

# DNIA

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911



## Philosophy & Legacy

What makes a Porsche a Porsche?  
The brand's philosophy extends back to the 356. That car's  
legacy is found in every subsequent model.

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Panamera



*From ancestors to descendants: The brand will always and unerringly retain its character, with unmistakable properties, such as an extended rear section and muscular shoulders.*



*Humans walk, birds fly, fish swim—and Porsches porsche.* Every species does what it does best. What reflects its essence, what has survived over generations. What has been continuously developed by means of mutations. These capacities are anchored in its genetic material, are passed on and transferred from ancestors to descendants. With modifications based on the strategy of life and the acceptance of experience, with ever greater insight as well as adaptations to changed conditions.

So too it has been at Porsche now for several generations and throughout all the different concepts and drive systems. In character, however, the car remains an unchanged brand with unmistakable properties. That is why the youngest generation of the 911, the progressive and smart-looking 991, remains a clear heir in a direct line to the purist 356.

The Porsche Boxster, Cayman, 911, Panamera, and Cayenne—although possessing different concepts and technologies, all show the same

commitment to shared aims and character traits. These are born of the desires of the fathers, the dreams of the sons, and the demands of the grandsons, defined by origins and descent. They are composed of many building blocks, forming a mosaic of character throughout generations.



Two leitmotifs guide this trajectory. One is the idea that “form follows vision,” which emanates from the inner world of Porsche as the sum of all the brand’s main properties. The other is that “form follows function,” which describes the accumulation of all the technology needed to put the idea into practice. The design is driven by unseen currents, as the energy is built up to think what used to be unthinkable and to develop the courage to take different roads, one’s own road, to change. Although not yet technology, the content of these visions will guide the technology. That is why they are neither one-dimensional nor fixed, but instead rely on progress.

Technology is the means to the end, and its aims and content are directed to the properties that are sought: honesty, power, resolute implementation, clarity in refusing to compromise, purity of expression and realization, a striving for the perfection of character, a union of human and machine—and not least of all, a statement of trust.

While this does not yield a lifestyle per se, a style and way of life nevertheless grow very clearly from it as guidelines for the product’s content. Function, then, consists of the consequences drawn from these guidelines in the visions.

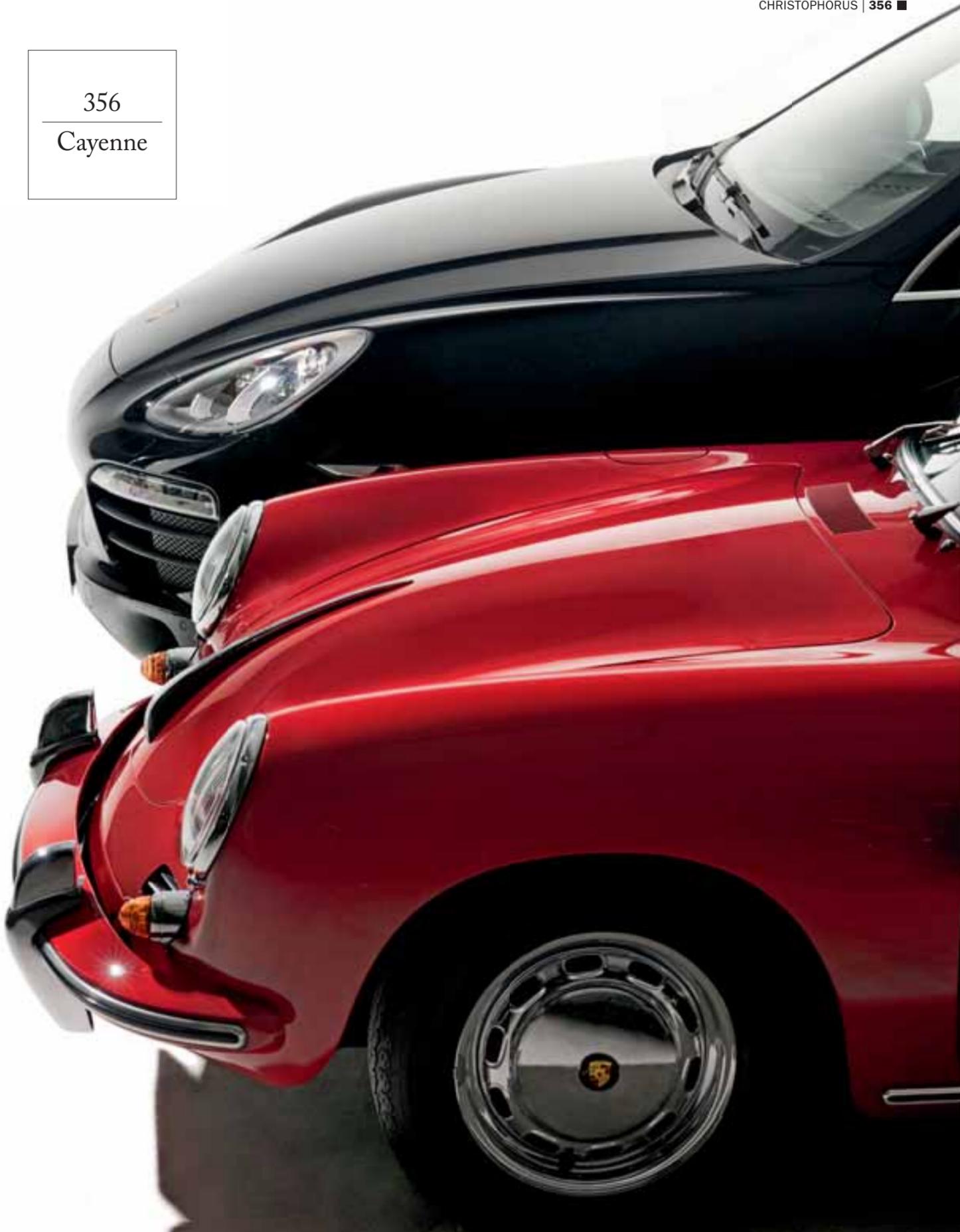
Function is revealed when viewing the technologies selected and perfected for that purpose: in engines that respond instantaneously like drive systems craving the newest challenge. In steering systems that fulfill drivers’ wishes almost before their hands can relay them. In suspension systems that include the drivers in the design and incorporate them with respect to the tracking processes and dynamic load changes. In brakes that benefit from the experience gained in motorsports.

This is technology whose inner values are measured by their benefits for driving. Each individual Porsche carries within it the genes of driving. The genotype of its fathers consists of dynamism, and its DNA derives from a principle that has governed everyday driving and traffic on public roads since the birth of the very first Porsche: what is successful in racing can’t be bad for everyday driving. This principle yields that peerless Porsche uniqueness and inimitable aura that captivate those who, searching for a mobile means of expression and a manifestation of their way of life, and despairing of the rest of the automotive world, reach for a Porsche as they would for the grail of insight.

The genetic lineage from the 356 to the Porsche of today is the brand’s grand sweep of continuity. Its form is evident at first glance: fenders, headlights, the roundness of the cockpit and its sheltering intimacy, the back of the body, the shoulders—with no tinsel or trinkets. Decoration where a natural beauty would wear it; flowing lines like the hidden musculature of a leg in repose, tightened by barely perceptible edges, which nevertheless evoke tendons and ensure power in the play of proportions; and then a constant shimmer of

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Cayenne



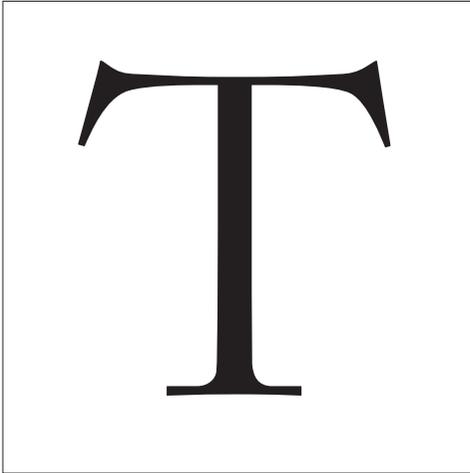
*Although the 356 and the Cayenne represent different concepts and technologies, they have the same commitment to shared aims and traits, such as the topography of their front hoods.*

*The genetic lineage from the 356 to the Porsche of today is the brand's grand sweep of continuity. Its form is evident at first glance. The round curves of the cockpit, the back, the shoulders: no gimmicks, no silly frills.*

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Boxster



modesty born of a reserved self-confidence in the exterior realization of interior values. At the same time, the chassis is like sheer corporality under taut skin.



The streamlined quality of the appearance is achieved by a design that has created the form of a living organism whose vital functions seem only to be waiting for the driver. It is supplemented by machine-like details which at the same time evoke human sensitivity: fine grooves that accentuate the corporality and precision of the structure, a mildly highlighted presence of the wheels, clear surfaces that speak calmly yet portentously of concealed dynamism, and simple air vents whose unchanging final form causes sensitive observers to catch their breath.

For its part, the interior of the sports car consists of an entire driving machine focused on the individual at the wheel; the genes descending from the 356 lead to controlled power and dynamism via the most cutting-edge means of the respective generation. Without any wasted

space, the car's interior is the stage for visible and tactile quality, a solidity at the core of all Porsche products. This statement enables the driver and all the passengers in a Porsche to form a community.



A Porsche is a feast for all the senses. That includes the absence of disturbing sounds and the presence of tones that carry clear and passionate content for the driver. The rustling sound of the air-cooled boxer engine, its thoughtful muttering in idling mode, and its spontaneous readiness under load to leap into competition with the trumpets of Jericho—all that belongs to its inalienable genetic makeup. In a new acoustic world, this is transmitted not by means of an air-cooled system but under the mantle of a cooling liquid. This world opens up a realm of darker tones of passion, extending from subservient respiration and polite panting to a furious onslaught that gives the driver a thrilling sensation of goose bumps and cold wind on the scalp. Thus, a Porsche has been and always will be a delectable auditory feast.

Perhaps the most crucial gene of all leads directly to the future—for everything in the future will be influenced by weight. Under the pressure to reduce fuel consumption and bowing to the dictates of emissions regulations, the slenderness of a Porsche is its best and primary virtue. Although such qualities, of course, have to match the demands on the product and the nature of its class. Slim is beautiful. What was true of Porsche back in the early years of the 356 has been transmitted to all the subsequent members of a growing family, even to the Cayenne and the Panamera, which serve as guiding lights in their categories of all-terrain

vehicles and sedans. All of their dynamic capacities derive from targeted lightweight construction, with engine power assigned in apposite portions. These strengths of the 356 are found in the car's descendants to this day.

The tradition of technology combined with continuous development is one of the secrets behind the success of the Porsche philosophy. This includes expert knowledge on the part of the engineers as to when to depart from proven paths. And the talent of the designers lies in their ability to find the best as opposed to the most complicated solution to technical questions. The first incarnations of a sports car with a penchant for racing already featured those properties that still define the character of a Porsche today: endurance, no superfluous weight on the hips, and design solutions that will continue to prove their worth over the years to come. A Porsche has never been and never will be a disposable product—it is a car for eternity. It can be inherited, and then bequeathed to the next generation. ■

**911 (TYPE 991)**  
 CO<sub>2</sub> emissions: 229 g/km to 194 g/km  
 Fuel consumption (combined): 9.7 l/100 km to 8.2 l/100 km

**PANAMERA**  
 CO<sub>2</sub> emissions: 293 g/km to 159 g/km  
 Fuel consumption (combined): 12.5 l/100 km to 6.3 l/100 km

**CAYENNE**  
 CO<sub>2</sub> emissions: 270 g/km to 189 g/km  
 Fuel consumption (combined): 11.5 l/100 km to 7.2 l/100 km

**BOXSTER (TYPE 981)**  
 CO<sub>2</sub> emissions: 206 g/km to 180 g/km  
 Fuel consumption (combined): 8.8 l/100 km to 7.7 l/100 km

**CAYMAN**  
 CO<sub>2</sub> emissions: 230 g/km to 214 g/km  
 Fuel consumption (combined): 9.8 l/100 km to 9.1 l/100 km

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