

## Editorial

### Dear Porsche Club Presidents, Dear Porsche Club Members,

Looking back over the year 2006, we at the Porsche AG again have every reason to feel pleased with another very successful year for our brand name in which Porsche broke numerous records.

As in previous years, the reason for this positive development has been our continuously improved product portfolio which has again been able to capture the admiration of new customers in 2006.

We published the photos of the new Cayenne model just a few weeks ago, and we have also rounded off the sports car program with additional models since 2006.

With the 911 GT3 and the 911 GT3 RS, we now offer roadworthy racing cars for our puristically minded customers, which can be used for daily motoring as well as on the race track.

The new standard Cayman model represents an attractive introduction to the sports coupé segment and has already been very well received by our international customers

It was especially the new sports car models, which helped us to set a new company sales record in the business year 2005/2006, with 96,794 vehicles sold. That marked a further increase of 9.5% in comparison with the previous year. Between January and December 2006 we delivered 96,366 vehicles to our customers and won many new Porsche fans.

The fact that approximately 66,328 vehicles were from the sports car series shows that the new generation of the 911, Boxster and the Cayman models are very popular, and fare excellently in the competitive environment.

Never before in the company's history has Porsche been able to sell as many sports cars to its customers!

Especially the sales of our key model, the 911, increased considerably in 2006. The 35,321 vehicles delivered represent a plus of 18.7% in comparison with the previous year. The new 911 Turbo received an excellent reception from our customers and will probably even surpass the sales figures of its predecessor.

The Boxster series which includes the Cayman can boast 29,878 delivered vehicles, an increase of approximately 38.2% in comparison with the previous year.

Only the Cayenne, with sales of 30,544 vehicles, was unable to beat the 2005 result. This drop in sales is due to the



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impending model change, because the previous model is being replaced by its successor in the spring of 2007.

Analogous with the number of vehicles sold, the Porsche AG also considerably increased its turnover in the past business year 2005/2006, by 10.6% to 7.27 billion Euro. This figure is also a new record.

We are very optimistic for the current business year 2006/2007, and intend to at least repeat the previous year's figures as far as the number of vehicles sold is concerned.

After the first five months, deliveries to customers are up about 2% on the previous year, with 32,936 vehicles. Especially the 911 and Cayman models have contributed to the continuous growth in the current business year.

But not only the road, but also the race track has given Porsche cause for celebration in 2006. In its first full season, the RS Spyder carried off the prizes for best manufacturer for chassis and engine. In the LMP2 class, Penske Motorsport won the team and driver championships.

We have therefore proven that Porsche is still capable of developing high performance racing cars with a technology that can win races – and which will ultimately be introduced successively to series produced vehicles.

But apart from the core vehicle business, we still have a keen interest in the numerous events and activities of the approximately 550 Porsche Clubs worldwide. Unfortunately, I have not yet been able to attend any of the Club events personally, but would like to take this opportunity to thank my predecessor, Hans Riedel, for his support and presence at these events! You can be sure that I will be taking part in one or two parades in 2007!

You will certainly remember the fun you had at

- the 10th Japan Parade in Suzuka, in which more than 200 vehicles took part, and which Dr. Wolfgang Porsche also attended as the guest of honour,
- last year's Europe Parade in Sweden, and the impressive Concours d'Elégance also with more than 200 vehicles,
- the 356 Rocky Mountains Holiday Tour through Colorado in September,
- the 45-year anniversary celebrations of the Porsche Club GB in Eynsham Hall, at which you enjoyed a spectacular entertainment programme or
- the Le Mans Classic event attended by exactly 911 Porsche vehicles and more than 2,000 people.

I sincerely hope that this tradition and your enthusiasm for organising and staging these events will continue throughout 2007 and into the future.

Your extraordinary commitment is very important to ensure that such events can be held again in the future, and that other "afficionados" find their way to our brand. Thank you very much indeed for your support!

In addition to the countless events, we are also very pleased to welcome new Porsche Clubs in Shanghai, Mexico, the Cayman Islands, Switzerland and other regions. In France, we have succeeded in founding an umbrella organisation of all Porsche Clubs which coordinates all the activities and, in Paul Gregor, have been able to find a man in our Porsche Club Coordination Team to take over as co-ordinator of our overseas activities, who will give you even more support in the planning and co-ordination of events than in the past.

But Porsche would not be Porsche if we only looked back. We also have a lot planned again for 2007 with the

- International 356 Meeting from the 17th to the 20th of May in Sitges, Spain,
  - the Porsche Club Days from the 25th to the 27th of May in Spa Francorchamps, Belgium,
  - the USA Parade from the 1st to the 5th of July in San Diego, USA or
  - the Porsche Parade South Africa from the 20th to the 23rd of September in East London,
- to name just a few of the events.

I am already looking forward to these highlights in 2007, and to meeting you, the most loyal supporters of our brand, and, on behalf of the entire Board of the Porsche AG, I would like to wish all

Porsche enthusiasts many eventful and enjoyable hours within the scope of the international Porsche Club event calendar in 2007!

Kind regards  
Klaus Berning