

# SHANGHAI

**Peak experience.** For the premiere of the Panamera in 2009, held one day before the Auto Shanghai show began, Porsche sought out the 94th floor of the Shanghai World Financial Center—at 492 meters the highest skyscraper in China at the time. A neat piece of work was needed to present the car at such a high level to around 300 media representatives from around the world. A good 5 meters long, the Gran Turismo had to be stood on its end for the ride up an elevator. Even with the side mirrors folded in, there remained barely 2 centimeters of leeway. But the Panamera arrived, in more ways than one, with China developing into its most important market. In the spring of 2013, Porsche also presented the second generation at the Auto Shanghai.



## Top Showings

*When Porsche presents a new model to the world, it's always a special occasion. We look back at six spectacular motor-show appearances.*

By Thorsten Schönfeld



## PARIS

**Fire.** The Cayenne set hearts ablaze at the Paris Motor Show in 2002. That was when Porsche refuted the theory that off-road vehicles are clumsy and sluggish. By the way: while the name Cayenne makes one think of pepper, it actually derives from the—red hot—chili pepper. In terms of sales, at any rate, this SUV is an eternal flame.



**Declaration of love.** A rendezvous in front of the Louvre at six in the morning. What could have been a romantic scene was actually a display of brute force. In 2000, Walter Röhrl drove up in a Carrera GT powered by a V10 assembly and parked it right next to the building with all of the other works of art. Four hundred journalists had been waiting in the rain. Da Vinci on the inside, the GT on the outside. The Mona Lisa smiled, Röhrl beamed. This presentation in connection with the Paris Motor Show became legendary, and some 1,270 Carrera GTs were built from 2003 to 2006.



# DETROIT

**Trailblazer.** Porsche's appearance at the Detroit Auto Show in 1993 was a sensation. The company provided a glimpse of what a new model series below the 911 might look like. The Boxster study, whose silhouette of a classic mid-engine roadster recalled the legendary 550 Spyder, was the highlight of the fair. In 1996 the standard-series Boxster drove directly into the winning lane.

# GENEVA



**Revelation.** Around 300 reporters surrounded the Porsche stand in Geneva in 1969, seeking to capture the moment when race-car driver Gerhard Mitter pulled the cover from the 917. Back then the Geneva Motor Show was dominated by safety considerations, but this race car—the very picture of vigor—stole the show with unrivaled performance figures: a 4.5-liter twelve-cylinder engine with flat cylinder banks (180° V), 382 kW (520 hp), and a peak speed of more than 320 km/h. A year after the announcement, the 917 turned words into deeds and took the first of sixteen overall victories thus far at the 24 Hours of Le Mans. That short time was all it took to turn a revelation into a revolutionary success story.

# FRANKFURT



**Big Bang.** The Porsche premiere per se was held at the 1963 International Motor Show (IAA) in Frankfurt, with the presentation of the 901, the sought-after successor to the original Porsche 356 and the forebear of the most successful sports car of all times. Rumors had run rampant in prior years, including repeated speculation about a spacious four-seater. Porsche presented a surprising 2+2 seater, which then as now represented the ideal combination of a sports car and a touring car. The very epitome of the sports-car idea, which half a century later has yet to go out of fashion. The proof will be provided at this year's IAA, when the 911 "50th Anniversary Edition" model will close the circle in Frankfurt.