

353

CHRISTOPHORUS

DECEMBER 2011
JANUARY 2012

PORSCHE CHINA

COOL UNDER PRESSURE

PUSHING PORSCHE INTELLIGENT PERFORMANCE TO THE EXTREME.





SNOW FORCE

COOL UNDER PRESSURE
PUSHING PORSCHE
INTELLIGENT PERFORMANCE
TO THE EXTREME

*Whatever the model, every Porsche is built with one goal:
to enable the person behind the wheel to focus on pure driving
enjoyment – in all conditions.*

Text Peter Holland **Photography** Lei Gong / Mathias Guillin



THE NEWLY-ENHANCED PORSCHE STABILITY MANAGEMENT (PSM) SYSTEM THAT COMES STANDARD WITH ALL PORSCHE SPORTS CARS – EVEN THE FROZEN LAKES, ICY ROADS AND THICK SNOW BANKS OF HAILAR.



February 2011 – Hailar, Inner Mongolia. Porsche is pushing 40 of their finest sports cars to the limit. To see just how far the levels of Porsche performance and efficiency can go in an extreme climate, where winter temperatures reach an average low of minus 30 degrees Celsius.

When outside temperatures are so cold that a cup of hot coffee can freeze before it hits the ground, they present serious challenges to any high performance sports car. But Porsche cars are not ordinary high performance cars. Why? Because Porsche cars are not built for ordinary people.

Manoeuvring atop a circuit on the frozen Yunlong lake is the most extreme test of car and driver capability. Like any sports car, a Porsche can accelerate and decelerate quickly and with supreme agility; but on an icy surface with only the smallest amounts of traction, the relationship between these forces becomes infinitely more important.

In these conditions, Porsche Intelligent Performance comes to the fore. Take for example, the newly-enhanced Porsche Stability Management (PSM) system that comes standard with all Porsche sports cars – not only delivering safer braking, but also providing smoother and more agile performance. PSM improves traction via automatic brake differential (ABD) and anti-slip regulation (ASR), along with a pre-charging brake system to allow for maximum brake pressure more quickly than ever before – even the frozen lakes, icy roads and thick snow banks of Hailar.

With Porsche performance at the fingertips, the stage is set for pure driving enjoyment – and there is no better example than the “Fox Hunt”. A direct competition with another driver up and down the straight of the slalom. One eye on the track and one eye on your competitor. But it’s not just competition. As always when driving on ice and snow, with first hand experience, it’s clear that

sometimes less is more. Pushing too hard will cause understeering or wheel spin. Smoothness of speed and throttle application is essential.

For competitions involving the art of drifting, snow and ice offer the ultimate playground, Whether it is in the circle or the figure-of-eight, the challenging surface provides the best chance to experience the finer points of load change and its effect on every Porsche. There really is no better training ground than snow and ice.

NOW, PORSCHE IS OFFERING YOU THE OPPORTUNITY TO GET BEHIND THE WHEEL IN A WINTER PLAYGROUND IN THE NEW YEAR. BECAUSE PORSCHE INTELLIGENT PERFORMANCE IS OUR COMMITMENT – 365 DAYS A YEAR.



Now, Porsche is offering you the opportunity to get behind the wheel in a winter playground in the new year. Porsche Snow Force 2012 will offer all the thrills of extreme driving in the coldest of conditions along with all the comfort and safety of the latest Porsche models. Because Porsche Intelligent Performance is our commitment – 365 days a year. ●

EVENT REVIEW

FROM RACE CIRCUIT TO GOLF COURSE PORSCHE PROVIDES DRIVING EXCITEMENT

Porsche owners always appreciate high performance: whether it is on the race course or the golf course.

Text Richard Trombly **Photography** Eric Leleu

The inaugural Porsche Golf Cup has offered Chinese Porsche owners a chance to use a different set of driving skills. Golf offers us an escape from everyday stress and a chance to enjoy the fresh air outside our cities – just like a Porsche sports car. With more than 1,000 Porsche customers playing in 15 qualifying tournaments around the country, the first year has been a huge success. The national winners will progress to the Nations Cup – and a chance to represent not just China, but their Porsche Centre – in Germany in June 2012.



1



2

1 Celebrating a good shot at the greens of Porsche Golf Cup 2011 Shenzhen tournament.

2 Golf bags are prepared for players, as they prepare for the drive home after a day to remember.

1



EVENT REVIEW

IN ART, HOPE AND LIFE SHINE

Turning rapid motion through space into an artform, transforming rigid steel and aluminium into sporty curves of aesthetic appeal – reasons every Porsche is regarded as a piece of art in the truest sense of the word. That is why at the recent Shanghai Contemporary Art Fair at the Shanghai Exhibition Centre, a sparkling display of Porsche sports cars greeting visitors, felt right at home.

Text Huang Ning

As the largest and most dynamic art fair in Mainland China, each year the Shanghai Contemporary reaches out to the Asia Pacific and presents cutting-edge creativity to the global art community. This year, as the headline sponsor, Porsche brought more than the 911, Cayman, Boxster, Cayenne and Panamera to the exhibition. Upon entering the magnificent dome of the Shanghai Exhibition Centre, a few steps up to the second floor past hallways of prestigious galleries, a special Porsche exhibit awaited each and every visitor.

On display were a dozen winning paintings selected from the 2010 Porsche “Empowering the Future” Art Contest, a programme coordinated in conjunction with the Sichuan Fine Arts Institute to promote efforts helping children in areas hit by the 2008 Wenchuan earthquake. Among the artworks exhibited, Yansha Zi’an’s “Life Image” was especially touching with its simplicity and straight-forwardness,

while “Love: A Colourful Road” by Su Rui vividly depicted childish fun by imitating innocent drawings, and in “Faces of Children”, Li Fangxue achieved a mysteriously thought-provoking effect through the juxtaposition of faces and changes of light and shadows.

With varying style and perspective, these artworks shared a common theme: life and hope, love and optimism. In its dedication to the education of the Chinese youth, the “Empowering the Future” programme doesn’t limit itself to donating money and teaching materials, but also commits itself to the enlightening power of art to revive hopes and instil the courage to stand up in the face of adversity.

“The ‘Empowering the Future’ gallery from Porsche embodies just the type of philanthropic arts programme that we always hope to promote at SH Contemporary,” said Shanghai Contemporary Fair Director,

2



Mr. Massimo Torrigiani. “Besides raising public awareness of an important cause, Porsche is simultaneously celebrating the gifts of some of China’s best up-and-coming artists.”

The four-day art fair not only gave art enthusiasts a rare opportunity to indulge in an impressive line-up of the finest artworks from top galleries across Asia Pacific, but also provided a unique occasion, the Porsche-sponsored Collectors’ Dinner, for art critics, collectors, curators and artists in the region to network and explore together the latest trends and themes in contemporary art. ●

- 1 A full range of Porsche cars greeted visitors at the 5th Shanghai Contemporary Art Festival.
- 2 Visitors stopped by the Porsche exhibit to view young artists’ work.
- 3 Art lovers mingled with each other at the Collectors’ Dinner while admiring the night view of the Bund.

3



PORSCHE SPONSORED COLLECTORS’ DINNER BRINGS ARTISTS AND ENTHUSIASTS TOGETHER

A cool summer evening on 8 September, outside on the porch of a restaurant by the dreamy name of Lost Heaven, a Porsche 911 Carrera greeted a succession of VIP guests from the Shanghai Contemporary Art Fair. Soon a cocktail party at the balcony on the third floor was in full swing, with guests delighting themselves in free-flowing conversations sprinkled with laughter while admiring the gorgeous night view of the metropolis.

Over gourmet food and fine wine, an impassioned round of discussion covered topics ranging from the latest avant-garde art theory, to future trends of contemporary art, and the defining hallmarks of different art gurus’ works. “The dinner organised by Porsche is just what I expected, with perfect food and environment and people mingling freely and heartily,” said Mr. Torrigiani. “I hope SH Contemporary and Porsche will have more extensive collaborations surrounding art in the future.” The Collectors’ Dinner sponsored by Porsche offers the perfect platform for artists and art enthusiasts to share their love and inspirations.

With the excitement of the Shanghai Contemporary Art Fair still hovering in the air, Porsche has already begun a new round of efforts to continue its commitment to cultivating the next generation of artists in China while drawing attention to the needs of the Wenchuan region. The second Porsche “Empowering the future” Art Contest is already underway, and hopefully more Chinese youth supported by the programme are now well on their way to realising their own dreams and ambitions.

1



2



3



4

1 Selected artworks from the second “Empowering the Future” Art Contest on display at SFAI.

2 “Happiness” by Li Cheng

3 “A Pleasant Tour” by Yan Meiru

4 “Cinderella” by Cong Xuming

EVENT REVIEW

EMPOWERING THE FUTURE WITH THE POWER OF ART

A new collection of artworks themed in life, hope and the innocence of children are beginning to touch many hearts and draw wide attention to the education and growth of Chinese youth in the underprivileged areas. Meanwhile, another group of up-and-coming Chinese young artists are going to embark on an artistic pilgrimage to Germany, where they will have a chance to admire and study some of the most influential artworks in the country's history.

Text Huang Ning Photography Lei Gong

And what makes all this happen once again, is the Porsche “Empowering the Future” initiative.

On 21 October 2011, the second Porsche “Empowering the Future” Art Contest was held at the Sichuan Fine Arts Institute (SFAI), once again confirming the steadfast dedication of Porsche to the delivery of educational support to youth in remote regions of China. At the awards ceremony and exhibition opening cocktails, guests were first presented, through a video documentary, with the angelic smiling faces of children in schools of earthquake-affected areas who leaped and hopped to welcome the arrival of several Cayenne cars transporting training and teaching resources. These scenes of purity and spontaneity evoked, instantly, an impulse to care and protect in the hearts of everyone present, who grew more aware of the social responsibility promoted by the programme.

The art contest received a total of 114 works and offered the young artists of the SFAI a

unique opportunity to have their work displayed in Porsche Centres across the country. The top three winners were awarded with a trip to Germany, where they will visit some of the country’s most renowned art institutions, as well as the Porsche factory and Porsche Museum in Zuffenhausen, Stuttgart.

“The second year of successful collaboration between Porsche and the Sichuan Fine Arts Institute reflects our shared goals of advancing education whilst encouraging creativity and innovation,” said Mr. Helmut Broeker, CEO of Porsche China. “The contest and the ‘Empowering the Future’ initiative demonstrate the devotion to supporting the education of the youth of Sichuan. As we celebrate our own ten year anniversary this year in mainland China, we feel honoured to have had the opportunity to give back to the communities in which we operate by assisting UNICEF and the governments of Sichuan and Gansu

Provinces with educational resources and training delivered by Porsche METRU.”

An enchanting performance, which fused the charms of Chinese zither and drums with ballet and modern dance, enlivened the air before the ceremony and had many guests standing in expectation of the result announcement. Li Cheng, a senior student from the School of Oil Painting, emerged as the top winner with the painting “Happiness”. Depicting eight children from a mountain village taking their first photograph, it captures the pure joy that springs from the innocence of first experiences. “I also come from a remote place, so when I saw these kids on a journey, I felt an instantaneous impulse to put them on canvas,” said Li passionately, a trophy in hand. “I am really grateful that the Porsche ‘Empowering the Future’ programme gives me the opportunity to present my work to a wider community. I hope this event could bring more public attention to the education of these kids.”

Coming in second was “A Pleasant Tour” by Yan Meiru. The surreal canvas of a car overflowing with playing children as it floats through an infinite blue sky expresses the dream of a cleaner world for the children of the future. The third place winner, Cong Xuming, painted “Cinderella”, a portrait of a young girl leaning into a car, while looking wistfully into the the mountains around her; she embodies the yearning among rural youth for Cinderella-like change.

After the ceremony, guests stepped upstairs to appreciate the submitted artworks on display. Contemplations over the paintings and communications on their merits gave the viewers a deeper understanding of how precious children’s joys and hopes are.

In depicting hopes, the young artists from SFAI are also gaining them. “Many doors have been opened for SFAI students and faculty, thanks to the Porsche ‘Empowering the Future’ initiative,” said Mr. Luo Zhong

Li, Head of the SFAI, “and a great platform has been constructed to support their future development.”

This is even truer for winners awarded with a trip to Germany. “I am sure it will be a very enlightening experience for them,” said Zhu Qing, the second-place winner of the first Porsche “Empowering the Future” Art Contest, who has already benefited a lot from her trip. “I suggest they open their eyes, ears and every sense, because there’ll be a myriad of inspirations in store for them.”

The second Porsche “Empowering the Future” Art Contest has again left a legacy of excellent artwork – and a constant reminder that there are always children that can benefit from our support. And as the engine of the philanthropic efforts, Porsche will continue to assist in providing educational resources to schools in earthquake-affected areas through the celebration of the natural gifts of China’s artistic youth. ●



INTERVIEW

HER STORY OF PORSCHE A CHOICE UNRIVALLED

On 22 May 2011 in Beijing, Porsche commemorated its growing community of enthusiasts – by recognising the 50,000th customer in China. Christophorus took a short minute to find out what drives the drivers of today.

Christophorus (C): Why did you choose Porsche?

Wang Peng (Wang): My entire family are big Porsche fans – some of us drive the Cayenne, some the Panamera. This has a deep influence on me. Personally, I came to know the brand a long time ago, while watching an online video demonstrating the sophisticated manufacturing process of Porsche. It impressed me profoundly – like an artwork was being created. So, when I decided to buy a new car, Porsche was the only desirable choice for me.



C: What Porsche model did you purchase, and why?

Wang: The 911 Edition Style. I had a BMW and a Mercedes-Benz SUV, but none of them could satisfy me in terms of power. I am not a fast driver, but that doesn't mean I don't appreciate the sensation of speed. That's why I decided to buy a sports car. As a classic sports car, the 911 suits me very well.

C: How would you describe the car now that you've driven it for a while?

Wang: Very comfortable, very practical. I drive it to work, to parties, to play golf and to pick up my kid at kindergarten. It's really an everyday car. Its back-seat is spacious enough for my golf clubs, and its chassis is higher than other sports cars, making it very comfortable to drive in the city. And it feels terrific when you pick up speed!

C: Has life changed since receiving your Porsche?

Wang: I get a remarkably higher rate of second glances (laugh)! I live and work in the central business district of Beijing where Porsche cars are relatively common. Sometimes, when I come across another Porsche driver, we will greet each other with a knowing smile, even though we don't know each other. It makes me feel like I have acquainted myself with a kindred spirit.

C: What do you hope to see from Porsche in the future?

Wang: I hope Porsche can offer us more opportunities to be part of a bigger Porsche community, to engage ourselves in more interaction with other Porsche owners. Programmes like the Porsche Sport Driving School and Porsche sponsored golf tournaments are great, and I hope we will see more diversified events to enjoy Porsche culture.

The knowing smile between two Porsche owners is an example of Porsche culture resonance. It would be great to share this emotional connection more extensively in the future.

C: As an independent and successful individual, how do you identify with Porsche?

Wang: Actually, I've never thought about it in this way. I simply love Porsche as a brand; its pursuit of precision engineering and everything else in the highest standards correspond well with my philosophy in life. The Porsche 911 that I now own has become an indispensable part of my life – even a soul mate to me.



保时捷推荐 Mobil 1

www.porsche.cn

境界

新款 911 Carrera S

信仰志造
MADE IN FAITH

PORSCHE
INTELLIGENT
PERFORMANCE



PORSCHE



PORSCHE

PORSCHE EXHIBITS CLASSIC CARS AND CONTINUING COMMITMENT IN CONTEMPORARY CHINA

It has been a year to mark a historic ten years of success for Porsche in China - and with more classic Porsche models than ever before, the celebrations became extra special.

1 Vintage Porsche cars shipped all the way from Porsche Museum in Stuttgart, set foot on Mainland China for the first time.

2 Porsche 356 1500 Speedster
In 1953, American car importer, Max Hoffman, approached Ferry Porsche with the request to build a more affordable version of the type 356. The interior of the "Speedster" ("speed" and "roadster") model was particularly spartan to trim production costs but it did not sacrifice performance. This two-seater's performance retained its race car lineage, but the combination of sportiness and practicality made it an ideal "lifestyle" car.



3



It is impossible to forget the excitement of your first encounter with a Porsche sports car, from appreciating the curves of its classic design to feeling rapture in the unmistakable rev of the engine. This unique exhilaration in experiencing a true high-performance automobile has been shared by people around the world for more than 60 years. To commemorate its tenth year of continuing the “Made in Faith” commitment and to show its appreciation for the support it received, Porsche is delighted to share its history and vision through an exciting assortment of multimedia activities and the Porsche Museum – an extraordinary collection of vintage cars.

As Porsche China looks to the future, it has taken this great opportunity to exhibit the hallmarks of the past that forged the marque as the sports car leader. While Porsche China offers a full line of the latest Porsche roadsters, not all Chinese are familiar with the design innovation and

classic models that won Porsche its fame. This year, for the first time, Chinese Porsche enthusiasts got the chance to view the most models of vintage and historically significant cars at this year’s Fascination Porsche and Porsche World Roadshow events. This gave many Chinese an unprecedented opportunity to experience the Porsche heritage by encountering some of the great members of the lineage first hand.

Included in this amazing line-up of Porsche legends, were some of the most classic designs. The Porsche RS Spyder continues to uphold the long tradition as one of the most distinguished models in motor racing of the Spyder line. Equipped with a carbon fibre and Kevlar monocoque, the RS Spyder is powered by a 500 hp V8 racing engine and enjoyed a total of 24 class wins and 11 overall victories. Classic roadsters are also well represented by models like the Type 928, which celebrated its premiere at the Geneva Motor Show in March 1977. It has been hailed as the best

sports car in the world intended to replace the 911. Porsche trod entirely new design ground with lightweight engineering and elegant 2+2 coupé with distinguished lines including a large rear window and pop-up headlights. Porsche has pioneered many technologies and is a leader in intelligent performance. Its innovation is apparent in racing cars making successes even far from the race track. For example, in the East African Safari Rally, covering over 5,000 kilometres, one of the hardest and most demanding legs of the world championship, Porsche 911 “SC” Safari took the win in 1978.

Porsche China was honoured to share these examples of the Porsche heritage with its community in China and will continue to bring its “Made in Faith” commitment to sports car enthusiasts across Mainland China. ●

4



3 Porsche 356 B 1600 Cabriolet

One of the most classic Porsche roadsters, the 356 B 1600 Cabriolet took the successful model 356 to the next level in the autumn of 1959. The 356 became available in four body variants: coupé, cabriolet, roadster and hardtop cabriolet. With its raised bumpers and headlights, the revised model series also appeared significantly more mature than ever before. The 356 B remains a rare and prized variant of this design classic.

4 Porsche 917 KH

The Porsche 917 line is legendary as the most powerful and fastest Porsche racing car ever built, but also as a generation of competition cars that were beaten only by changes to the rules, not by other contenders. When new competition rules were announced in 1967, Porsche engineered the 917 KH to meet new 5-litre displacement rules, leading to a new round of victories.

5



5 Porsche 904 Carrera GTS

Beautiful and fast – attributes appropriately describing the Porsche 904 Carrera GTS, which debuted at Schloss Solitude near Stuttgart in 1963. The composite 904, consisting of a steel frame and a glass fibre-reinforced plastic body, was designed by F.A. Porsche, integrating cutting-edge aircraft developments while pioneering fibreglass technology. The 904 achieved a double victory at the Targa Florio and class wins in Daytona and Le Mans.



Parade of Vintage Porsche Cars

(At left, top to bottom)
Porsche 356
Porsche 356 B 1600 Cabriolet
Porsche 911 SC Safari
Porsche 935

(At right, top to bottom)
Porsche 356
Porsche 904 Carrera GTS



6 Porsche 935

In 1976, the end of the prototype motor racing era heralded in the golden age of Group 5 production racing cars. The type 935 presented a 911 derivative, offering almost 600 hp (441 kW), leading to a Brand World Championship title. Together with the Porsche 936, this vehicle was victorious in 1976's Sports Car World Championship and dominated the Group 5 Races up to 1981.



1



WHEN ONE POINT MATTERS THE DRAMATIC CLIMAX OF THE PORSCHE CARRERA CUP ASIA

Twelve rounds of racing and a season that spanned the better half of the year: this is the approximate length of the Porsche Carrera Cup Asia – but there is still another way to time it. The drivers' way: in the number of tense seconds that make up every race, each teeming with possibilities and opportunities, and always promising the vital points needed for a series victory. The 2011 season of the Porsche Carrera Cup Asia was no different.

The final two rounds at the Shanghai International Circuit epitomised the dramas, thrills and excitement that had abounded in the 2011 series. Round 11 offered an opportunity for Team Jebesen's Rodolfo Avila, who was then only one point behind overall points-leader, Keita Sawa of LKM Racing, to regain the lead before the final battle. But an imperfect start saw him engaged in a fierce struggle with Sawa's teammate Tim Sugden, which had the crowd holding their breath for nine, excruciating laps.

Text Huang Ning

While Avila eventually managed to hold off the challenge from Sugden to finish third, Sawa was in second place and pleased to have increased his crucial points gap amid the escalating tension ahead of the title-decider, "the standard of competition in this series is really the top level, and it's so close. Nobody can forecast what will happen tomorrow." Alexandre Imperatori, the Swiss ace from Team StarChase, claimed pole position and charged to his seventh victory of the season.

The day also witnessed Wang Jianwei of Team BetterLife make history, as he became the first ever Carrera Cup champion from Mainland China, when he clinched the Class B title by crossing the line of the season's penultimate race placed third in his category. It was a wonderful example of the growing influence that Mainland Chinese drivers are having on motorsport in Asia.

The final race proved to be a fitting grand finale to the season. Imperatori led the

2



field and immediately set about building a lead, but behind him, Sawa, Avila and Sugden roared into turn one. Racing to save his championship dreams, Avila took the fight to Sawa, who was struggling with gearbox problems, and passed him on Lap 6. But by that time, Imperatori had built up a commanding lead, and Avila knew that, unless misfortune struck his rival, his battle for overall series victory was over. Yet the series had one final twist. After a fight amongst the chasing cars left debris on the track, the Safety Car was called and in an instant, the race cars were back in a tight and tense group. Imperatori had it all to do again, and Avila had a final chance to snatch the title from Sawa, who by this stage was praying hard.

As the Safety Car pulled into pit lane, Imperatori again got the start he was looking for as he roared away, holding his lead all the way to the final chequered flag. While Sawa finished behind Avila, he was

thrilled: he had won the championship – by a single point. The result was surely frustrating for Avila, but his disappointment was tempered by the adrenaline from two fantastic races, "missing out by just a single point is frustrating but at the same time, it is a great achievement to come this close to winning such a competitive international championship." Imperatori, who had been absent in Round 9 and 10, came third on the overall ranking.

Starting with a record number of drivers and ending in such a dramatic fashion, the first season of Porsche Carrera Cup Asia under the leadership of Porsche China has proven to be a resounding success, whetting the appetite of motorsports enthusiasts across the region. With new teams and new races coming in 2012, the milestone tenth season of the Porsche Carrera Cup Asia guarantees only one thing – the most exciting racing series in Asia. ●

1 Rodolfo Avila from Team Jebesen, Alexandre Imperatori of Team StarChase and Keita Sawa of LKM Racing celebrate on podium.

2 With more cars than ever before, the 2011 series of the Porsche Carrera Cup Asia provided twelve rounds of truly spectacular motorsport competition around Asia.

OVERALL

No.1	Keita Sawa	LKM Racing Team	199
No.2	Rodolfo Avila	Team Jebesen	198
No.3	Alexandre Imperatori	Team StarChase	185

CLASS B

No.1	Wang Jianwei	Team BetterLife	212
No.2	Ringo Chong	Team Kangshun	178
No.3	Francis Tjia	OpenRoad Racing	170



The home straight of the SIC.

EVENT REVIEW

A QUANTUM LEAP FROM PORSCHE ENTHUSIASTS TO RACING DRIVERS

Is it possible to achieve a quantum leap in driving skills in just five days? Participants in the recent session of the Porsche Sports Driving School will tell you resoundingly: “Absolutely yes!” While the answer from the Federation of Automobile Sports of China was even more straightforward: an International C-Class Racing License.

From 15 to 19 October 2011, five days at the Porsche Sports Driving School were packed with excitement. The large group of Porsche enthusiasts had come to the Shanghai International Circuit from all around China and varied greatly in age and profession, but they all shared the same passion for motorsport. Many participants took part in all five days of courses, covering Performance, Master and Telemetric levels.

Among them was Mr. Yang from Shenyang, who had his first affair with the world-renowned sports car marque at Porsche World Roadshow at the Beijing

Text Huang Ning **Photography** Lei Gong

PARTICIPANTS PUT THEIR KNOWLEDGE TO THE ULTIMATE TEST WITH VIDEO RECORDED LAPS WHILE INSTRUCTORS MONITORED AREAS TO IMPROVE.



1



2

- 1 Porsche owners from all over China attended the five days of courses at the Shanghai International Circuit in October.
- 2 Participants learned about fitness and nutrition, key skills for any race car driver, and presented by experienced international instructors, and sponsors, Technogym.
- 3 Practicing braking into a bend and overtaking (as shown) are critical skills taught during the Master Level course.

3



Goldenport Circuit in 2009. "From then on, I fell madly in love with Porsche," he said. "I bought a 911 last year, and participated in the Precision course this May. It helped me greatly improve my driving skills, so here I am, back again."

The first two days were occupied by the Performance course, which focused on specific driving skills, including the art of the ideal racing line and the correct techniques for handling load changes during high-speed cornering. Participants first spent a lot of time behind the wheel learning how to brake effectively when entering a corner and avoiding unnecessary steering. In the next lapping module, they had an opportunity to put their knowledge and skills to test over the entire circuit, while instructors monitored their driving, before analysing everyone's weaknesses for future improvement.

Improvements from these first two days were immediately apparent – with almost all participants making considerable cuts in their lap times by the morning of the Master course. "My laps were five seconds faster," noted Mr. Yang of his own improvement. "Besides that, I had developed better control over the vehicle, giving my confidence a great boost. Now I am able to take a longer view when driving on the circuit and make better judgements in regard to braking points."

The Master course offered everyone a chance to push their personal limits further. With the aid of video analysis, Porsche instructors again made a thorough and detailed analysis of each participant's laps, spotting imperfections and helping to polish driving skills. At this point, all participants had acquired a good command of their vehicles and they couldn't wait to move on to something more challenging. As they wished, the next module involved braking into a bend, a widely used

4



racing technique that enables one to finish a turn faster and even complete an overtaking manoeuvre if there's a chance. An international Porsche instructor elaborated on the technique at Turn 7 before demonstrating in person how it was performed. Then he led the participants through repeated on-road practice; meanwhile, another international instructor watched at the bend and coached via a walky-talky. Afterwards, participants were individually led by Porsche Carrera Cup Asia star driver Rodolfo Avila, on an adrenaline-pumping overtaking exercise on the famous hairpin turn (T14). Flying and standing start as well as an introduction to race etiquette, flags, clothing, fitness and nutrition in motorsport were also on the agenda of the Master course.

On the last day of the School, the Telemetric training took the participants into the details of data recording and analysis. "The recording system was super cool, as the instructors collected all kinds of data

about my driving, ranging from speed, to acceleration and braking forces, so that my improvement was tracked every step of the way," said Mr. Yang, "I even compared my racing data with a recorded lap time from my instructor for progress reference."

The Porsche Sports Driving School may have wrapped up within five days, but the lessons learned will stay on forever. And there was no better endorsement than the compliments provided by the FASC assessors, who noted that this was the best they had seen in China. Every participant that attempted the International C-Class Racing License was accepted – an achievement that will only add fuel to their already burning passion for motorsport. With these new drivers now qualified for international motorsport, we can look forward to seeing more Porsche drivers on our circuits in the near future. After all, another season of the Porsche Carrera Cup Asia is only a few months away. ●

5



6

- 4 VBOX analysis provides detailed information about each driver's performance.
- 5 Accompanied driving and demo lap by German instructor.
- 6 Thumbs up for a thrilling hot lap with a Porsche instructor.

1



2



3



4



EVENT REVIEW

SEEKING PORSCHE EXCITEMENT ACROSS SOUTH EAST ASIA

A unique event in advance of the Porsche SC Global Carrera Cup Asia – Singapore 2011, brought Porsche VIP owners from across Southeast Asia for a fun-filled driving event.

Text Richard Trombly

More than 270 participants and 115 Porsche cars took part in the Porsche Parade Southeast Asia 2011, driving their own cars along with some rare classics, such as the Porsche 356 Speedster from 1955 and a 1963 model 356 Coupe flown in from the Porsche Museum in Stuttgart. The entire Porsche model range was represented in this multi-day drive in Singapore and across Malaysia, covering more than 1,000 km and sharing a memorable Porsche moment with drivers from across the region. ●

- 1 Over 270 Porsche enthusiasts participated in this year's Porsche Parade Southeast Asia.
- 2 Taking a break to refuel.
- 3 The wide variety of classic cars participating in the parade was a highlight for every driver.
- 4 Road from Singapore to Malaysia offered many scenic drives.



SEAFOOD, ESPECIALLY SHELLFISH, HAS BECOME A POPULAR ITEM FOR CHINESE NEW YEAR'S EVE DINNERS IN RESTAURANT THROUGHOUT THE COUNTRY.

Porsche in China

CULTURE & HEALTH

THE URBAN CHINESE NEW YEAR'S EVE DINNER TABLE

Every year, millions of families near and far reunite for the most important celebration in China – the Chinese New Year's Eve dinner. While home cooked feasts are still being prepared in the villages, an increasing number of metropolitan dwellers prefer to celebrate this festivity at restaurants. Modern creative cuisine has also given new interpretations to traditional dishes that are steeped in symbolism.

Text Susan Luu Xiang **Photography** Ming Court at The Langham, Xintiandi, Shanghai

In cities like Shanghai and Beijing, restaurants are booked up to three months ahead of time, when menus have yet to be confirmed. In spite of this, the appeal of having notable chefs helm the kitchens and manage the obligatory eight to ten course meal is becoming a trend. Menus may have subtle differences, but one can be assured that traditional fare such as the sweet and savory nian gao (年糕) and Buddha's Delight (罗汉斋) will make their way onto most New Year dinner tables. Innovative chefs may offer creative twists or use intricate techniques to refine simple dishes for the enjoyment of the most discerning palates.

One such chef is Kwong Wai Keung, Executive Chinese Chef for Langham Hospitality Group, who oversees the Langham, Xintiandi in Shanghai. For Chef Kwong, fish and chicken are must-haves on his New Year's Eve dinner menu. Being homonyms to Chinese words like abundance (余) and luckiness (吉), it is no wonder that fish (鱼) and chicken (鸡) feature prominently.

Proper presentation and consumption of the fish are not to be overlooked. For example, the fish must be whole, from head to tail – in keeping with a tradition said to have come from fishing villages in Guangzhou. As the fish is consumed, leftovers ensure that the family will have an excess of good fortune throughout the upcoming year.

Seafood, especially shellfish, has become a popular item for Chinese New Year's Eve dinners in restaurant throughout the country. The expansive taste buds of his well-travelled clientele have inspired Chef Kwong to create a fusion dish that has become popular with

Chinese and Westerners alike: lobster and whole abalone with noodles that are served long and uncut to signify longevity. It is accompanied with a sauce made of Montasio, a sharp, salty hazelnut flavor cheese that is exclusively produced on the Montasio Mountains of the Friuli region of northeastern Italy. This seafood pasta dish perfectly marries the flavors of east and west and is just one of the endless new fusion creations to make their way to the traditional Chinese New Year dinner table.

It is said that if a person eats abalone with fish maw, his home will be full of gold and silver in the New Year, which was one of the reasons why Ah Yat Abalone was a featured dish on the menu of the most expensive Chinese New Year's Eve dinner in the country – at no less than 388,888 yuan at a luxury five-star hotel in Suzhou last year. Ah Yat Abalone is the world famous creation from Chef Yeung Koon Yat of the Michelin star Forum Restaurant in Hong Kong. Chef Yeung uses the best abalone raised in the ocean farms off the coasts of Honshu in Japan, and sun-dried with a process that is kept secret from the world. This unique process is so well guarded that when an Australian company attempted unsuccessfully to dry their own abalone years ago they lost investors millions of dollars when the process ended in failure. The twelve-hour labour-intensive cooking process for Ah Yat Abalone starts by first layering the inside of a clay pot with sheets of bamboo, spareribs, and stewing chicken. The abalone is then nestled on top and a soup stock, made with premium ingredients known only to Chef Yeung and his students, is slowly added throughout the day-long braising process to cook down to a richly concentrated sauce to enjoy with the palm size delicacy.

On Chinese New Year's Eve, dinners in restaurants wind down at ten o'clock in the evening and the festivities usually continue at home where, in a tradition especially popular in the north, families gather to make jiao zi and eat them at midnight. The word "jiao zi" has taken on various meanings throughout Chinese history.

In the Northern Song Dynasty, Chengdu merchants distributed the earliest known paper money, which they called "jiao zi". Later in the Ming Dynasty, people began to fashion thin layers of dough with various kinds of fillings to resemble "yuan bao", the gold and silver ingots used as currency during that time, and called it "jiao zi". It's shape represents a crescent moon that symbolizes the hope for a fruitful year. People will signify their wishes for certain things by adding specific fillings to the dumplings – peanuts for a long life or dates and chestnuts for the arrival of a son. Wealthy families would add gold, silver, and other precious stones. This transitioned to the modern day custom of inserting washed coins inside the dumplings with the belief that the more dumplings you eat on Chinese New Year's Eve, the more money you will make. So, on this Lunar New Year's Eve, if you bite into a dumpling and happen to find a coin, tradition says you will be lucky in the year of the Dragon.

Whether you enjoy a traditional home cooked meal from grandma's recipes, or taste the exquisite imaginative creations of chefs at restaurants, remember that every dish brings nor just a culinary feast – but also history, symbolism and prosperity as you enter the New Year. ●



The newly opened Porsche Centre brings the full range of Porsche cars to the community of Zhengzhou.



Special guests participated in the ribbon cutting ceremony to commemorate the opening of Suzhou Porsche Centre.

NEWS

PORSCHE WRITES ANOTHER CHAPTER OF HISTORY IN ZHENGZHOU

Zhengzhou is one of the most historic cities in China with a noble history situated along the Yellow River, the cradle of China's civilisation. It was one of the earliest capitals of the empire and remains a thriving centre of modern industry and an important hub of transportation.

Porsche China also made history with the opening the 34th Porsche Centre in Zhengzhou. The new Porsche Centre Zhengzhou brings the outstanding professional service and full range of premium sports cars enjoyed by Porsche owners around the world straight to the capital of Henan Province. In the past ten years, Porsche China has seen a thriving network of Service Centres develop across China, meeting the growing demand for high performance sports cars and assuring Porsche customers a convenient access to the highest level of service for their cars.

"As we celebrate the tenth anniversary of Porsche arriving in China, we continue to bring our customers superior standards of service throughout our dealer network. It is a pleasure to open a Porsche Centre in a city with such a proud history in Chinese civilisation," said Porsche China CEO, Mr. Helmut Broeker. "Porsche enthusiasts will now benefit from easier and improved access to our world-renowned sports car

brand and the excellent After Sales experience we provide worldwide."

The Zhendong Central Business District was thrilled by the gala opening of the marque's newest addition to its network of Porsche Centres across China. More than 150 VIP guests, representatives of the Zhengzhou government and members of the media joined Mr. Broeker and General Manager of Porsche Centre Zhengzhou, Mr. Charles Li, in celebrating the ten-year anniversary of Porsche China in the 1,500 square metre showroom. Combined with a 2,100 square-metre Service Centre, the experienced team of customer care professionals at Porsche Centre Zhengzhou are poised to serve another new community of Porsche enthusiasts. ●

*Porsche Centre Zhengzhou
No. 7, Shangwuneihuan Road,
Zhengdong New District
450008 Zhengzhou
Telephone: +86 371 62008 911*

NEWS

PORSCHE CENTRE SUZHOU OPENING BRINGS FURTHER SURPRISE

The opening party for Porsche Centre Suzhou on 11 October 2011, marked the 35th occasion that a Porsche Centre has opened in China. But the evening held even more in store: Sports car enthusiasts and local dignitaries in attendance were delighted by the unveiling of the recently launched Porsche Panamera Turbo S.

Situated in the lower Yangtze River Delta, Suzhou is an important satellite city of Shanghai. Since classical times, it has been a transportation hub between Beijing and Nanjing and remains a thriving commerce centre. It also achieved fame as a silk trade centre and was heralded as "China's Venice" – boasting scenic waterways, classical architecture, and famous gardens now protected as national heritage sites.

"My team of talented technicians, customer care professionals and I will work tirelessly to make service at the Porsche Centre Suzhou as legendary as the silk of this great city, to make it a new home for the Porsche enthusiasts of Suzhou," said Mr. Dieter Knechtel, General Manager of the Porsche Centre Suzhou at this gala event.

More than 100 VIP guests turned out in the new showroom to celebrate ten years of Porsche in China and the spirit of "Made in Faith." In attendance among Porsche customers,

were also the local governor; representatives of the Suzhou government; and members of the media, who joined Mr. Helmut Broeker, CEO of Porsche China, in welcoming Mr. Knechtel and this new addition to the network of Porsche Service Centres. With the Showroom and Service Centre comprising of an area of more than 5,000 square-metres, this new Porsche Centre now offers the Suzhou region a state-of-the-art 4S dealership. ●

This new facility brings renowned professional service and the full range of premium sports cars to this rapidly growing industrial centre in the heart of the Yangtze Delta area. Joining Porsche Centre Nanjing, this second Jiangsu location will become a critical link in the local service network. ●

*Porsche Centre Suzhou
No. 2640 Tai Yang Road, Xiang Cheng District
215133 Suzhou
Telephone: +86 512 88888 911*



Mr. Helmut Broeker presents a gift to Mr. Wilson Deng, General Manager of the newly opened Porsche Centre, Hangzhou Binjiang.

NEWS

RAISING THE BAR AGAIN THE OPENING OF PORSCHE CENTRE HANGZHOU BINJIANG

The phenomenal growth of Porsche in China is seen nowhere with greater impact than in Zhejiang, where the marque recently celebrated the opening of its seventh Porsche Centre, this time in the Binjiang region of Hangzhou.

Porsche demonstrated its “Made in Faith” commitment with the opening this cutting-edge facility, marking the second location in the thriving capital city of Zhejiang Province.

As Porsche China marks ten years of service to sports car enthusiasts in China, it is proud to offer an even higher level of customer care in Hangzhou with the opening of this 6,500 square-metre 4S showroom and Service Centre complex, which also houses an independent 1,800 square-metre body and painting workshop. The Porsche Centre Hangzhou Binjiang raises the bar for standards of service at Porsche Centres everywhere.

“I look forward to serving the Porsche owners and enthusiasts of Hangzhou and showing them how Porsche sports cars come with not only the world’s finest sports car technology but also the world’s finest customer care,” said Mr. Wilson Deng, General Manager of the Porsche Centre Hangzhou Binjiang.

At the opening ceremony of the Porsche Centre Hangzhou Binjiang, more than 150 VIPs and guests, including Mr. Shen Jian, vice mayor of Hangzhou and Mr. Heinz Schaden, mayor of Salzburg, Austria, and Mr. Helmut Broeker, CEO of Porsche China, gathered to fete ten years of Porsche in China and to get a first glimpse at the latest addition to the Porsche China network. Attendees were also delighted with the special introduction of the newly unveiled Porsche Panamera Turbo S. It was a fitting addition to the night – a sports car that raises the bar in the luxury sedan class, at a Porsche Centre that raises the bar for Porsche in China. ●

*Porsche Centre Hangzhou Binjiang
No. 726 Yueming Road,
Binjiang District
310051 Hangzhou
Telephone: +86 571 87777 911*