

Editorial 327

Enjoyment

If you google “pleasure” —or, to be exact, the German equivalent, *Genuss*—you’ll get 32,500,000 hits. The English word turns up even more: 45,800,000 different “pleasures.” They include “pleasure worlds,” “pleasure regions,” “pleasure kitchens,” “pleasure wines,” “pleasure events,” and even a “pleasure marathon.” There’s also “pleasure training” in psychiatry, and, of course, there are plenty of women’s magazines that promise you can trim down “with pleasure.”

We believe a lot of things, but not everything. And so we fear that there’s a big difference between “pleasure” and “enjoyment.” Pleasure is something others want to sell us, but only we can find enjoyment.

So let’s add one more to the Google list: no. 32,500,001 is a *Genuss-Fahrt*—“pleasure drive”—in the new 911 Turbo Cabriolet. Because we really enjoyed the test-drive in the Taunus mountains near Frankfurt and along the Rhine. And we’re sure you will, too.



The good thing is, you won’t need any “pleasure training” or “pleasure academy” to get started. All you have to do is take a seat, open the roof, let the sun shine in—and then step on the gas. Enjoyment comes automatically. When the 911 Turbo Cabriolet was unveiled, people whose work involves the good things in life—a five-star chef, a wine princess, a falconer, a ferryman—came to that conclusion, too. And those at the roadside enjoyed the sight of the convertible Turbo driving with its 480 hp and its top down. Porsche’s newest star, which was recently presented to the public at the Kempinski Hotel Falkenstein in Königstein near Frankfurt and will come onto the market on September 8, attracted the attention of all roadside eyes on its maiden voyage.

Motorsports fans in North America can also admire Porsches from the roadside. The RS Spyder is chalking up wins on all road races, and Americans especially enjoy the American Le Mans Series. The harmony between driver and technology is important on the narrow lanes of improvised courses in major cities—and the motorsports experience is as close as it gets. Americans are celebrating the no. 6 Porsche in particular—so enjoy our article titled “Six and the City.”

And the other articles, too. In fact, we invite you to enjoy Google no. 32,500,002 with us—the *Christophorus-Genuss*.

Karen Schulze
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