

News

Revealing: Porsche Executive Board members Wolfgang Dürheimer (l.) and Klaus Berning present the new Cayman



Los Angeles Auto Show

Appealing: Entertainer Jerry Seinfeld appears as Porsche's guest with his own legendary 550 Spyder



Strong Debut for the New Cayman and Boxster

At the decisive moment, Wolfgang Dürheimer and Klaus Berning took matters into their own hands. The Porsche Executive Board members lifted the white sheet off the new Cayman at the Los Angeles Auto Show, setting off a flurry of flashbulbs. Interest from photographers and journalists attending the world premiere of the new mid-engine sports car was very high. Porsche presented the second generation of the coupe model series along with two other

models making debuts of their own: the Boxster and Boxster S. Together, they made up a remarkable quartet of emotion and passion.

The advent of a new generation is most noticeable in the newly developed boxer engines. They provide not only more power than their predecessors, but also significantly improved fuel efficiency. The 2.9-liter base engine delivers 255 hp in the Boxster and

265 hp in the Cayman. This represents increases of 10 hp and 20 hp, respectively, over the previous models. The 3.4-liter power unit with direct fuel injection produces 310 hp in the new Boxster S and 320 hp in the Cayman S, gains of 15 and 25 hp, respectively. With the new double-clutch transmission (PDK) and use of the Launch Control of the optional Sport Chrono package, the Cayman S can accelerate from zero to 60 mph in 4.6 seconds; the Boxster, with its standard six-speed manual transmission, can do it in 5.6 seconds.

Some of the special features of the new two-seater include restyled front- and rear-end elements. The new headlights evoke the look of the Carrera GT.

Tennis Stars Celebrate World Premiere at the Porsche Arena – on Clay

Interest is high for the world premiere at the Porsche Arena in Stuttgart: advanced ticket sales for the Porsche Tennis Grand Prix, to be played on clay for the first time from April 25–May 3, are going strong. “Our spectators are going to see even better tennis,” promises tournament director Markus Günthardt for the 32nd edition of the renowned tournament, for which the switch to clay signifies the beginning of a new era. The organizers view this as a huge opportunity. And the top women players are looking forward to

coming back to Stuttgart this spring to take part in what they term their favorite tournament in the Porsche Arena. Jelena Jankovic of Serbia, the defending champion and world’s top-ranked player, has already signed up for the 2009 Porsche Tennis Grand Prix, as has the world number three and the rising star of 2008, Dinara Safina of Russia.

Tickets can be purchased from Easy Ticket Service, by phone at +49-711-2555555 or conveniently online at www.easyticket.de.

Young Inventors Study at “Future Camp”

Handbags with interior lights and chip implants that measure the blood sugar levels of diabetes patients—these are just two examples of the inventive spirit demonstrated by the high-school students participating in the competition for students held as part of the 2008 German Start-Up Prize. Porsche, a long-time sponsor of the event, invited the winners to a “Future Camp” held in the Uckermark region near Berlin. At this workshop, the students—with advice from Porsche Consulting experts—learned how to turn good ideas into successful products and about the importance of lean production processes.