

## News



Number 1 in the world and coming to Stuttgart: Caroline Wozniacki

## PORSCHE TENNIS GRAND PRIX

## The Players' Favorite Tournament

Players have once again voted the Porsche Tennis Grand Prix their favorite tournament in the world. The 34th event will take place April 16 to 24.

**The world's best women tennis players** feel particularly at home in Stuttgart's Porsche Arena. The proof: after 2007 and 2008, they again voted the Porsche Tennis Grand Prix their favorite tournament on the WTA tour. "We are very pleased to receive this accolade. That it comes from the players is something that makes it really quite special," says tournament director Markus Günthardt. "We consider that another important vote of confidence

and encouragement to do even better." The 34th edition of the tournament is expected to again attract the big names. Caroline Wozniacki (Denmark) and Vera Zvonarova (Russia), the world's number one and number two, respectively, have already confirmed their participation. ●

*Tickets from Easy Ticket:*  
Tel. +49-711-2555555, [www.easyticket.de](http://www.easyticket.de);  
*Info:* [www.porsche-tennis.de](http://www.porsche-tennis.de)

## PANAMERA BOOK

## For Memorable Moments

**An unusual work about an unusual car**—that was the basic idea behind the book *Panamera Moment*. The Porsche plan was a success, and the company received a bronze International Corporate Publishing Award. Printed in a special format, the book is filled with expressive pictures and texts and is a homage to Porsche's fourth model series. The themes covered

include the power and design of the Gran Turismo, as well as its creation, its dazzling presentation in Shanghai, and the driving experiences that it promises. ●

*Panamera Moment* by Elmar Brümmer, Reiner Schloz, and Frank M. Orel;  
*Delius Klasing Verlag, €49.90*

## J.D. POWER QUALITY STUDY

## Top Marks All Around

Porsche is the leading brand in attractiveness, quality, and reliability for customers in the United States.

**The enthusiasm** of U.S. customers for Porsche remains as strong as ever. This has been confirmed in several studies by the renowned market research institute J.D. Power & Associates, which has repeatedly ranked Porsche number one for both new and used vehicles. For the sixth time in a row, new car buyers named Porsche the most attractive brand in the Automotive Performance, Execution and Layout Study (APEAL). The sports cars also offer the best quality of any automobile manufacturers, according to customers. The Initial Quality Study, which looked at the quality of new cars, also placed the company at the top. Among vehicles of model year 2007, Porsche received the best long-term quality mark of all brands in the Vehicle Dependability Study. The 911 is, once again, the most attractive, one of the most reliable, and qualitatively the best sports car in the United States.

## News



The factory drivers (left to right), front row: Bergmeister, Long, Bernhard, Lietz, Lieb, Henzler; back row: Dumas, Holzer, Pilet

## MOTORSPORTS

## "Porsche Shows How It's Done"

Dr. Wolfgang Porsche has praised the achievements of the company's eight factory drivers. Junior Marco Holzer is to become the newest member of the team.

**Porsche factory drivers** are reliable. In 2010 they won the most important GT championships around the world and also made a large contribution to the successful appearances of the innovative 911 GT3 R Hybrid at the 24-hour races at the Nürburgring, as well as in the United States and China. Their success was praised by Dr. Wolfgang Porsche, supervisory board chairman at Porsche AG, during the "Night of Champions" season finale at the Weissach Research and Development Center. Dr. Porsche had this to say: "They have sent a clear signal to the world. Porsche doesn't just talk about future technologies in motorsport. Porsche shows everyone how it's done." As the most successful Porsche privateer of 2010, the Italian Gianluca Roda was awarded the Porsche Cup.

Nine Porsche factory drivers will line up for the 2011 season. New to the

squad is Marco Holzer, who has signed a factory-driver contract after spending three years as a Porsche Junior. The established drivers competing in 2011 are Jörg Bergmeister, Timo Bernhard, Romain Dumas, Wolf Henzler, Marc Lieb, Richard Lietz, Patrick Long, and Patrick Pilet.

Matthias Müller, chairman of the board of Porsche AG, emphasized Porsche's unique position in international customer sports. "Some 30,000 race victories, more than 500 race teams around the world, and more than 2,000 911 GT3 Cups produced—figures like these are unique," he said in Weissach. "Every Porsche has racing in its genes. And the Porsche models that we produce in future will have these genes, too. These vehicles form the basis of the racing cars that our customer teams drive to glory around the world." ●

## christophorus

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