

# NEWS

## AWARDS FOR THE DVD MANUAL “ELECTRONIC EXPERIENCE”



The electronic owner's manual for the Panamera received three awards at the 2010 WorldMedia-Festival in Hamburg. It received the "intermedia-globe Grand Prix" as the overall winner of the competition. The manual also took the Grand Award as the winner in the Sales Promotion category as well as the "intermedia-globe" in Gold at this renowned international competition for audiovisual media. In rapid and memorable fashion, the DVD shows customers the many different features of the Panamera. By combining technical facts about the vehicle with entertaining elements, it conveys the necessary information while providing an enjoyable experience.

## PHILIPPINES HORSE POWER

Polo horses are aristocratic, fast, and agile—so it was an easy matter to associate them with the horsepower of Porsche vehicles on the Enrique Zobel Field in Manila. As copresenter of the event, Porsche Philippines actively supported the 7th Enrique Zobel Memorial Cup of the Manila Polo Club, which brought luxury and sports together in elegant fashion for an entire week in the capital city.



## CAYENNE DIESEL AWARD FOR EFFICIENCY AND POWER

The Cayenne Diesel is Germany's "2010 Company Car of the Year" in the category for large all-terrain vehicles and SUVs. Porsche also won the prize in 2009, which is given by the DEKRA association of industry experts and the trade magazine *Firmenauto*. A jury of 150 fleet managers was responsible for deciding the winners. The experts tested 55 vehicle models in nine categories. In addition to driving characteristics and comfort, they also evaluated economic efficiency—which is where the diesel version of the Cayenne racked up extra points. As Porsche Head of Sales Bernhard Maier notes, "The Cayenne Diesel is an impressive demonstration that exclusive company cars can also meet high economic standards. Its resolute focus on efficiency and power is based on the principle underlying Porsche Intelligent Performance."

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