

Porsche Christophorus 335

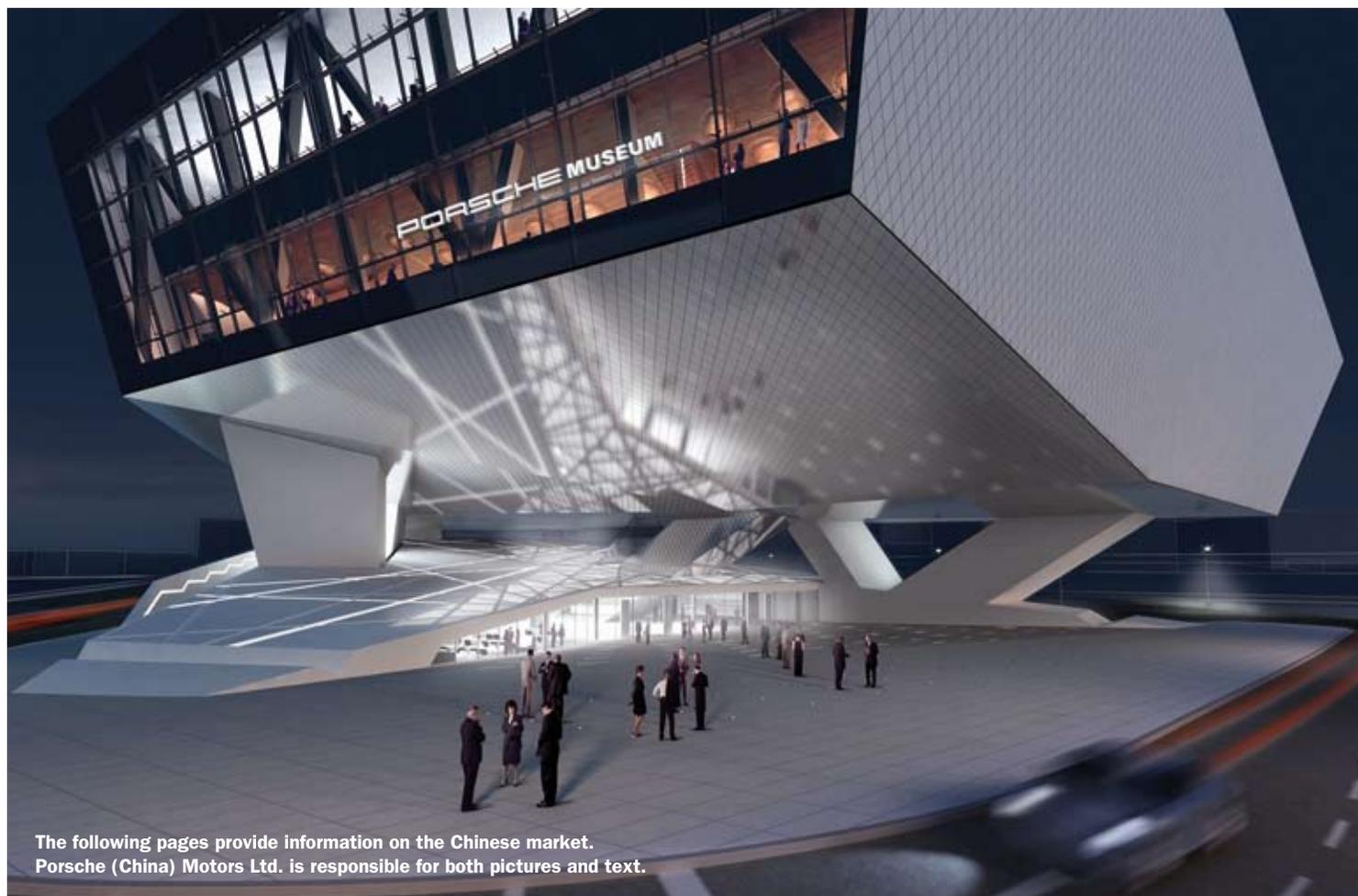
Regional Highlights Focus on Porsche in China

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The following pages provide information on the Chinese market.
Porsche (China) Motors Ltd. is responsible for both pictures and text.

Exploring the joys of Stuttgart

Getting away from it all is something every Porsche lover enjoys doing from time to time. Yet whether this is done from behind the wheel of a Porsche car, or by taking trips further a field, the choice of where to go is rarely simple. With options aplenty, we take a closer look at why Stuttgart, the hometown of Porsche, may just be the perfect holiday destination for you.

By Steve Thomson

Porsche holds a special affection for Stuttgart, since it was here, surrounded by the lush-green valleys of Southern Germany, that Porsche first became an independent manufacturer of its legendary sports cars. Pleasingly today,

the city continues to retain its natural character, whilst its numerous cultural sites, excellent range of entertainment, and close proximity to nature, all promise a holiday that is just brimming with memorable experience.



Cruising on the Stuttgart highway alongside the airport





A computer rendition of the Porsche Museum, opening in early 2009

If you ask the locals, they'll tell you Stuttgart is for those who enjoy the finer things in life, and there's a further reason for them to celebrate this coming year. The much-anticipated opening of the new Porsche museum is a source of great excitement at the moment, and looks set to provide the perfect environment for guests to explore the ongoing legend of Porsche.

Housed in a futuristic structure that appears at times to hover above the ground, it is hard to deny that Vienna-based architect, Delugan Meissl, has created something of a masterpiece. Once inside, visitors are taken on an unforgettable journey through the annals of Porsche history, where a series of fascinating exhibits complement no less than 80 iconic Porsche models, setting the museum apart as an absolute must for any motoring enthusiast.



Kick off your visit at the central square Schlossplatz



Retail Therapy at the Konigstrasse

Further reason to visit Stuttgart is a cultural heritage of which any city in Europe would be proud. The heartbeat of the city remains in the Schlossplatz, the central square that provides a meeting point for the city's numerous sites of interest. Among the best of these is the famous New Castle; standing on the southern edge of the square, this former residence for the Kings of Wurttemberg is built in a stunning late baroque style that continues to provide interested tourists with an unforgettable cultural experience.

Wandering through this impressive plaza, and ducking into the adjacent Old Castle and State Museum of Wurttemberg, visitors transport themselves back in time to the opulent ambience of the early 1800s,

discovering how German monarchs lived in perhaps the most lavish period of their history.

Ludwigsburg Palace is another architectural gem in Stuttgart's crown, and well worth a visit. Dating back to 1704, this beautifully-restored palace on the city outskirts affords spectacular views across its extensive array of baroque gardens. The lavish interior of the halls and corridors continue to make this an unforgettable day trip, lending credence to the claim that Stuttgart's architecture is among the most impressive in Europe.

Glancing through a guidebook, you may be forgiven for seeing a trip to Stuttgart as purely an historical experience, yet

such an impression ignores the many other attractions this city has to offer. For example, the Konigstrasse, located near

The Old Castle houses the State Museum of Wurttemberg





Opened in 2006, the Porsche Arena houses over 6000 spectators

The Presidential Suite at the Hotel am Schlossgarten



the main plaza, is the central shopping street and accommodates Stuttgart's great variety of bars and restaurants.

Visitors are also well advised to check the events' calendar at the Hanns-Martin-Schleyer-Halle, the largest indoor arena in southern Germany, which partners the Porsche Arena in bringing a fantastic range of entertainment to the surrounding area. There are indeed so many hidden treasures in Stuttgart, visitors soon discover that it's less a case of searching for things to do, than it is of finding time to fit them all in.

Further good news is also found in the abundance of places to stay, with so many hotels conveniently located right in the centre of the city. An excellent choice is the

luxurious Hotel am Schlossgarten, where guests can walk to cultural institutions such as the State Gallery and State Theatre in barely a matter of minutes. The rooms, meanwhile, combine a distinctly rustic charm with the elegance one expects from a hotel of this stature, and with the two award-winning restaurants offering a tantalizing array of French-Mediterranean and local German cuisine, Hotel am Schlossgarten genuinely offers an ideal base from which to explore the city.

Porsche has, of course, always been passionate about its history, and Stuttgart is no exception, as the hometown of Porsche reveals itself not only as a premium tourist destination, but also as one of the great forgotten secrets of Central Europe. <



A question of taste: **The changing face of wine in China**

It often seems the best things in life have been there all along, just waiting to be discovered. Moments such as these are there to be cherished, like when you sit behind the wheel of a Porsche and turn the key for the very first time. Now, Porsche lovers can see similar revelations in the growing popularity of wine in China, as the world's oldest wine-makers find enthusiasm for a drink that has been rooted in their culture for centuries.

By Steve Thomson

Wine is a subject of near endless variety, just ask your average connoisseur. But as far as wine made from grapes is concerned, the drink has generally been seen as exotic in China, hovering on the periphery of people's everyday lives. As a result, China is rarely mentioned in the same wine-bracket as countries such as Australia and France, yet developments in China's wine industry, coupled with a closer look at the

past, suggest this may not be the case for too much longer.

Surprising to most wine lovers, the recent surge in wine-popularity in China reflects less a change of heart than it does something of a return to traditional thinking, since it was in fact around two hundred years before their European counterparts, in the Second Century BC,

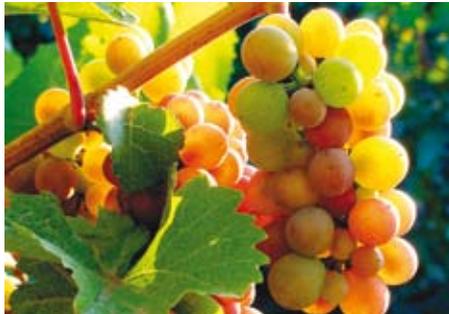
that the people of the Han dynasty first began producing grape wines for their emperors.

Whilst rice wine has long been preferred for a family's ceremonies and social occasions, the place of grape wine in Chinese history remains assured, lending a certain symmetry to its increasing prominence today.

No longer the reserve of emperors, premium grape wines are now widely available across the whole of the country, giving rise to a new generation of wine connoisseurs, all eager to explain the logic behind a critic's discerning eye.

Choosing a good bottle, they say, is no simple task. At one level, there are variables always to be noted; the year the wine is made, the vineyard in which it is produced and the type of grape that is used all give us hints as to how a particular bottle will taste.

Then there is how best to actually drink the wine. In the hands of the experts, the colour and aroma of the wine are dwelled upon before it is even allowed to pass the lips. On doing so, the wine is then held in the mouth for several seconds while each individual flavour is identified and enjoyed, a process that unleashes the potential of a given bottle, and arguably makes the wine-drinking experience more rewarding as a whole.



Not all of us have time to develop such a sophisticated approach to tasting, yet Gavin Jones, General Manager of Jebson Fine Wines, is one expert who maintains that no matter what you read or hear, it's important to remain true to yourself: "You certainly do not need to be an expert to taste wine. [...] Just remember, taste is a personal thing and appreciation of wine calls for a personal touch."

Porsche enthusiasts will always value the principles that lie behind such advice, and even more so when they come from a



The Twinwoods collection, Jebson's latest vineyard acquisition





company that stands at the very forefront of their trade. Jebesen Fine Wines is an example to follow in many respects, and plays a central role in maintaining the popularity of grape wines in and around China. With nearly 20 years experience in importing and distributing fine wines, the company now boasts an exceptional portfolio of exclusive bottles from vineyards all around the world.

More significant is the sense of responsibility Jebesen Fine Wines brings to

their business, seeking to educate their customers while sharing their passion for something they love.

The recent opening of the VIN flagship store in the leafy grounds of Shanghai's Xin Tian Di is a clear sign of such commitment. Intended as a platform for wine education, and home to more than 500 wines from around the world, VIN offers a relaxed setting for regular tasting events and workshops that explore the many facets of wine culture.

Such has been the tremendous response to VIN, it seems only a matter of time before similar outlets open all across China, and that can only be good for those wanting to take their interest in wine that little bit further.

With efforts such as these, there seems little doubt that still more Porsche lovers in China, used to enjoying the best in life, will be toasting a glass of wine in the evenings for many years to come.

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An Unforgettable Test Drive in Faro

I first had my uncle's consent to drive his car at the age of twelve and have been a keen driver since. The cars I appreciate most are those with high-speed, dexterity, strength and wide appeal. I became a Porsche-lover the moment I stepped into a SUV Cayenne. Expensive as it was, I drove it home half a year later.

By Jessey Meng





I was so fortunate as to be invited by Porsche several months ago to take a test drive in a Cayenne GTS in Faro, a resort destination in the south of Portugal. It was a fantastic opportunity to promote the new variant Porsche has unveiled to the upcoming Cayenne range launch. What better way is there for Porsche to reward such a longstanding infatuation?

I joined a swarm of motorist writers from around Asia in flying to Faro in a private plane arranged by Porsche, among whom I felt completely out of place as an amateur. Upon my arrival, I was treated with warmth and sincerity, while the climate was mild and accommodating, which helped to ease the tension of the twenty-seven-hour trip.

We bubbled with excitement and kept chattering away during the cocktail before lunch for some inexplicable reason. With the passage of time, it dawned on me that they were specialists who had substantial experience in excursions to the most exotic adventure destinations or cutting-edge capitals in the world. Their descriptions of brands and performances of cars in the market were so detailed that it was as if they were numerating the heirlooms of their own families. It did pay to learn from their anecdotes.

At the welcome banquet, I happened to sit right opposite Mr. Baumann, head of the International Public Relations Department of Porsche and a driving force behind the Cayenne GTS Global Media Test Drive. During the feast, I quizzed him on Porsche's painstaking effort to develop the GTS, a model that slotted between the range-topping Cayenne Turbo and more affordable Cayenne S Series – with comparatively small engine capacity. He explained that it was virtually mission impossible to develop cars that could outperform the Cayenne Turbo. With a great deal of market survey conducted, they found out more about clients' expectations of Porsche. As a result, the ultimate Cayenne that was fuel-conserving (25% off), environmentally-friendly (pollution index 25% lower) and had strong horsepower (max output 405bhp) was created. Being a sleek Cayenne model, Cayenne GTS was less stratospheric than the quite ludicrously capable Cayenne Turbo in

price and better in performance. Incidentally, other models in the range have lost ground to the Cayenne GTS in the market. The maximum manufacturing output per day amounted to 180 for the car, which definitely fell short of demand. However, Porsche was willing to constantly improve and perfect their products at the cost of sales profits.

We met at the parking lot early in the morning the next day. Seeing twenty Cayenne GTSs in various colors strung out in a long line, I was simply ecstatic. I shared a GTS with Zhao Lei, my old friend and publisher of Yue, a bilingual in-house magazine of the Hyatt Hotels in China. Besides taking the test drive, as a renowned photographer, Zhao Lei also had to take pictures along the way. To complete the tasks, we had to cover 280 miles, comprising straight expressways as well as little villages. The twists and turns in the mountain were undoubtedly highlights of the journey. As soon as the first phase of the test drive came to an end, we replenished

ourselves with a sumptuous dinner in a local restaurant.

The Cayenne GTS in bling Nordic Gold that we drove was the very car featured in Porsche's advertisement campaigns. There was a drop in ride height of 20mm, which slammed the Cayenne GTS closer to the ground. Inside, the GTS's interior was more suited to its sportive role, with the seats in the front and rear featuring enhanced bolsting to hold the driver and the passengers in more firmly. The distinctive colour ranges of the GTS also denoted its special status. With the 21cm gigantic tyre and the thunderous turbo-like rumble, I was inclined to believe that seeing the awe-inspiring racecar is better than hearing about it from others.

Being a publisher, photographer as well as professional sports car driver, Zhao Lei volunteered to drive the manual car, while I offered assistance as the pilot. Just as I was beginning to wonder why the road



book was thickly dotted with figures and targets, Zhao realized that we were riding in the opposite direction. Lamenting a waste

Part of the Faro journey that tests the prowess of the GTS



of 19.3 kilometres, we turned around and got back on track. My task of being a pilot turned out to be nothing more than telling the driver when to take turns, with the help of a road map and the figures on the dashboard. If everything went smooth, the mileage figures on the dashboard would be the same as those on the road book, if not; you would be in severe trouble as the figures would be mismatched and your judgment would be compromised.

Before long, the astounding beauty of the mountainous area compelled us to stop the car and take pictures. To make sure that our Cayenne GTS would work the same sort of miracles on the road as well as on the rough, we decided to take pictures in demanding locations, such as tight roads and prairies that had pits and stones all over. We would have driven into the beach without the monitoring of local police. To take a snapshot of the Cayenne GTS in fluid action, I had to drive the car at high speed along the dusty road with a giant windmill running to stir up clouds of dust while Zhao Lei stood beside the road taking pictures. I had no idea how the pictures came out but Zhao Lei's humble appearance in the midst of the rugged terrain remains fresh in my mind.



Having covered merely one third of the journey when it was near lunchtime, we had to speed up. The road in the mountainous area was meandering with tight twists and turns every 30 to 50 metres, and Zhao did his maintain at a speed of 100mph. As we did not bring any CDs with us and the signal of the radio was poor, we kept on talking to divert ourselves from boredom. Obviously he was lavish with praise for the GTS's timely responses and precision to driver input, the relishing of engine power, the grip of the tyres on their 21" rims, the anti-roll control that comes with the air suspension and the sheer pleasure of controlling such a beautiful machine, safely, at high speed. It was true that one man's meat was another man's poison. As the pilot, I had to compare the figures on the road book with those on the dashboard and take care of two costly professional cameras in Zhao's possession at the same time. I had to keep one between my thighs and the other between the calves; for fear that they would collide with each other when the car was making turns around tightening corners. Having failed to keep my balance, I was pale and my stomach was surging. With tears in my eyes, it seemed as if I was about to be sick at any moment. He was so involved in driving and talking to himself that he did not even notice my condition. What a frustrating journey!

We became quite anxious although it was only a test drive and felt somewhat relieved to know that we were neither the last one to arrive nor most miserable in the journey. One of the participants had been sick along the entire stretch of the journey.

We had lunch at a terrace that was open for summers only. The terrace was surrounded by the sea and had a spectacular ocean view. Having enjoyed the stunning scenery and fed ourselves with fine Brazilian cuisine, we took the second road book and continued our run.

The other half of the journey was markedly different from that in the morning and we did not have to smooth out the worst roads. However, we still faced many obstacles. We failed to take more pictures just because there was backlighting all the time. Seeing that the sun would set soon, we broke away from the track and took another road, hoping that we could have the sun in the right



position. To our disappointment, this was already beyond our grasp.

As we did not have to drive at top speed during the final stretch of the journey, I offered to drive on a smooth road of less than 100 miles. To my astonishment, Zhao Lei failed to act as a qualified pilot. I had to confess that our on-time return had more to do with the assistance of our trusted Porsche staff.

After the day's excitement, we enjoyed a wonderful time at night and indulged in a Brazilian barbeque feast. This eventful trip would remind us once again that with Porsche, there is no better way to travel. ◀

Porsche Centre Xi'an finds a new home

Porsche Centre Xi'an was celebrating in style on August 29 with the opening of a brand new facility that would meet the expectations of worldwide standards.

By Steve Thomson

The new home for the Porsche Centre sees a staggering 6,753 square metres of space dedicated to bringing an improved range of services to the people of Shaanxi Province. With the expansive showroom offering a more fulfilling atmosphere in which to view the Porsche model range, and highly-trained technicians working on-site to provide an after-sales service of truly international standards, this impressive new Porsche Centre is the latest to be established in China that is designed to offer the customers a true Porsche experience, signaling the start of a new era for Porsche in northwest China.

The guests for that summer's evening understandably arrived in buoyant mood. Strolling up to the entrance, they were immediately greeted by the wonderful sight of riders on horseback, all dressed in traditional costumes to mark this prestigious occasion. The crowds sipped on glasses of champagne as Lisa You, General Manager of Porsche Centre Xi'an, expressed her future plans for the Centre:

'With all services now located in one building, we are confident of delivering an enhanced experience to our customers, along with the renowned Porsche cars and its world-class service standards.'



The new Porsche Centre Xi'an

Performers in traditional period costumes welcome guests for a lavish evening



Managing Director of Porsche China, Mr. Helmut Broeker (2nd from right) with Mr. Hu Delin, General Manager of Porsche Centre Xi'an



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Mr. Helmut Broeker, Managing Director of Porsche, joined Lisa You in expressing his gratitude to the Xi'an community, whilst emphasising the ongoing commitment Porsche has made to this historic region in China:

'We are pleased with the performance of the Porsche brand over the last year we have been here. Xi'an is an important cultural, industrial and educational centre of the central-northwest region. With strong investment and projected growth for Xi'an and the province of Shaanxi, I am confident that Porsche Centre Xi'an will enjoy a bright future.'

Beneath the warm red glow of traditional lanterns, the guests settled down to a gourmet dinner, before being entertained by an elegant Chinese acrobatic performance, their grace and poise drawing admiration from the attending crowd.

As the evening's entertainment came to a close, the smiling faces of those present were a clear reflection of what has been achieved with the opening of this impressive new facility; for Porsche, however, it also suggested a sign of things to come in China as a whole.

