

News

Test Reports on the New 911

“You’ve Done Everything Right, Porsche”

The leading German car magazines agree: the new 911 Carrera S sets unprecedented standards. All recent comparative tests have ended with the 911 as the winner—beating both German and foreign competitors. The journalists reserved special praise for the new engines with direct fuel injection and the new, innovative Porsche double-clutch transmission. That combination helps reduce the sports car’s fuel consumption by up to 13 percent—and hence also its CO₂ emissions—even with the increased performance.

“You’ve Done Everything Right, Porsche,” wrote the *Auto Zeitung* about the new model, and added, “The new 911 is even better, more dynamic, and more desirable than its predecessor. Moreover, it is exemplarily thrifty.”



The magazine *Auto Bild* came to a similar conclusion: “The increased price for the [double-clutch] transmission is worth it. It gives driving a new dimension. And by the same token, the 911, too, is worth the higher price, for it sets the standards for sports cars. Now more than ever.”

For *auto, motor und sport*, the 911 is simply “more powerful and more adult.” According

to the so-called Supertest of the magazine *sport auto*, the 911 Carrera S is once again in a class by itself. It completed the legendary North Loop of the Nürburgring in only 7:50 minutes, and was thus some fifteen seconds quicker than its predecessor model. “Not only have the limits of driving dynamics been pushed further upward, but drivability also has improved significantly,” the testers noted.

Christian Dau Succeeds Anton Hunger

Porsche has reorganized its press department in Germany: as of July 1, long-standing PR Director Anton Hunger (60) is now responsible exclusively for the newly created Press and Public Relations Department at Porsche Automobil Holding SE. His successor as communications head of Porsche AG will be his former deputy, Christian Dau (46), who has been with the Public Relations Department since September 1997. Dr. Albrecht Bamler (50) will remain in charge of Corporate Press for Porsche AG, while Hans-Gerd Bode (47), who came to Zuffenhausen from Volkswagen, will be the new chief of Product and Technology Communications. Achim Stejskal (35) is another “import”—from Daimler AG; he will run the new Porsche Museum, succeeding Klaus Bischof (59), who will retain responsibility for the “Museum on Wheels.”

German Graduates Have Sights Set on Stuttgart, Surveys Show

Porsche is Germany’s most popular employer. That’s the verdict of the country’s two most important surveys, the so-called Trendence Graduate Barometer and the Universum Graduate Survey, which have polled some 18,000 German students. In the study carried out by the Universum Communications Institute, the Stuttgart carmaker took first place in the economics category and came in second in the engineering category. The graduates who were surveyed by the Trendence Institute for Personnel Marketing GmbH in August 2008 also placed Porsche at those same positions. The factors that proved especially convincing for tomorrow’s engineers and executives were the company’s high-quality and innovative products, its excellent brand image, and its great economic success.

New Quality Control: Electrical Equipment Checked at Installation

Porsche is the only automobile manufacturer worldwide that can test electrical and electronic components directly at installation. What makes this possible is the Electrical Checkout System (ECOS), a mobile device for measuring current. The shoe-box-sized tester accompanies a vehicle throughout the production process, and can continually check the current of the power-consuming components. This capability opens up a whole new range of possibilities for quality control. Previously, the ECOS check was carried out at three stations, which resulted in low flexibility, late detection of defects, and a high amount of follow-up work. For example, a sunroof that did not operate faultlessly could be discovered only after the roof had been installed. Now the check is carried out flexibly at the point where faults can arise. Small box, big results.