiner Schloz drove the new 911 Turbo on the racing course in Estoril, where Niki Lauda won the world championship title with a turbo engine from Porsche. And like Lauda, the journalist will never forget his day in Estoril. “I was going 260 km/h [160 mph] on the straight stretches,” he said. “And in this sports car you never have the feeling that anything could go wrong.”

Why should it be more fun to fly?

Let’s take the Panamera—and travel across time. In fact, on this trip, the Panamera actually surpasses the speed of time. For there are roads in this world that take you forward in time. When on New Year’s Eve, for example, you drive from the town of St. Joseph in Michigan to Michigan City in neighboring Indiana, you can ring in the new year not once, but twice. Elmar Brümmer tells you what that’s like. And so we are already wishing you all the best for the coming year. On every road. And in every Porsche.

This wish is sure to come true for Mr. Koppasch and his wife from Bonn. They were the first to pick up their new Panamera from the plant in Leipzig and—following a spin on the test course there—drive it home. Which just goes to show: you can shine in a Porsche not only on racetracks, test courses, and dream trips, but also when driving it around every day. And have more fun with it than with a plane. Maybe one of these days an airplane maker will advertise its latest model with the slogan “Only a Porsche is more fun.”

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