
EVENT HIGHLIGHT

Sports Car Night Celebrated With Festive Fervour

IN THE REAR-VIEW MIRROR

Hans Michael Jebsen and the Arrival of Porsche in China

HEALTH & CULTURE

The Wonders of Wine

PORSCHE CHINA

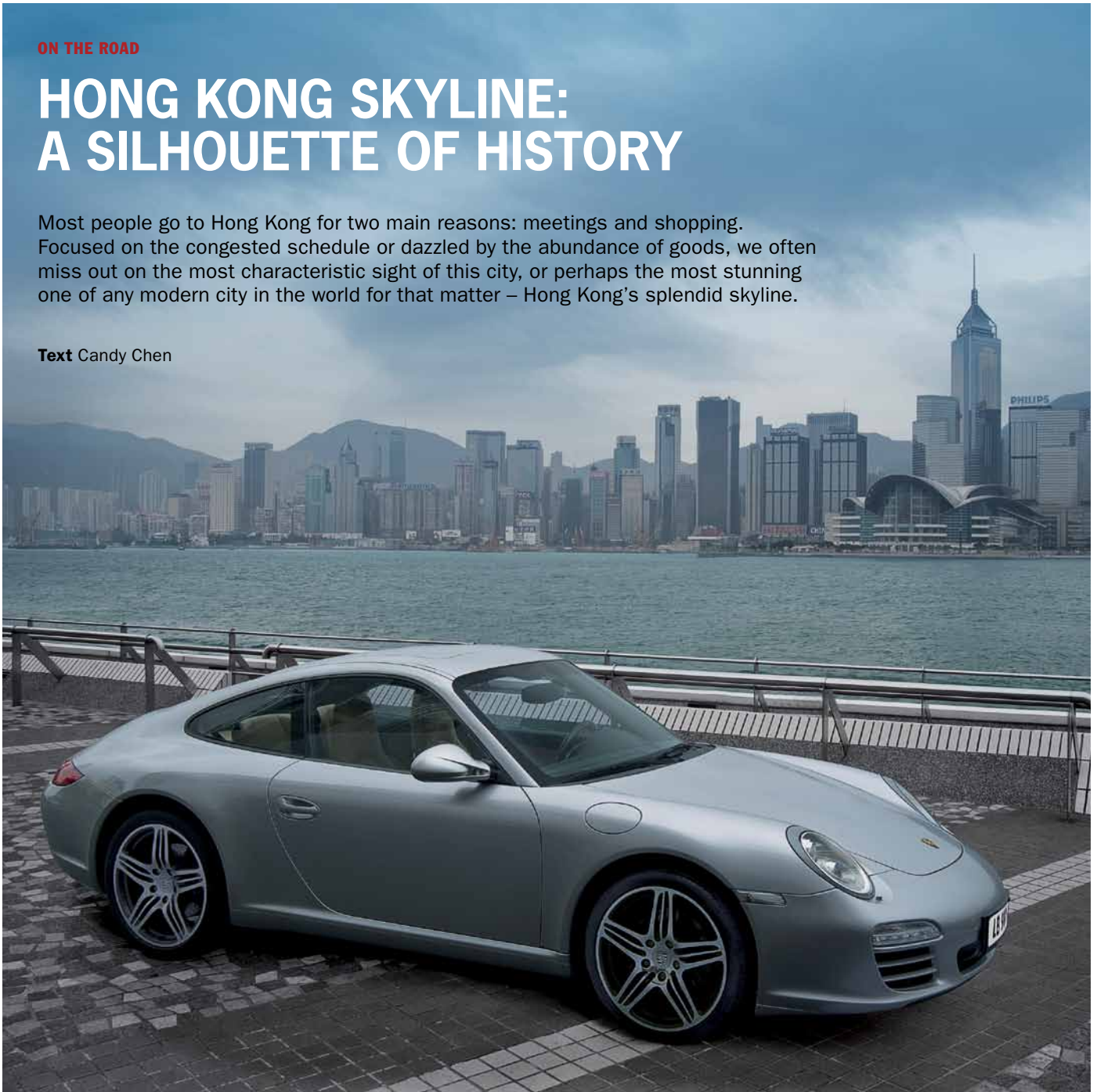
Christophorus 350 China June

ON THE ROAD

HONG KONG SKYLINE: A SILHOUETTE OF HISTORY

Most people go to Hong Kong for two main reasons: meetings and shopping. Focused on the congested schedule or dazzled by the abundance of goods, we often miss out on the most characteristic sight of this city, or perhaps the most stunning one of any modern city in the world for that matter – Hong Kong's splendid skyline.

Text Candy Chen



Photography: Keith Shillitoe



To study and compare different skylines, complicated algorithms are invented, employing a comprehensive series of factors including the quantity, density, height and layout of skyscrapers and other topological statistics. Many urban skyline rankings have been compiled with the help of these mathematic tools, and on almost every list, Hong Kong is second to no other city, be it New York, Chicago or Toronto. Yet numbers and titles can never bring to life its beauty and magnificence. One has to be there to be truly impressed.

A good lookout to admire Hong Kong's skyline is Victoria Harbour. By day, there is this spectacular view of numerous skyscrapers shooting up into the blue sky on the serpentine coast, while by night, the skyline comes alive with a galaxy of brilliant colourful lights. Stand there for just one minute, and you'll find yourself intoxicated by the splendours of this lofty vista.

Along this "Oriental Pearl" stand more than 7,600 high-rise buildings, including some of the world's highest skyscrapers, the International Financial Centre, Central Plaza and Bank of China Tower, just to name a few. These giant architectures constitute the skeleton of the city, giving it a vertical aspect away from the land.

The skyline shaped by those buildings is so unique that it may be an image more symbolic of Hong Kong than the bauhinia blakeana, the floral emblem on the flag of the city. But for a Porsche enthusiast, it seems to make perfect sense. You don't have to actually see a Porsche crest to spot a Porsche among the traffic. Recognition can come from a distance – with the sleek shoulder lines, the smooth appearance and the signature headlights. The design genes passed down through all these decades have become so well known amongst sports car enthusiasts that they speak unmistakably for themselves.



A skyline is regarded by Spiro Kostof, a leading expert in urban anatomy in the 20th century, as the unique symbol and identity of a city, for no two skylines are alike. With the fabric of a city distinctly silhouetted against the vast sky, it also embodies the confidence, power and achievement of the people living there.

In this “Oriental Pearl” stand more than 7,600 high-rising buildings, including some of the world’s highest skyscrapers.





It is widely believed that the skyline of Hong Kong is best captured at Victoria Harbour, but that doesn't mean it cannot be enjoyed from other vantage points. It is there, uncompromised and equally sensational when you raise your head and look up from the deck of a yacht, from a street in Tsim Sha Tsui, or from a meeting room on the 20th floor of a downtown office building. You can even savour from a sky-high perspective while travelling on a plane. Its beauty is ready to be appreciated and examined at any time from every angle, and this is why it's worthy of the title of "the most beautiful skyline in the world".

The evolution of the Hong Kong skyline not only epitomises the economic development of the city, but also stands as witness to the continuous change of cultures and ideologies in its modern history. When the first Porsche rolled into Hong Kong more than five decades ago, the skyline unfold-

ing before it was dominated by a cluster of colonial buildings bearing the names of British companies, like those still standing firm in Queen Square. Not until the 1980s did businesses operated by Hong Kong Chinese and state-owned enterprises from the mainland start to build their own economic kingdom on the periphery of the Central District.

In 1985, the HSBC Main Building was erected in Hong Kong, known by many as a memorial to the British Empire in its last major overseas colony. With its avant-garde design and intricate details, this architectural gem quickly captured worldwide attention. But only three years later, the limelight was rightly stolen by the Bank of China Tower, which, designed by the Chinese American architect I.M. Pei, instantly became the most symbolic landmark across Hong Kong's skyline.

Having kept that title for a decade and a half, it was eventually upstaged by the 88-storied 416-metre Two IFC, co-designed by Yim Sen Kee and Cesar Pelli. Reshaping the Hong Kong skyline with its towering height, Two IFC stands as a multifunctional complex that includes a shopping mall, an office building and a luxury hotel. It not only fulfils the concept of a mixed modern financial centre, but also serves the vital role of linking the airport and downtown. And the investment involved is no longer made by any single company or country, but rather by a host of stakeholders from around the globe – truly a landmark of the world.

As you stand on the Downhill or the Victoria Harbour and look up into the distance, you will see not merely a skyline, but the rich history of a city ever marching forward. •





IN THE REAR-VIEW MIRROR

HANS MICHAEL JEBSEN AND THE ARRIVAL OF PORSCHE IN CHINA

Text John Coughlan

Hans Michael Jebsen has reached pinnacles of status most can only dream of. Scion of the Danish Jebsens, he chairs the family company that has been trading in Asia for more than one hundred years – and perhaps knows more than anyone else, the story of Porsche in China.

Mr. Jebsen has been based in Hong Kong since 1981 after undergoing a banking education in Germany and the UK and studying at Switzerland's University of St. Gallen. Today he serves as Chairman of Jebsen & Co., a trading conglomerate covering portfolio as wide as beer, wine, yachts and watches. Jebsen & Co. is also the largest Porsche Centre operator in the world, having first brought the brand to China with the license to sell Porsche cars in Hong Kong in 1955. A little over a decade ago, Hans Michael Jebsen was a driving force in bringing the world's most illustrious sports car marque to Mainland China. It was a rewarding decision – today Jebsen & Co. operate Porsche Centres in Hong Kong, Macau, Shanghai, Beijing, Hangzhou, Guangzhou and Shenzhen.

Celebrating ten years of Porsche in Mainland China, *Christophorus* recently caught up with this passionate leader during a spare moment of his time in Hong Kong.

Christophorus (C): Jebsen & Co. entered the China market in 2001 in support of the introduction of Porsche China. How was the timing of market entry determined?

Hans Michael Jebsen (HMJ): Porsche in Hong Kong had developed over many years and by 2001, it was a mature sophisticated market. In fact, here in Hong Kong we have more Porsches per kilometre of road than anywhere else in the world. So we had a sturdy platform to enter the mainland market. Our sense was that as the second generation of Mainland entrepreneurs matured, these people would be more receptive to our cars. While timing was very important, even more so was the right approach. Entering a new market is a very decisive move – you don't want to make mistakes. Brand perception is worth a lot, particularly in China.

C: Behind you is your original Porsche 356 Cabriolet. This is a rare car anywhere in the world, but particularly rare in China. Why did you choose this car of all the historic Porsche models?

HMJ: Porsche is not just a car, it's a whole universe and philosophy. When you look at the 356, it is an icon of what Porsche stands for and is the root of what later became the Porsche 911. The Porsche 356 also has special relevance to Jebsen & Co. From 1955 when we started importing and distributing in Hong Kong, we dealt in very modest targets. Our first year sales target was five cars. It was a very cautious approach, but there was also a commitment which has held firm.



Hans Michael Jebsen is Chairman of Jebsen & Co. which owns and operates several Porsche Centres in China, and is also a passionate Porsche driver. The 55 year old serves on the Executive Board of numerous corporations and charities, including the World Wide Fund for Nature and the Hong Kong – EU Business Cooperation Committee.

C: Jebsen has been trusting in the Porsche brand for 56 years now. What are the key factors that contribute to a long and successful partnership?

HMJ: Stick together through thick and thin and look beyond the day. Doing business in Asia requires patience, a measured approach and occasional reality checks – all of which have been applied in our situation. We have been very fortunate in our partnership to go from strength to strength in Hong Kong and in Mainland China. But this is also due to our being well attuned to what the China market was seeking at the time.

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C: With respect to Mainland China, do you think the brand perception is different compared to Hong Kong and other developed market?

HMJ: The short answer is no. There is only one brand, and one global set of values which Porsche embodies. To our amazement, the mainland market became extremely sophisticated and similar to the Hong Kong and the world market, in record time. Having a model range that covered the needs of our target buyers has been wonderful, and the Cayenne had a lot to do with that. I wouldn't call that a coincidence, but rather the fruits of the continued efforts of planning, human resource development and training.

C: What have been the most significant challenges for Porsche China?

HMJ: Challenges have been less in terms of market development, but more about what's next in terms of legislation. We have been fortunate in overcoming hurdles such as import tax situations, but it is important to be vigilant and to take the long view.



C: What were some of the most memorable, inspiring moments over the past ten years?

HMJ: Porsche is extremely good at “creating highlights” and being a car company, some of the new car launches have been extremely memorable. If I could single out two, the first would be the 50th Anniversary of Porsche in Hong Kong in 2005, when 50 different Porsche models were driving through the city; it was one of those moments where time stood still. But, opening a new dealership in China is always very special. Apart from the lion dances and the razzamatazz, there is an enthusiasm which goes far beyond the introduction of a new brand. There is a sense that China has arrived as a Porsche country, which is no mean achievement, whether it's Beijing or Shanghai, or one of the so-called smaller cities like Dalian or Qingdao. This enthusiasm and underlying sense of achievement fills the city.

C: Looking to the future, where do you see Porsche in China after another 10 years?

HMJ: Porsche has been developing by leaps and bounds geographically, but equally importantly, in brand awareness. China today is a very important player in the automotive industry and a key market for Porsche. Here we have customers that are dynamic and young, and also conscious of sustainability concerns. Porsche is a car for responsible people, it is an everyday car, though it has a versatility like very few others. Now, with the support of its After Sales service teams, there is actually no better place in the world to buy a Porsche than China these days.

Thank you Mr. Jebsen for offering your unique perspective on the history of Porsche in China. In a story full of market growth and business opportunities, an undeniable passion for Porsche sports cars is evident in this family business which bodes well for the future of the brand in the world's fastest growing automotive market.



EVENT HIGHLIGHT

SPORTS CAR NIGHT CELEBRATED WITH FESTIVE FERVOUR



Neon lights in ever-changing hues, energetic music flowing from the dancing fingers of DJs, glasses of chic cocktails clinked through conversation, the air saturated with laughter... You might think this is a night at a stylish club, but it's much more than that. On the main stage, the new 911 Edition Style welcomes guests to this year's Porsche Sports Car Night.

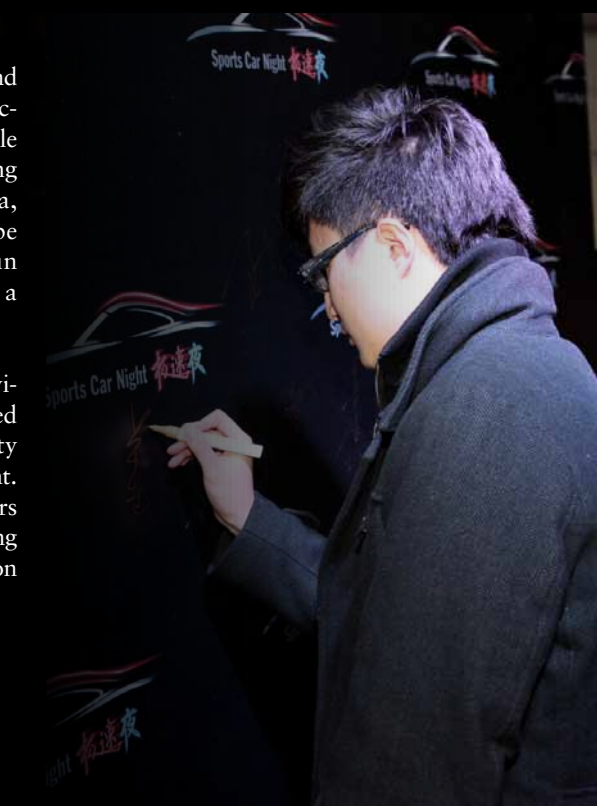
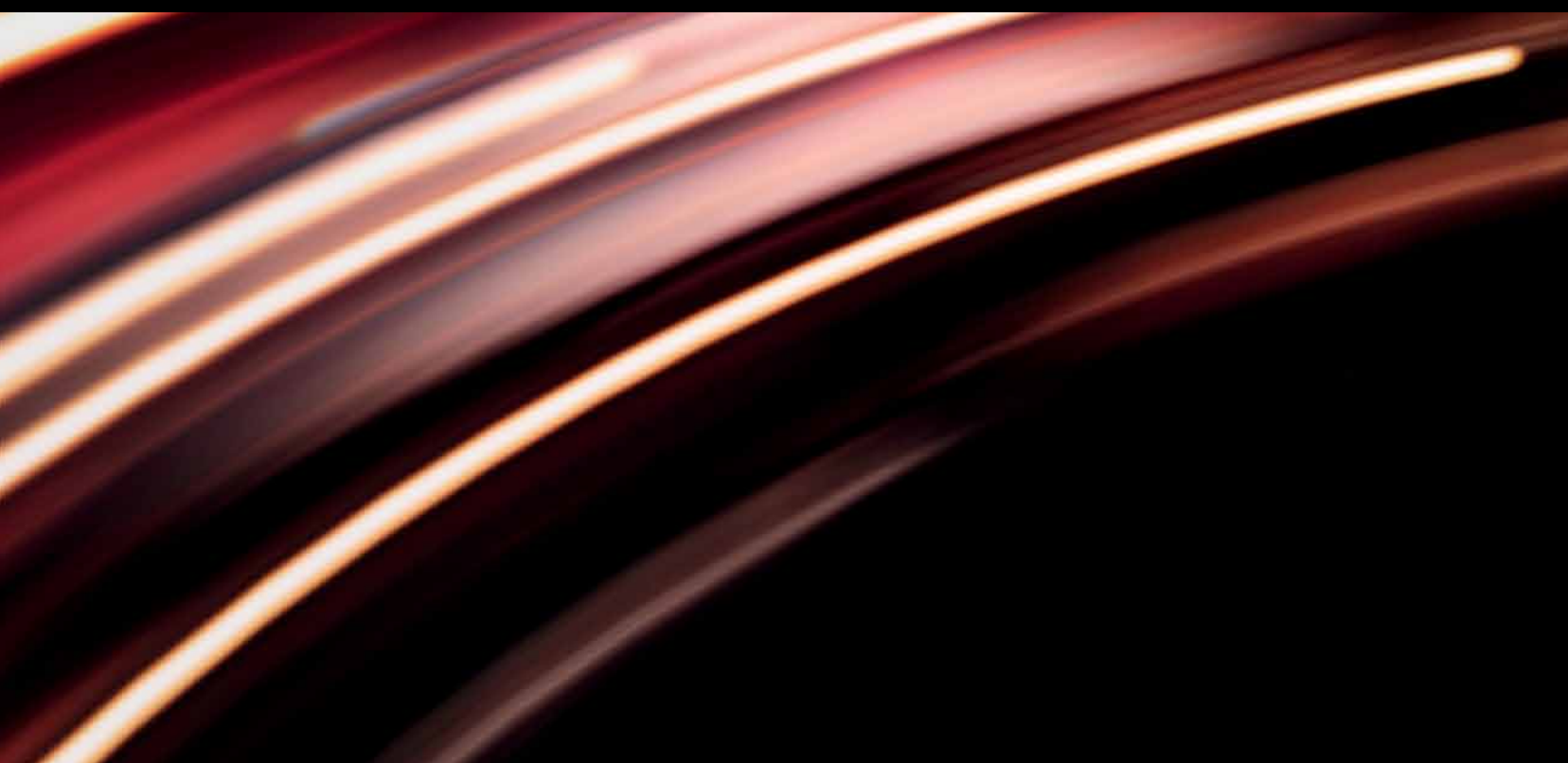
Text Xiaobei

This grand annual party celebrates the lineage of Porsche and its latest innovations with sports car enthusiasts all across the nation. From 26 February to 6 March, every Porsche Centre in China gave fans a chance to party together and witness the local launch of the 911 Edition Style.

The model radiates with impeccable detail. Three gorgeous colours; Ruby Red Metallic, Macadamia Metallic or Basalt Black Metallic, with an interior of two-tone full leather combination of Black and Terracotta or Black and Sand Beige, with deviating stitching for impressive visual impact. Combined with 19-inch Turbo II wheels will always grab attention, while parked or performing on the road.

Fitted as standard with the BOSE® Surround Sound System and comfort seats with electric adjustment, the new 911 Edition Style boasts the characteristically outstanding performance of the Porsche 911 Carrera, proving that luxury and sports can be achieved at once. With a production run of only 188 cars, this is truly a model for a limited prestigious few.

The unveiling of the 911 Edition Style, evidently the highlight of the night, electrified the atmosphere in an instant. Then the party went on with more fabulous entertainment. Whether it was dancers in lycra, or jugglers with vibrant visual performances moving among the crowd – there was an impression of city lights illuminating the darkness.





It truly was a night to celebrate the sports car. From the special menu of cocktails, such as the Boxster shot, Cayman Martini and 911 Edition Style cocktail, to chocolates and cakes decorated with the silhouette or model name of sports cars to serve as desserts, there were plenty of small yet tasty surprises to treat the guests.

Adding further lustre to the Sports Car Night, was a display of other famous Porsche models, including the Cayman and Boxster. An intimacy with these superb sports cars on such a wonderful night proved to be a memorable experience for many guests.

The success of the night left participants already missing it. Fortunately, a test drive in the following days will be available to sports car fans who long to enjoy a hands-on experience with the new 911 Edition Style. Another piece of good news: the Sports Car Night will now be held shortly after every Chinese New Year as a regular festival for Porsche enthusiasts.



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PORSCHE
INTELLIGENT
PERFORMANCE



PORSCHE

FIRST ENCOUNTER

THE MEMORY OF SOUND.

Ron So cannot recall the exact moment Porsche entered his life. It seemed that Porsche has always been there, in the model cars he assembled as a kid, admiring them as they drove by in Hong Kong during the 80s, and finally driving his friend's 911 in California. The car has always been there, beckoning him.

Text Anita Luu

What Ron does remember clearly is his first time driving a Porsche in San Francisco. His friend had just purchased a 911 Targa, and Ron could not wait to get on the wheel. "I could go on and on about the handling and the cornering, and how it performed beyond what I imagined. But besides that, I remember mostly the sound. It was nothing like any car I had driven."

This auditory memory has made a deep impression. He has since then driven various Porsche models, but only a few times did they capture that same feeling. "What I found is that the sound is very unique to models that use air cooled technology." Fortunately for Ron, a rare white 964 became available. Not only was it in the exact colour and model he had waited for, it was in perfect condition, with all original parts as assembled in Germany back in 1991 (apart from the tyres!).

When selecting his car, Ron's philosophy about design applies. "I never design what is necessarily newest, trendy or in fashion. Style is really about respecting classic designs that have passed the test of time. These timeless elements are always found

in my work. Like the elegance of the 911 engine and the headlights in my 964." To Ron, these "frog lights" as he refers to them, are quintessential Porsche 911.

At the top of his favourite cars are the Porsche 993 Turbo (single Turbo) and the 997 GT3 RS. No surprise that they all have air-cooled engines.

Currently working and travelling to the Mainland on hotel projects, Ron rarely gets to drive his car. However, once a week, he gets to slow down and share his passion with like-minded friends. On Sunday early mornings, you can find him with other 964 owners, group driving around Sai Kong and Yuen Long, and sharing their Porsche stories over lunch. When asked how he attributes this intense love for the car, Ron laughs and says, "You just need to hear the sound of the engine."



Ron So

Occupation: Interior Designer

Residence: Hong Kong

Hobby: Antique shopping, single speed biking and playing with Latte, his dog

Porsche Model owned: 964



HEALTH & CULTURE

THE WONDERS OF WINE

The finest wines, those that are too precious to be consumed and therefore kept in cellars as collections, are often likened to “liquid gold”. In fact, they even generate much higher return on investment than gold, stocks or bonds, as is suggested by the numbers from various professional agencies.

Text Candy Chen

A study by the *Global Wine Report* reveals that the 3-year ROI for ten varietals of Bordeaux wines climbed to 150%, with the 5 and 10 year ROI hitting 350% and 500% respectively. Despite the recent financial crisis, the Liv-ex Fine Wine 100 Index has tripled over the past five years, and the value of wines produced by Château Lafite in 2000 has appreciated nine times as much as that of gold in the last decade.

This has little to do with speculation and everything to do with the deep powerful appeal of wine itself, the crystal ambrosia steeped in history and culture.

Behind its rich colour, fragrance and pure taste, are the fruits granted by the sun, monsoon and soil; the patience of every grape hibernating in the dark; the meticulous efforts and ardent expectations of experienced winemakers. If we dig further, we may even find wine’s symbolic role in Christian religion and praised in poetry and music as often as love and beauty.

It is not surprising that a bottle of valuable vintage wine was sold at the 2009 Guangdong International Wine & Spirits Expo for RMB 2 million. Produced in 1945 by

the prestigious Château Saint Emilion to mark the end of World War II, this vintage wine, nicknamed “the Peace Angel”, embodies great historical significance and surely lives up to the record price.

Like antiques, wines are collected not only as investments, but also as legacies of history, religion and culture. It is, however, not a hobby for everyone, for it requires enormous amount of time, money, as well as extensive professional knowledge. In the world of wine, only wines of adequate longevity and investment value are worth collecting. Fewer than one hundred make it to that list in all of wine collecting history.

In this regard, many see the lifespan of a wine as the foremost factor to be reckoned with. Only very few – possibly 0.1% of all wines – can be kept for a long-term aging, while the majority are best consumed within two or three years from release.

Aside from rarity, brand is also the key to boosting the future value of a wine. A large portion of the most in-demand wines comes from one place, Bordeaux, home to the five top wineries: Château Lafite Rothschild, Château Latour, Château

A bottle of valuable vintage wine was sold at the 2009 Guangdong International Wine & Spirits Expo for RMB 2 million.



Margaux, Château Mouton Rothschild and Château Haut-Brion. Blessed with ideal *terroir* and armed with excellent wine crafting techniques, they have established a century-old reputation amongst fervent wine collectors. But in recent years, wines from Napa Valley, California, along with a few Italian labels have also made their mark and are hotly pursued by investors.

The production year is another factor that no wine enthusiast should neglect. Any small change in weather, sunlight or rainfall will have a direct effect on the quality, and consequently, the price. In good years, wineries that produce investment-grade wines often offer wine futures.

Last but not least, consult the ratings and recommendations provided by world-renowned wine critics like Robert Parker. For a rookie collector, it is best to buy wines directly from reputable dealers rather than at auctions, as one cannot know how well a wine has been stored by its previous owners. Buying wine in its original wooden case also increases value as it gives an impression that it has always been kept under good condition.

Selecting and buying collectible wines is one thing, keeping them is another. Proper storage is crucial for preserving their taste and increasing their value. Ideally, wine should be kept in an environment away from light and with constant temperature (around 13°C) and humidity (60%-70%). Once properly settled, avoid moving it. Underground cellars are the first choice, and electronic wine cabinets come next.

A precious bottle of wine, a rare treasure that finds its owner instead of vice versa, is a combination of elaborate human efforts, natural blessings and sometimes a coincidence of historical and cultural events. Although the diversity of honourable labels and intriguing histories in the cellar already suffice to intoxicate, for a true wine lover, the essential pleasure still lies in the drinking. Having aged during decades of undisturbed sweet sleep, it will cast the most powerful spell on you when the cork is removed. ●

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