



MIAMI

SIXTY AND SUNNY

Everything must go! When people mention Miami in the winter, they usually mean South Beach. When the mercury dips, it's time to hit the beach, and sports cars want to go too. In this mobile metropolis, cruising is the preferred leisure activity, on a sunlit stage. Miami is a brilliant and fitting place to celebrate 60 years of Porsche in the USA and 10 years of Porsche Latin America (PLA), Inc.



By Elmar Brümmer
 Photos by Studio Frank M. Orel

Playing hooky. There's really no other choice under skies like these. Temptation easily wins out. Combining the strengths of the 911 and the Boxster, 600 horsepower compel one to go out. Welcome to a world capital of cruising! Where you can watch the parade of cruise ships go past, and frolic in the ocean in their wake. Let's hit the road. There is always a reason to take your sports car to see Ocean Drive, this asphalted declaration of independence directly along the Atlantic. A playground not only for cars, but also for colors—from the hues of the waters off Florida to the dazzling contrasts of Latin America, enriched by Speed Yellow and Racing Green from Zuffenhausen. Crane your neck, stretch your body. That is the right pose for Miami Beach. Can you smell the fresh breeze?

Miami nice. The Spanish explorer Juan Ponce de León thought he could find the fountain of youth somewhere around here. He was right about that, but about four centuries too soon. If you stroll the ten blocks of Ocean Drive, you've got a front-row seat. It doesn't matter how hot and humid it is outside, that sense of life has to come into your car. Inside out. Gradually but inexorably the exuberant joie de vivre of Miami Beach also takes over the mood of the driver. Drive up and down this stretch of vanity a few times and you'll start thinking it's completely normal for a skateboarder not to zoom around a hydrant but rather leap right over it. The next time you won't stare but simply note it out of the corner of your eye. So much variety keeps one's gaze from becoming satiated.

*Taking the lightness of an airbed
into the Boxster. Dancing the lambada
on asphalt into the magic hour.*

Seeing is interactive. Many people strolling by have eyes for the car instead of for their surroundings. It can't be denied that Florida's sun veritably draws out vanity. And why not? The light seems made for that purpose—the perfect mood lightener. Simply stopping in front of a street-side café is like appearing on stage. The gleaming rear of the coupe meets the metal chairs painted in pastel colors, clear contours immediately complementing each other. Such encounters are only heightened by the serotonin rush of 360 sunny days a year (and that is the cautious estimate). The winter in Miami Beach reminds you of why summer was invented. The Côte d'Azur might even pale in comparison. The heat causes the air to tremble, but that might also be your body in its leather seat, albeit for other reasons—some of the images along the road are so powerful in their colors and character that they are almost painful to behold. On especially beautiful days, even the locals can be spotted simply standing on the sidewalk with their heads thrown back enjoying the sun.

Ocean Drive is always good for a performance, yet the acts arise by chance, which is why one keeps coming back. It is futile to debate whether actors or backdrops are more fascinating—they are one and the same. The Art Deco facades, in their umpteenth spring, are also striking poses, and who would deny them the pleasure? In the early hours of the morning, when the light is the clearest, dream factories spring up on street corners—namely, fashion photography studios on wheels. The endorphin rush continues a





*Checking in. If you see life as a fresh breeze,
you'll have a clear eye for the appeal of the Art Deco district.
A striking case of a stunning climate.*

few Cuban cafés down the road, when Porsche's top models turn onto the catwalk and show that cruising is always called for.

Taking a ship, riding a wave—why shouldn't cars cruise as well? It's a type of movement that recalls the "please don't disturb" signs on hotel-room doors. Let yourself go, don't be rushed. At the same time, it's a quest for contrast and harmony—the pure experiential character of driving a Porsche. Cruising also means traveling back through memories, making comparisons, adjusting one's pace. Taking in images, modulating moods, finding relaxation, yet remaining in motion. A return to the self, but to a self that affects the mind like a whirlwind. Blending in with the song on the radio—rock you like a hurricane!

The love of life in this city whitewashes the threat of transience. Colorful, lively, sexy. Those who seek

to join in let their six cylinders soak up the lambada rhythm. Engine and sound system run as one. Sunshine reggae is of course also allowed. Some "Macarena," perhaps? The main thing is verve. Simply the right drive. Those who seek not only to find but also to grasp must learn to look to the right and the left. To entice and be enticed, an endless game. The paths of the Boxster and the 911 cross, both of them reflecting the pop philosophy of Miami Beach—it feels so good to feel good here. To put it in even simpler terms—sun and fun.

It is all a question of the right temperament. Letting go, making casualness the norm. Dreams, desires, impressions merge into a feeling that the sports cars are flowing on their own through the hustle and bustle. Porsche drivers who have wondered about the purpose of the ventilated leather seats just have to sit in a typical afternoon traffic jam and they'll immediately

BEACH ROUTE



HOT & COOL

The winter months in Miami Beach bring a higher volume of traffic—it's the season for snowbirds, or long-term vacationers from the northern states. Miami Beach is associated with two large resort areas: South Beach, along which Ocean Drive runs, and Sunny Isles Beach, which lies farther north. The Art Deco buildings that dominate the image of Miami Beach have been lovingly restored since the 1980s and now often house hotels. www.miamiandbeaches.com

see the point of corporeal air-conditioning. If the car is open, you'll hear the duet of crackling from the rear of the car and the rustling of palms in the wind.

Again and again you catch a view of the water. The ocean is at its most beautiful when it's not as smooth as on a postcard. Here, too, movement is what triggers longing. The 911 drives out hungry to the fore. The Boxster makes a turn, wanting more exercise and following one of Miami's imperatives—dry your bones before the night. The top hasn't been up the entire day, the car takes a lap of honor around Biscayne Bay, out onto the causeway. The vibrant turquoise of the water, punctuated by glittering reflections from the lights, has etched itself onto the mind as the essence of Miami.

Where one loses the self, paradise is found. This insight has brought us farther than the explorer Ponce de León. Even if it is only an illusion, asphalted or otherwise, it has reached us. This is the enchanting quality of Miami, a place known as the Magic City.

How long can you take in this mood, this feeling? The easiest time to leave would be if ever it should rain. ●



911 CARRERA

Engine: Six-cylinder boxer
 Displacement: 3,614 cc
 Power: 345 hp (254 kW)
 Maximum torque:
 390 Nm at 4,400 rpm
 0–100 km/h: * 4.7 sec.
 Top track speed: * 287 km/h (178 mph)
 CO₂ emissions: * 230 g/km
 Fuel consumption*
 – City: 14.7 l/100 km
 – Highway: 7.0 l/100 km
 – Combined: 9.8 l/100 km
 * with PDK

BOXSTER

Engine: Six-cylinder boxer
 Displacement: 2,893 cc
 Power: 255 hp (188 kW)
 Maximum torque:
 290 Nm at 4,400–6,000 rpm
 0–100 km/h: * 5.8 sec.
 Top track speed: * 261 km/h (162 mph)
 CO₂ emissions: * 214 g/km
 Fuel consumption*
 – City: 13.6 l/100 km
 – Highway: 6.5 l/100 km
 – Combined: 9.1 l/100 km
 * with PDK

PORSCHE IN LATIN AMERICA

Latin Hour on the Road

Serving all of Latin America, but also at home in Miami. Florida's melting pot is an ideal place from which Porsche Latin America, Inc. (PLA), serves 27 countries at once.

Not the beach but rather the business district on Biscayne Boulevard is the home of Porsche's regional office for Latin America. "Why do Latinos like Miami so much? Because it's so close to the United States..." Managing Director Matthias Brück cites this joke from the presentation to the board upon the founding of PLA—and it is just as true now, ten years later. "Everyone accepts Miami as a business metropolis for the Caribbean, Central America, and South America," says Brück. "The site is unbeatable for us because no other place has such good flight connections to all the markets."

With PLA serving 27 countries, 16 importers, and 36 dealers in the sales, after-sales, marketing,

public relations, and training sectors, mobility is key. In its first ten years, PLA has seen its sales rise by a factor of ten, to 2,222 cars in the last business year. Brück's team includes members from Colombia, Venezuela, the Dominican Republic, Cuba, and Europe.

Latin American rhythm and life are found inside the office, as well as right outside the door. The PLA director describes the culture, with its wide range of variation, as "full of joie de vivre and relaxed," adding that "it's definitely an exciting mix—in Miami you find the reflection of an entire continent."

TIP

Matthias Brück (39) knows his way around Miami. He sees to it that visitors take a tour along Ocean Drive and through the Art Deco district. The near-ubiquitous villas and harbors are the perfect backdrop for a drive in a Porsche. Inside tip: Make sure to see the "in" district of Brickell in downtown Miami.

