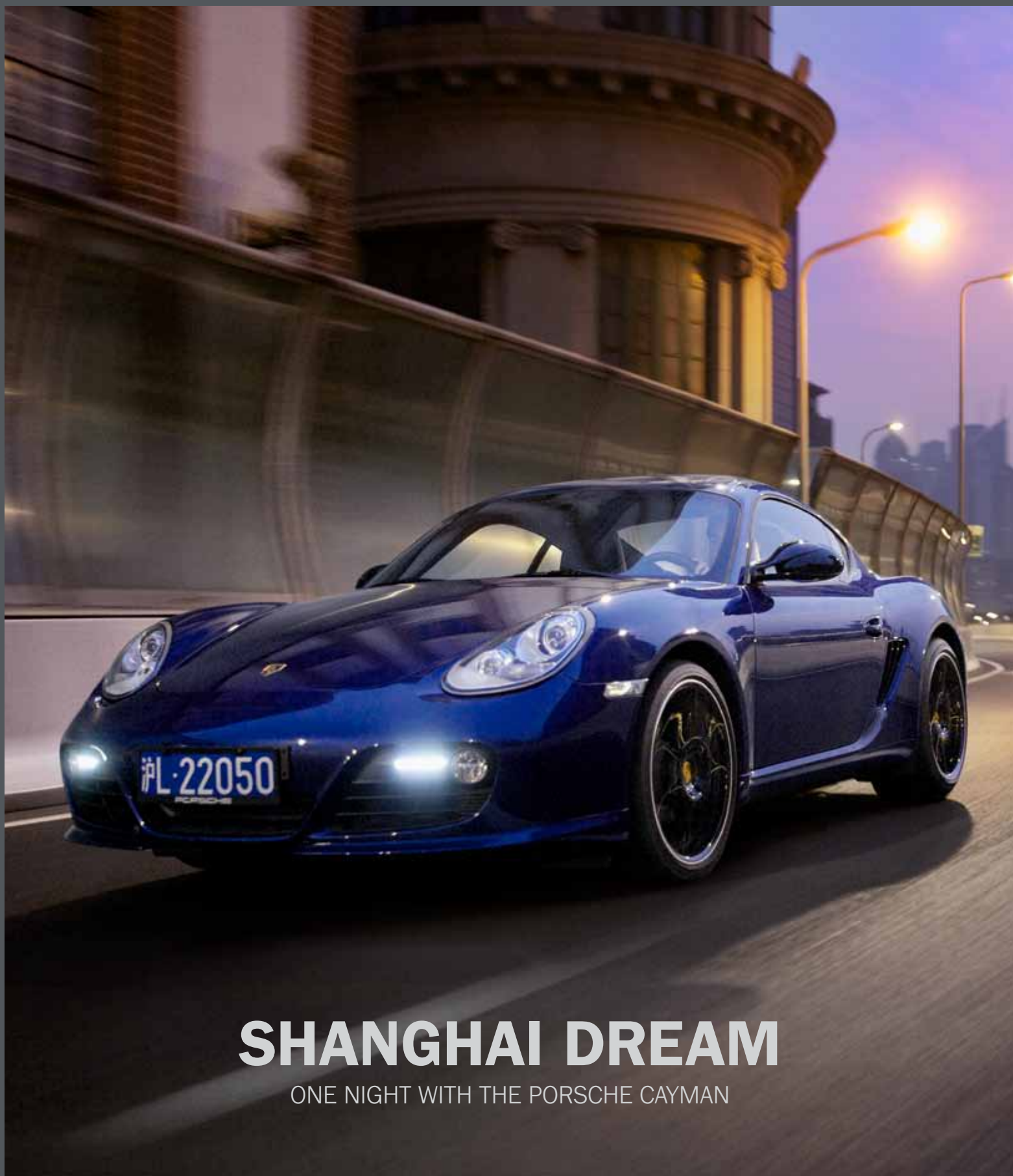


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# CHRISTOPHORUS

FEBRUARY  
MARCH  
2012

PORSCHE CHINA



## SHANGHAI DREAM

ONE NIGHT WITH THE PORSCHE CAYMAN



# PORSCHE



The new 911 unveiled for the first time in Asia at Auto Guangzhou. Reporters are amongst the first to capture the iconic car with their cameras.

#### EVENT REVIEW

## PORSCHE IDENTITY ARRIVES THE NEW 911 CARRERA

*2011 did not disappoint as visitors flocked to the Porsche exhibit, showcasing the newest generation of the acclaimed Porsche 911 – the legendary sports car that brings the unmistakable style that has made Porsche the world’s most loved sports car marque.*

*An important year-end event of the Asian automotive industry each year is the much anticipated Auto Guangzhou car show in China. Held from 21-28 November this year, over half a million automotive enthusiasts turned out to witness the cutting-edge automotive trends and to share the style and glamour of the star-studded launch of new models, which this show has become well-known for across the region. 2011 did not disappoint as visitors flocked to the Porsche exhibit at Auto Guangzhou, showcasing the newest in the 911 lineage – the legendary sports car that brings the unmistakable style that has made Porsche the world’s most loved sports car marque.*

The new 911 Carrera S fascinated crowds of Porsche enthusiasts at its Asia Premiere at the Pazhou Complex of the China Import and Export Fair. Hundreds of local and international media swarmed to be the firsts to glimpse the newest birth of this esteemed sports car line. This annual high-

**Text** Richard Trombly **Photography** Mathias Guillin



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1 The new 911 makes a dramatic entry as visitors await with anticipation.

light for motoring enthusiasts draws big names to southern China every year: Hong Kong model, Ana R was among the celebrities to make an appearances at the Porsche exhibition. The combination of high-profile celebrities and signature Porsche style made the much anticipated launch of the new generation 911 one of the most celebrated events of the show.

To the delight of the sports car enthusiasts in attendance, Porsche brought its full range of models, exhibiting ten cutting-edge models this year, in an entirely newly designed exhibit space that showcased the world's leading sport car brand. The new 911 Carrera S was joined by the Boxster S; the Cayman Black Edition; the 911 Turbo S; the Cayenne S, Cayenne S Hybrid and Cayenne Turbo; and the Panamera 4S, Panamera Turbo S, as well as the much anticipated Panamera S Hybrid.

But the clear star of the exhibit, and of Auto Guangzhou, was the new 911. For nearly 50 years, the 911 has been the icon of the industry and few can resist the temptation to experience a new 911 model. True to its lineage, the new 911 epitomises the synthesis of the seemingly contradictory traits of performance and efficiency, sportiness and practicality. Crafted from a design tradition rooted in motorsport heritage yet always looking towards the future, it appeals to the discerning motorist who settles for nothing less than the highest standards in sport performance, fuel efficiency and automotive design. Even better equipped than the generation before it, the new 911 features a brand new design with a longer wheel base, and a refined engine that consumes less fuel but delivers more power.

“We are very excited to be launching the new 911 Carrera in Asia from China, our most dynamic market in the world, where we have already delivered more than 20,000 Porsche

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- 1 Sales Advisor uses an iPad to guide a customer through the range of options available for customisation of each Porsche model.
- 2 Sales Advisor at the Porsche stand highlights the key features of the Panamera Hybrid to interested visitors.
- 3 Visitors test the comfort and state-of-the-art interior equipment that the new 911 Carrera S has to offer.

cars so far this year,” said Mr. Helmut Broeker, CEO of Porsche China. “The progression of the 911 and all our other models show that while many legends look to the past, at Porsche, we always look towards the future.”

In answer to some automotive pundits who suggested that after half a century, this classic line might have no new ground to cover, this revolution in stylish new design revives the classic name while adding exciting new style and improved performance. The new model features numerous technological advances and modifications to increase efficiency and confirms once again, the leadership of Porsche in ushering in the future of the sports car. The new 911 maximises fuel efficiency while lowering emissions with auto start/stop, thermal management, electrical system recuperation and an intelligent lightweight aluminium-steel body that trims off 45 kg. The 350 bhp 3.4-litre boxer engine of the 911 Carrera

cuts CO<sub>2</sub> and fuel emissions down by 16 per cent, while the 3.8-litre boxer engine with 400 bhp on the 911 Carrera S reduces these values by 14 per cent.

Like every Porsche enthusiast would expect, both new models bring the engineering of tomorrow to the road today with outstanding performance enhancements. The 911 Carrera sprints from 0 to 100 km/h in 4.6 seconds to a top speed of 287 km/h, while the Carrera S takes the sprint in just 4.3 seconds and can achieve a blazing 302 km/h. Despite such impressive performance figures, fuel consumption will pleasantly surprise you at the pump. The Carrera consumes 8.2 L/100 km, while the Carrera S consumes only 8.7 L/100 km. Uniting tradition and innovation, performance and practicality, and form with function, the new 911 embodies Porsche Intelligent Performance.

But with so many representatives of the marque, even the 911 Carrera cannot steal all the limelight. Visitors were also awed at the Porsche Intelligent Performance represented by the premium cars in the line-up. Many were seduced by the Cayman Black Edition, limited to 188 units, only available in Mainland China. This is the nexus between unparalleled luxury, unequalled performance and unmistakable style. Equipped with Porsche top options and fully black inside and out, the chic yet sporty Cayman Black Edition joined the innovative new 911 – to provide yet another example of why year after year, Porsche is the star of the show. ●





ON THE ROAD

## SHANGHAI DREAM ONE NIGHT WITH THE PORSCHE CAYMAN

*Evolving from a quiet fishing village, today's Shanghai may be the world's most exciting metropolis. By day, the city buzzes with commerce, but the city's unique charms emerge while illuminated by night. Taking in the view along the Huangpu River in a Porsche Cayman on a rare quiet evening in Shanghai never fails to inspire a few thoughts.*

Text Peter Holland Photography David Breun

*Shanghai at night* is like no other city, with bright lights guiding the way to a myriad of possibilities. While the city's reputation as an economic hub is well deserved, its unique charms emerge after the sun sets.

The famous Yan'an Road, serves as Shanghai's most vital artery, and cruising beneath the raised highway and towards the Lujiazui section of Pudong, it is impossible to escape the distinct impression of driving towards the future. The futuristic curves and styling of the Cayman seem perfectly suited to the occasion.

Reaching Century Avenue in Pudong, the low-slung silhouette of the Cayman makes a striking juxtaposition against the world's densest collection of tall buildings. Despite their differences in scale and function, skyscrapers and sportscar share uncompromising individuality and high performance engineering.



# 21:12

Heading south from the city's historic Bund waterfront development, Shanghai old and new come into view. From innovative fusion cuisine by world-renowned chefs, to traditional steaming xiaolongbao dumplings by streetside vendors, even after midnight there's something for all appetites.





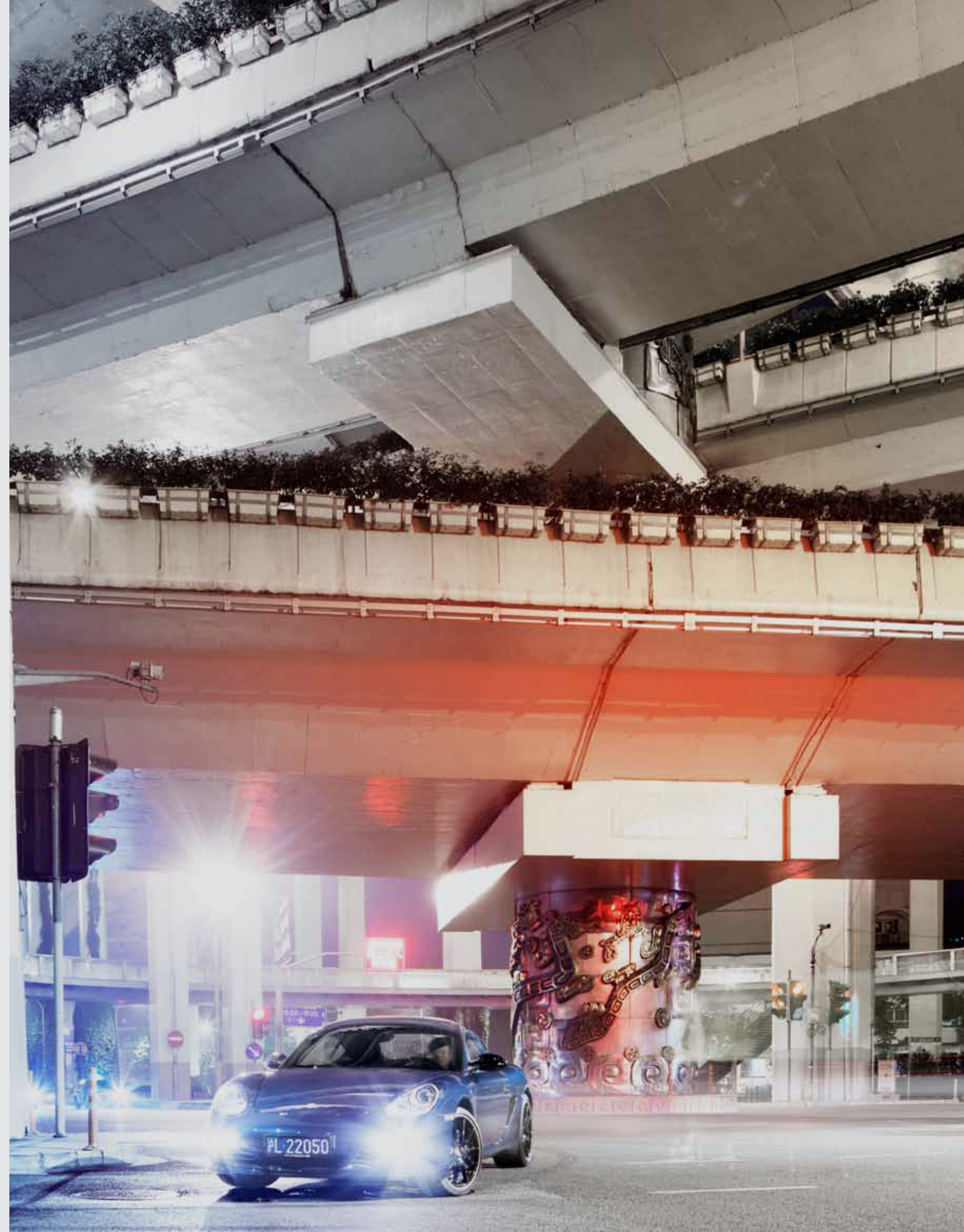
# 22:18

While Shanghai truly never sleeps, as the evening stretches on, the city's roads begin to empty and it's a great opportunity to test the heart-stopping acceleration offered by the Cayman and its mid-mounted boxer engine with Doppelkupplung transmission. While the engine releases its signature low growl into the misty night air, the calm glow in the cockpit and intuitively designed controls allow a focus on a performance-minded driver experience.



# 01:23

The frenetic pace of Shanghai can be extremely demanding, especially for those unafraid to map their own route in life. Midnight in Shanghai behind the wheel of a Cayman – an elusive combination of sensations. Serenity and exhilaration. In the heart of the city.







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## EVENT REVIEW

## A 10 YEAR LEGEND THE FUTURE BEGINS FOR PORSCHE IN CHINA

Text Huang Ning Photography Lei Gong

Normally, when the idea of a Ten Year Anniversary enters our mind, much of our focus falls upon commemoration of the past. The passage of a decade surely leaves many moments worth remembering and recording, while the future, yet to materialise, offers so many unknowns that one may easily get lost if one lacks a steadfast faith as compass. Faith was the core driver for Porsche from the very beginning. Therefore, as Porsche achieves its ten-year milestone in China, Porsche celebrates not only a successful past, but looks forward, with vision and inspiration, to a bright future.

Every Porsche achievement of the past decade in China was dependent on the support of Chinese Porsche enthusiasts – so it was only natural that Porsche should celebrate this historical moment with its customers taking part in the festivities. From a gala dinner in Beijing, to the Fascination Porsche event at Beijing Goldenport Circuit; from the three 911 sculptures touring the

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nation to collect signatures from Porsche enthusiasts, to the final party in Shanghai – these celebrations served as an opportunity not only to share the long legacy and history of Porsche, but also to convey the Faith in the future of this sports car marque in China.

Commencing in Beijing and closing in Shanghai, the celebrations for the Ten Year Anniversary have proclaimed that Porsche has come from one beginning to another, in the world's most dynamic automotive market. The past ten years have proved to be truly legendary: from sales of 27 units in 2002, to over 20,000 units in 2011, and this year recognising the 50,000<sup>th</sup> customer in China. The distinguished heritage and unique sports car culture of Porsche spread far and wide, and perhaps Shanghai, the economic powerhouse of China, serves as the epicentre.



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The coastal megalopolis saw some of the most exciting and significant moments during the past ten years of Porsche in China. In 2005, the Carrera GT super sports car was brought to Auto Shanghai, creating a sensation among the crowds unfamiliar with super sports cars. Two year later, again at Auto Shanghai, Porsche stunned the visitors with the Asia Premiere of the championship-winning RS Spyder race car. During this period, Shanghai started to play regular host to Porsche Carrera Cup Asia and Porsche World Roadshow, granting Chinese Porsche enthusiasts unique opportunities to not only feel the adrenaline-pumping action on the racetrack, but to also get behind the wheels of the entire Porsche model range.

These events helped promote motorsport culture across China and build the Porsche brand as the ultimate sports car for everyday use. More and more people – from Porsche enthusiasts to those with little

- 1 For the final celebration of 10 Years of Porsche China, more than 600 customers from Porsche Centres Shanghai Puxi and Shanghai Pudong were invited for a night to remember.
- 2 Hong Kong R&B singer, Alex Tu, joined celebrations for the night.
- 3 Reflecting on the Porsche journey in the city, Mr. Helmut Broeker, CEO of Porsche China, provided the welcome message.
- 4 The final stop for the "Made in Faith" Sculpture Tour.





TEN YEARS OF PORSCHE IN CHINA:  
A GREAT ACCOMPLISHMENT WORTHY  
OF A CELEBRATION OF LIGHTS ALONG  
THE HUANGPU RIVER.



Guests joined Mr. David Xiao, General Manager of Porsche Centre Shanghai Pudong, Mr. Tommy Zhao, General Manager of Porsche Centre Shanghai Puxi, and Mr. Helmut Broeker, CEO of Porsche China, to share a toast to the future of Porsche in China.

knowledge of cars – appreciate the classic design of the 911 and the elegance and power that come with it. The sporty Cayenne, of which a new generation was ushered into China in 2007, established itself as the paragon of SUV in the eyes of an ever-expanding community of enthusiasts; meanwhile, on the streets of the city, the Boxster and Cayman were also garnering an increasing number of second glances.

This stunning Porsche success took place in the midst of a colossal growth of China's automotive market, so when the new Panamera – a groundbreaking four-seat sports car – was to be released in 2009, Porsche decided the World Premiere had to take place in Shanghai. "We are always striving to improve the range of Porsche cars available to our Chinese enthusiasts, and our strong presence pays testament to that fact," said Mr. Helmut Broeker, CEO of Porsche China, reiterating the long-term commitment of Porsche to the China market.

Out of long-term considerations, Porsche China made another momentous move the following year, opening its new headquarters in Lujiazui, the thriving financial centre of Shanghai, to ensure that more comprehensive and effective services can be provided to Porsche customers around the country. Also housed in the facility is the first Porsche Centre operated directly by Porsche China, and the first port of call for innovative new strategies and customer initiatives.

And thus we arrived at a prestigious nightclub, high above the iconic Bund waterfront on Friday, 4 November 2011. The increasing popularity of Porsche was evident at the grand party in Shanghai, where a 911 sculpture from the "Made in Faith" Sculpture Tour filled with signatures and well-wishes from Porsche fans symbolised not only praise of past success, but also faith in the future of the car marque in China. Porsche will not let its supporters down. The new generation of 911 models is the latest evidence – and

the ground-breaking 918 Spyder, scheduled to be delivered in 2014, will bring the next sensation to the roads in China.

Ten years have passed since Porsche launched its first Centre in Beijing, leaving numerous glories in its rear-view mirror; but the past decade was just the beginning of the history of Porsche in China. As we look to the future, we have every reason to believe the next decade of Porsche will be even more successful. ●



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## EVENT REVIEW

## THE HEART OF PORSCHE IN THE HEART OF THE CAPITAL PORSCHE EXPERIENCE

*If you are living well in one of China's many thriving cities, you are likely to receive numerous invites to brand events for luxury products, be it watches, properties, designer fashions, or luxury cars.*

Text Li Qi

I recently had the memorable opportunity to visit Porsche Experience and was impressed that Porsche took an entirely unique approach. I arrived in Sanlitun, the heart of Beijing's most convenient upscale shopping district to seek out this unique destination. I am used to events that take over a bar or gallery for an evening to promote a product launch or some new foreign company seeking opportunities in Mainland China. But I was surprised to see that Porsche had its own storefront on two floors in this most premium of locations.

I got to visit the permanent exhibits on display, from some exciting replicas of the Porsche line of high performance sports cars, race cars and roadsters, to discovering that Porsche has been rapidly expanding in China for 10 years. I also learned about the history of the world's leading sports car marque over the last 60 years and about the heritage of founder Ferry Porsche. Interactive displays helped me understand the Porsche "Made in Faith" commitment by experiencing Porsche

and I was able to see firsthand the elegant and sporty Boxster and one of the ten produced 911 "10 Year Anniversary Edition" on display.

It was also a great place to meet other sports car enthusiasts. I met Li, a 41-year-old on vacation from Hefei, Anhui Province, who was encountering Porsche up close for the first time. He was impressed that the brand was here in Sanlitun. Then there was Ms. Zhang, a 36-year-old Beijing local who was shopping and wandered in to enjoy the excitement that Porsche had to offer. "I was just curious," she said. "I know the Porsche brand but I never knew there were so many models."

There was an air of excitement resonating from the corner near the stairs, where everyone's attention was on a raised dais and the pure white sheet of silk hiding the sleek, sharp lines of a sports car. There was an atmosphere of anticipation as speculation mounted as to the identity of the mystery vehicle. We all soon discovered: it was the

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new Porsche 911 Carrera S – the only one of its kind in China – here to be unveiled in Beijing. Only a few lucky souls at Auto Guangzhou had set eyes on this elusive car. It is not every day that the leader in racing and sports cars alike unveils a new generation of their most illustrious sports car.

I spoke to a family near me whose son had been enjoying a Porsche pedal car and was now navigating the interactive multimedia exhibits. The father Chen, 30, had ordered a Cayenne SUV for the combination of high quality and performance that Porsche offers even in a family vehicle. "I enjoy being invited to casual events like this while I wait for delivery of my own Porsche," he said. "It is great that it can include my family in this convenient location."

Chen's son said the exhibit was a lot of fun. "I knew dad was getting a Porsche but I had no idea of cars before," he added. "I am excited because I see that Porsche means speed."

I wandered over to the café area where there were refreshments and a table of fashionable young women in their mid-20s. They concurred that they were here to learn more information to find the right model for themselves to match their style since they knew that Porsche had a wide range of models. One had driven her mother's Cayenne but was not sure if she wanted an SUV, opting for a sportier model with an eye on the chic Boxster.

Meanwhile another Chen, 24, chimed in. "I purchase my cars based on my understanding of their brand and the history, and I learned a lot from this exhibition," he said. "I am planning to switch my current luxury car and I am now convinced to buy a Porsche."

Andy Wang, who worked at the event, noted that, "The exhibition is an effective way for people to know the details of the cars and to interact with the brand." He added, "We are lucky to be witnessing the unveiling of the new model here since some of the guests have

1 The Porsche Experience Centre in the Sanlitun district of Beijing awaits.

2 Faith ambassador, the 911 "10 Year Anniversary" sculpture presents well-wishes from Porsche enthusiasts.

3 Fun for all ages. Young Porsche fan enjoys a ride in a red Porsche pedal car.

4 The famous Porsche 356 Cabriolet owned by Mr. Hans Michael Jebsen, Chairman of the Jebsen Group, on display on the ground floor of Porsche Experience.

ordered it sight unseen." He regretfully noted that there was still only one in China so test drives remained off limits.

The excitement built to its peak as we gathered for the presentation and unveiling. A video introduced the features and had us on the edge of our seats by the time the hostesses lifted the silk from the new 911 Carrera S – a mix of classic race car lines and innovative new design features. While the guests got face to face with the newest member of the Porsche family, Mr. Wu, the event's emcee, shared his experience, "We have been here for three months as a continuing celebration of the 10<sup>th</sup> anniversary of Porsche in China with a different theme each month."

Wu estimates that in this central location, Porsche has had the chance to interact with the thousands of people that pass by each day. Porsche has clearly gone the extra mile by bringing this exhibit to Sanlitun and the people of China. ●



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- 1 Porsche Centre Shenyang is transformed into Word of Porsche through a series of fun activities.
- 2 Guests get behind the wheel of racing simulators to put their virtual driving skills to the test.
- 3 See yourself as a the next Porsche Carrera Cup Asia driver. Guests, young and old, get behind the suit cutout for a photo opportunity.
- 4 A true Porsche fan? Test out your knowledge of Porsche car models at the Shuffle Board by matching the model names to the cars.

## EVENT REVIEW

## WORLD OF PORSCHE AN OPEN HOUSE FOR THE KIDS AND THE KID IN YOU

*For some Porsche enthusiast, there are never enough events satisfy the passion for this most loved sports car marque. Following this year's Golden Week holiday in October, we were treated to an opportunity to experience up-close the cars, products, service, history and heritage of Porsche. The inaugural World of Porsche event was held across the entire network of Porsche Centres, open to the general public and with a simple goal: to introduce Porsche to everyone – from those new to the brand to hard-core fans, from kids to those young at heart.*

Text Anita Luu

*During the course of two days, Porsche Centres across China turned their showrooms into an open house event that included presentations, games, quizzes, demonstrations, and to top it off, a lucky draw to win prizes.*

### A SHOWROOM, A WORKSHOP, AN EXPERIENCE.

Staff introduced the guests to the various features of a range of car models, including the new addition to the Porsche family, the Panamera Turbo S. Learning about the cars is only the first way to truly experiencing what Porsche is about. One of its core values was presented at the Fitting Lounge, where Porsche Exclusive – a programme committed to building the car of your dreams – provided a wide array of customisation possibilities. In addition, the Tequipment display presented information about its large selection of performance enhancing options available. But the learning doesn't end there, as guests participated in games and quizzes to test out their knowledge of Porsche history and

classic car models. These games provided fun entertainment while introducing interesting facts about Porsche history and heritage.

The event also offered a unique chance to go behind the scenes to the Service Centre work bay, where, on any normal day, trained technicians perform maintenance and repair services using state-of-the-art technology and equipment. On this day, however, mechanics provided demonstrations and explained how to maximise car performance and safety through proper servicing. A living statue performer came to life and delighted participants – turning this work place into a performance hall.

The magic continued with a showcase of the spirit and passion of Porsche: motorsports. While adults got a chance to race on driving simulators, kids enjoyed driving their Porsche pedal cars at the Porsche Kids Driving School. Guests with golfing skills hit the greens in a mini-golf challenge and those

who seek creative outlet, participated in the dream car creation, where they envisioned their ideal sports car.

While Porsche Design Drivers' Selection products were available for purchase, some guests were lucky enough to win the draw and received these Porsche motorsport-inspired prizes. And while not everyone was lucky to win, everyone who participated in the event and collected stamps along the way, left with a Porsche gift in the end. Not to mention leaving with a better appreciation of the core values behind the Porsche brand.

Tommy Zhao, the General Manager of Porsche Centre Shanghai Puxi, said he was pleased to have this opportunity for the Porsche fans to have an in-depth experience of the brand essence of Porsche.

“Since the opening in 2003, Porsche Centre Shanghai Puxi has been supported by the community in Shanghai, and has been

especially warmly welcomed by the Shanghai consumers,” said Mr. Zhao. “By taking advantage of this event, we want to extend our gratitude to the community and further inspire beyond comparison, speed and passion in the hearts of local car fans with the Porsche sports car culture.”

Porsche has been connecting with sports car enthusiasts through various year-round events such as auto shows, social and charity gala events, golf tournaments, Fascination Porsche amongst many others. The latest effort towards this goal, World of Porsche, is yet another example of how the Porsche brand is reaching more people every year to take part in the ever-expanding Porsche community. ●



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EMPOWERING  
THE FUTURE

## THROUGH MOUNTAIN ROADS PORSCHE LEADS CHILDREN TO THEIR DREAMS

Text Huang Ning Photography Lei Gong

*Mountains isolate or invigorate you, depending on how you look at them. Growing up in a village deep in the mountains of Qingchuan County, Zhang Shan used to see mountains as a barrier, and without any regret, bade them farewell. But in the wake of the 2008 Sichuan Earthquake, a disaster that ravaged her hometown, she came back, and settled down for good as a teacher in Hongguang Primary School, returning again to live among the mountains. Recalling her story, her voice close to my ears, is almost drowned amidst the laughter of the children frolicking outside the classroom, through the windows of which, a magnificent view of the surrounding green hills is presented – not as a wall to trap dreams inside, but now as an invigorating natural beauty that readily cleanses the soul. So how did all the enthusiasm and happiness find their way into this once backwater place in her eyes? She has two words: Hope and Future.*

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It was in the spirit of these words that our Porsche Cayenne traversed, on a regular autumn day, the winding mountain roads to arrive at Hongguang Primary School. The welcome received was immediate and spontaneous, with children leaping and skipping towards the Cayenne, inundating us with eager looks as colourful books, basketballs, Ping-Pong bats and teaching materials were moved from the compartment of the car to a nearby classroom. “They just love reading these books,” speaking of her lovable students, Zhang had a constant smile on her face. “Before we opened our library, they came to me every day asking about them.”

Besides these resources, the Cayenne brought something more important to the education of the children – advanced teaching methodologies. As part of the Porsche “Empowering the Future” initiative, four specially-modified Cayenne SUVs were provided to UNICEF China at

the end of 2009 to serve as Mobile Educational Training and Resource Units, which would transport, on each of its visits like today, experienced resource teachers help village schools adopt innovative teaching techniques and improve the effectiveness of their work.

IT'S THE PROFESSIONAL ATTITUDE  
PORSCHE HAS TAKEN TOWARDS THE  
EDUCATION OF CHILDREN THAT  
MATTERS MOST.

“Our teachers used to do all the talking, and students all the listening,” said Yang Chunyu, Principal of the county Teacher Training Institute. “Under the coaching of the resource teachers, our teachers have learned to discuss and communicate with students on an equal footing. In this manner, students’ thoughts and apprehensions are opened to us, which is good for us to adapt our teachings accordingly. And on the part of students, they have become more

1 Specially modified Cayennes help delivery educational resources and transport experienced trainers to remote areas.

2 Kids from Hongguang Primary School light up as the new supplies arrive.



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confident in expressing themselves. They are now as happy and lively as any children."

The liveliness of the children, an indicator of psychological wellbeing, is indeed the most remarkable and significant change that the project has brought to these village schools in the past year. When the Cayenne first came to these village schools in 2009, children were more timid and shy about asking or answering questions in class. But having been taught with open-minded, easy-going, and more effective approaches, then animated by comic books and entertaining sports, they now not only volunteered to showcase their drawings and describe their dreams of future to us, but also treated our cameras to the most unrestrained aspect of their playfulness – making faces, somersaulting, and laughing.

As we set off towards our next destination, Louzixiang Primary School, an afternoon rain caught us and made driving on the

narrow, zigzag mountain roads even more challenging with the danger of slipping. Fortunately, our vehicle was the Cayenne, a car with unparalleled off-road ability, whether through tight corners or on slippery surfaces.

THROUGHOUT THE PROJECT, PORSCHE HAS BEEN CONSTANTLY WORKING WITH UNICEF TO ADAPT THE DESIGNS OF THE CARS TO BETTER MEET THE NEEDS OF THE PROJECT.

But our Cayenne was still more than that – it was exclusively modified in the Porsche factory in Germany, based on the needs of the project, with a range of enhanced features: specially imported tyres, a reinforced undercarriage to protect the suspension and engine from the damage of rocks and sticks, plus an additional rooftop storage compartment, just to name a few. A Cayenne model of these features can handle the strenuous tasks, day in and day out, in all weathers, transporting heavy loads of materials and

sometimes fragile electronics across more than 3,000 square kilometres of the mountainous Qingchuan County. "Our county is quite large, and village schools are scattered in all corners of the mountains, so it is a super demanding job for a car to carry resources and trainers every day," said Yang who guided us on the road.

But the commitment from Porsche to the future of children in these remote areas doesn't limit to the act of simply donating these cars to the effort. "It is far more than that," noted Ms. Lata Menon, Chief of Education and Child Development, UNICEF China. "It's the professional attitude Porsche has taken towards the education of children that matters most. Throughout the project, Porsche has been constantly working with us to adapt the designs of the cars to better meet the needs of the project."

Instances of continuous adaptation of the cars through the cooperation were indeed

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many. For example, at the early stage of the project, teaching resources like books, computers and projectors were amongst the most urgently needed. Therefore one of the backseats of the Cayenne cars were removed to increase storage space. However, as schools got better equipped in the course of time, priority was given to the resource teachers who could provide teaching demonstrations and give counsel on the spot. Consequently, as suggested by UNICEF and project counties, backseats were re-installed so that four resource teachers could be carried on each visit, increasing the efficiency of training.

Over and across another three mountains, we arrived at Louzixiang Primary School. Here we saw those innocent children's faces again, but this time, they were more bashful and reserved in conversation. "That's because our project reached this school only recently, while Hongguang has been involved for over a year. Obviously,

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kids here are less confident, but they'll get better," explained a resource teacher.

The contrast clearly revealed that positive changes can happen even in the mountains, and happiness and dreams of the children can return even after a tragic disaster. And it is to this end that Porsche "Empowering the Future" initiative will persist and expand. Two more Cayenne cars have been donated to serve as Mobile Educational Training and Resource Units in the remote areas in Yunnan, to help more underprivileged children grow up happily – and have the ability to pursue their dreams. ●

1 The Porsche Mobile Educational Training and Resource Units (METRU) programme, has helped bring educational resources and qualified instructors to 400 schools throughout Sichuan and Gansu Provinces, visiting 7,000 teachers and benefiting more than 110,000 students.

2, 4 Kids share their creativity on the recent field visit.

3 Excitedly awaiting the arrival of new stationary.



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Warming up on the driving range at the Luhuitou Golf Course in Sanya, Hainan.

## EVENT REVIEW

## EXHILARATING TROPICAL GOLFING CULMINATES PORSCHE GOLF CUP 2011

With the spectacular blue of the South China Sea on the horizon and the pleasing undulation of green hills nearby, Porsche owners who often enjoyed the thrills of speed, found themselves – club in hand, grass underfoot, breath peaceful – seeking composure and concentration in the China Final of the Porsche Golf Cup 2011. The prestigious Luhuitou Golf Club in Sanya provided the perfect backdrop.

This contest for the final titles of the first golf tournament exclusively designed for Porsche owners in China brought together the top three winners from each of the 15 qualifying tournaments organised by Porsche Centres in 12 cities across China from April to September. Between these top-notch amateur golfers, competition was real – some of them might initially come for the much famed tropical delights of Sanya, but once they got on the turf, the little white ball became their sole focus.

Text Huang Ning Photography Eric Leleu

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Winners of the Porsche Golf Cup 2011 China Finals share the stage with Hong Kong movie star, Mr. Michael Miu, Mr. Helmut Broeker, CEO of Porsche China and Mr. Carsten Balmes, Director Marketing.

“We are not professionals, but the organisation of the tournament was professional on every level, and that had an impact on everyone, making them quite serious about every single shot,” commented Mr. Zhang Hongkang, a Cayenne owner from Porsche Centre Beijing Chang’An. Despite the ten-year golfing experience under his belt and a score of trophies on display at home, he was extremely impressed with the process of the whole tournament, especially in terms of fairness and hospitality. “Integrity was lacking in many so-called customer-only golf tournaments operated by other marques, where pros could often be spotted, making the competition unfair,” he said. “But this tournament is truly for us Porsche owners, with very strict verification of each participant’s identity.”

Thanks to that professionalism, Porsche owners with common interests were able to share their unbridled love of the tournament. On the beautiful Luhuitou golf course, boasting gorgeous natural views, peace of mind was not too far away at every relaxed stroke. In between holes, a deep bond was beginning to form over the exchange of golf skills and Porsche driving pleasures – causing many participants to regret not having met each other earlier. It is true that at the China Final, everyone was, more or less, coveting the laurels, but since golf is a sport innately immune to hostile confrontation, scenes like the applauding of a good strike by

fellow competitors or cheering up the troubled ones were frequently seen throughout the tournament. Ms. Jenny Wu, a Cayenne Turbo owner from Porsche Centre Shanghai Puxi, was one who received encouragement from opponents in the same group. “When I hit a bad shot, a girl also from Shanghai would advise me, jokingly, ‘Don’t be too aggressive, Jenny, be calm as a cucumber,’” she laughed heartily, recollecting the moment. “I called her ‘my mentor’ since then, and naturally, we became good friends.”

WE ARE NOT PROFESSIONALS, BUT THE ORGANISATION OF THE TOURNAMENT WAS PROFESSIONAL ON EVERY LEVEL

Adding to the euphoria of meeting kindred spirits when golfing by the sea was the challenge of the exacting greens at Luhuitou. As experienced as all the finalists were, the formidable greens of Luhuitou were unanimously declared to be “super fast” by the golfers. Almost slippery like a mirror, the greens boasted a speed as fast as some of the finest golf courses in the world. Mr. Zhang noted that mistakes that were only subtle elsewhere would be magnified on the greens of Luhuitou.

It was challenging to play on the greens, and no less so to make it onto the greens in the first place – with a wind blowing at a velocity of over 10 metres per second on the day, a drive against it towards the greens would probably fly off on a tangent and land shorter

than usual. “At a par-four, 440-yard hole, I made four strokes before landing it on the greens,” said Mr. Zhang of the difficulty. However, as an avid challenge seeker, he has since then put Luhuitou on the top of his list of favourite golf courses.

Ms. Wu agreed with his ranking decision, but for a different reason. “The view is so beautiful, and most importantly, unlike other golf courses in China, the design of it ingeniously incorporates the surrounding nature.” Also etched in the participants’ memory of the tournament was the unparalleled hospitality of Porsche, which was “warm” in triple repetition according to Ms. Wu. And that wasn’t only extended to the players, but also to their companions on the trip, who were allowed the unique chance to experience the thrills on the course, or alternatively a trip out to sea, or to the duty-free shopping nearby. “It was extremely thoughtful of Porsche,” said Mr. Zhang. “They really understand the needs of us players who are a long way from home.” The immaculate service once again demonstrates that Porsche is committed to bringing to the enthusiasts not only the ultimate sports cars, but also the ultimate lifestyle experiences.

After a day of close competition and superior sportsmanship, Mr. Zhang won the title in Men’s Gross, along with the novelty prizes for nearest-to-the-pin and longest drive, while Ms. Wu was crowned the champion of the Ladies’ Net. They will be joining Mr. Zhu Fan, winner of Men’s Net, to represent China at the international Porsche Nations Trophy at Tegernseer Golf Club, near Munich, in June 2012.

“I never did swing training, but I do now. I am approaching my fifties and may not be as able as those thirty-something players, but when I step on the course with elite golfers from all around the world, I want to show them that a man of my age can play in style.” Mr. Zhang expects next year’s tournament with a touch of jocosity characteristic of a Beijinger. Like Ms. Wu, he is not aiming at the title, yet neither of them did before winning the China Final. So, it probably won’t be too big a surprise if they go to the international final with a light heart, and come back with a heavy trophy. ●





Travellers enjoy the scenic drive through the Alpine mountain passes.



Charming German countryside offers the perfect drive.

#### PORSCHE TRAVEL CLUB

## A JOURNEY IN STYLE DISCOVER GERMANY WITH PORSCHE TRAVEL CLUB

*Two things make for a good journey: breathtaking scenery and the right travelling companions. Yet, there can be a third element which promises to uplift it from good to fantastic: travelling in a state-of-the-art Porsche.*

Text Huang Ning

All these pleasures are packed into one with the Porsche Travel Club. For the first time in 2012, the Porsche Travel Club is now taking exclusive Chinese groups to explore the remarkable beauties of Germany.

The six-day trip covering one of the most interesting routes in southern Germany provided Chinese travellers with exhilarating drives on meandering country roads and long stretches of motorway, as well as occasional stops for impressive natural and historical attractions.

The excitement for the entire journey was already set on the first day, with a visit to Zuffenhausen – the hometown of Porsche – where after lunching at the exclusive restaurant Christophorus, travellers had a unique chance to visit the Porsche Museum. Presented with so many famed historical Porsche models, one traveller, Mr. Lu from Nanjing, was itching to take one of them out for a spin.

He was duly rewarded on the following days, when the travellers drove their Porsche cars on the road to Baden-Baden and through the Black Forest Ridgeway while soaking up the pastoral views of Germany. “There’s something to the place that you don’t see very often in the countryside of China, so natural and beautiful,” exclaims Ms. Yin from Chongqing. Admirations like this were reiterated at the exclusive Bayerischer Hof in Lindau, where the panoramic Alpine view was savoured at Lake Constance.

The next highlight was the legendary fairytale Neuschwanstein Castle built by King Ludwig II, allowing our Chinese visitors an insight into the royal life and architecture of Germany in the 19<sup>th</sup> century. On the sixth day, the exciting trip wrapped up with a tour in the Bavarian capital, Munich, but many travellers were simply not in the mood to leave. “Two more days, that’s all we ask for!” Mr. Lu expressed the wish for all.

A truly memorable journey has ended, but more will be coming in 2012 as Porsche Travel Club has already prepared for travel-minded Porsche owners a series of international and domestic tours. Each tour will feature the recipe that has made Porsche Travel Club famous around the world: travel pleasures from behind the wheel of one of the world’s greatest automotives.

Join the Porsche Travel Club and other fellow Porsche enthusiasts on the upcoming year’s tours by contacting your Porsche Centre. Porsche Travel Club will take care of your visa and driving license, and translators will be available to assist you – all you need is to pack up and head for one of the most breathtaking journeys imaginable. ●

#### TOUR EUROPE WITH PORSCHE TRAVEL CLUB IN 2012

##### SOUTH GERMANY TOUR 16 – 21 MAY, 2012

For those who missed out on the first tour, this is a good chance to experience first hand the luring beauty of Germany.

##### ANDALUSIA TOUR 5 – 10 JUNE, 2012

Home of the flamenco dance, Andalusia is one of the most sought-after destinations in the world due to its Mediterranean climate, fine sandy beaches along its magnificent shore and passionate Spanish culture. The tour features a spectacular drive through the Sierra de Grazalema Natural Park and the “white villages” of Andalusia, as well as a visit to the historical city of Seville.

##### ALPINE-SWITZERLAND TOUR 9 – 14 JULY, 2012

The heaven for Porsche enthusiasts who like a challenge, the Alpine-Switzerland tour offers a unique chance to travel in a Porsche through exciting twists and turns and over thrilling mountain passes, such as the Albulapass. You will be able to explore the rugged charm and unspoilt scenery of the Alps, as well as famed destinations such as St. Moritz and Meran.

FOR MORE INFORMATION, PLEASE VISIT  
[WWW.PORSCHE.CN/TRAVELCLUB](http://WWW.PORSCHE.CN/TRAVELCLUB)

ALSO FEEL FREE TO CONTACT US  
PERSONALLY AT +86 10 85198931





TOP 10 COLE FLOWER ATTRACTIONS IN CHINA		
Destination	Blooming Period	
1 Hanzhong, Shaanxi	Late March – Late April	
2 Xinghua, Jiangsu	Early March – Mid April	
3 Jinmen, Hubei	Early March – Mid April	
4 Luoping, Yunnan	February – March	
5 Tongnan, Chongqing	Late February – Late March	
6 Menyuan, Qinghai	Late July – Mid August	
7 Ruian, Zhengjiang	Late March – April	
8 Fengxian, Shanghai	April	
9 Wuyuan, Jiangxi	Late February – Mid April	
10 Guiding, Guizhou	March – April	

CULTURE & HEALTH

## AMONG COLE FLOWERS YOU'LL KNOW NATURE'S FIRST GREEN IS TRULY GOLD

*Cole flowers, planted as a crop, are among the humblest in the kingdom of flowers, whether judged by their origin or appearance. But unassuming as they are, those slender golden petals, when united in myriads, are capable of phenomenal magnificence. Every year as the warm east wind ushers in the spring season in China, a spectacle of cole flowers begins to unroll, bit by bit, like an enormous canvas painting, over the vast plains and across the valleys. This is an image well preserved in the collective childhood memory of many Chinese, and this spring, why not explore a world of sunshine and butterflies, by taking a trip to some of the most beautiful sceneries of cole flowers.*

Text Huang Ning Photography © Lan Yin/IMAGEMORE Co., Ltd./Gettyimages

### LUOPING GOLDEN PARADISE



Between the late February and early April every year, Luoping, located at the east corner of Yunnan (in Chinese, the south of clouds), sees the blossoming of thousands of acres of cole flowers, treating visitors to a golden paradise brimming with refreshing fragrance.

A point of vantage to appreciate the flowers in Luoping is at the top of the Jinji Hill, with the best hour just before the sunrise. Climbing to the peak of the Hill in the early morning, you'll find the endless stretches of plantation caressed by gauzy fog in patches and wisps; on the horizon, vaguely visible, scattered like bamboo shoots, stand those peculiar karst hills, while the villages, brooks and country roads are all merged into the sea of cole flowers.

Travellers who fancy roads less trodden may go all the way north, to a place called Niujie. Unlike the flat terrain surrounding the Jinji Hill, here land ripples and undulates, with terraced fields of cole flowers spiralling upwards like a cluster of gigantic golden conch shells. Separated here and there by ponds smooth and glossy as glass, other crops like wheat and vegetables also grow in these conch-shell fields, weaving through the splendours of gold with strips of bracing green.

### WUYUAN IN HISTORY, FLOWERS BLOOM



Boasting what some say is “the most beautiful countryside in China”, Wuyuan, Jiangxi, has made it onto stamps with its signature architectures of Hui School dotted among fields of cole flowers, an image that may have best captured the impressions that most Chinese have of their childhood hometowns.

Steeped in hundreds of years of history, Wuyuan has an archaic air about it that can be found in ancient Chinese landscape paintings, and its cole flowers are also infected with this singularity.

These yellow beauties enchant you everywhere: Wangkou, a picturesque village hemmed in by water on three sides; Licun, where a rustic flavour can be felt; Moon Bay with its crescent islets. Yet the essence of Wuyuan – the beauty of beauties – can only be found in Jiangling, where history is told by the old mail roads paved with bluestone slates, stone arc bridges, and quiet lanes connecting hamlets strewn in a vast expanse of cole flower fields. The temptation of playing among these waist-high flowers becomes irresistible to anyone who seeks an escape from the rigidity of the cities. So step back into the old times – just remember not to trample.

### XINGHUA FARMLAND ON WATER



Admiring cole flowers when boating – a pleasure only found in Xinghua, Jiangsu, where hundreds of patches of farmlands, raised on a lake like small islets – attract thousands of visitors every spring. It is said that these farmlands were created more than 700 hundred years ago, when local farmers dug mud from the water and pile it up in it for farming.

During the blooming season of cole flowers, these golden islets, together with the sparkling irrigation canals in-between and the blue sky above, make a heavenly picture. Rowing a boat in the maze of the flowers, greeted by whiffs of intoxicating scent in the gentle breeze, one will be heartily thankful for the wonderful gifts brought by spring.

In your Porsche, embracing the charm of the cole flowers this spring season, is a pleasure there for the taking. Expore the flower fields and sniff the scent of the spring – indulge in this pleasure – it might be hard to put down the magazine for now, but rest assured you will be able to enjoy it better, on the open road.







This new addition to the Porsche Centre network is dedicated to serving the needs of this emerging north eastern region with a rich automotive history of its own.

## NEWS

## PORSCHE SEEKS NORTHERN EXPOSURE

### OPENING OF PORSCHE CENTRE CHANGCHUN

*The opening of the Porsche Centre Changchun did not only mark the fourth Porsche Centre in Northeast China and the first in Jilin Province. As the first 4S Centre in the Northeast, it raises the bar for Porsche across the region.*

*Porsche Centre Changchun expands the network and greatly enhances the marque's ability to deliver the full range of premium cars and outstanding customer care throughout the Northeast.*

Porsche enthusiasts know that the superb performance and handling, combined with unrivalled safety and comfort features, ensure that every Porsche creation can help them endure the cold and the extreme driving challenges of northern winters. The highest level of maintenance and service from highly-trained professionals will ensure that Porsche owners enjoy safe winter driving and reliable performance in every season.

"We have been eager for a very long time to open a 4S Porsche Centre in Changchun – we're very excited the day has finally arrived," said Mr. Helmut Broeker, CEO of Porsche China. "Today only marks the beginning of a long road ahead for Porsche China as we strengthen and expand our services for our loyal customers in Northeast China."

Mr. Broeker was joined by representatives of the Changchun government, investment partners from the Wuhan Kangshun Auto

Sales & Service Group, and members of the media on 15 November at this gala event. Also on hand was the new flagship of the Panamera range, the Panamera Turbo S. More than 120 VIPs attended this exciting and highly anticipated event in the 6,000+ square-metre complex that unites high-design elements with understated elegance, creating the typically Porsche experience that is appreciated around the world. ●

*Porsche Centre Changchun  
No. 4058 Changshen Road,  
New Economic and Technological  
Development District  
130013 Changchun  
Telephone: +86 431 8598 0911*



Mrs. Xianrong Wang, Chairman of Xiamen C&D Corporation Limited receives gift from Mr. Helmut Broeker as congratulations to Porsche Centre Nanning.

## NEWS

## PARTNERSHIP SPEEDS GROWTH

### OPENING OF PORSCHE CENTRE NANNING

*As Porsche China commemorates its 10<sup>th</sup> year of service to sports car enthusiasts across China, it has opened its 38<sup>th</sup> Porsche Centre in China with the inauguration of Porsche Centre Nanning, the first location in South-eastern China's Guangxi Province.*

Porsche has made a firm commitment to develop a national network that will not only offer the full range of premium Porsche automobiles, but also deliver the exceptional customer care that is globally synonymous with the Porsche brand. To meet this unprecedented demand of the thriving community of Chinese sports car lovers, Porsche joined hands with investment partner Xiamen C&D, Inc. for their fifth opening of a new Porsche Centre.

In a thriving city long-noted as one of China's greenest, efficiency and design aesthetics, as well as performance are in demand – and the 3,000 square-metre complex certainly delivers. The 4S showroom and a 1,580 square-metre After Sales service centre provides state-of-the-art service capacity.

"I am very proud to lead the team that opens the first Porsche Centre in Nanning and Guangxi", said Mr. Ben Wang, General Manager of the Porsche Centre Nanning.

"I look forward to creating a home in Nanning for the Porsche owners and enthusiasts of Guangxi."

At the opening ceremony of Porsche Centre Nanning on 18 November, more than 200 VIP guests gathered to experience the latest state-of-the-art addition to the Porsche China network and view Porsche's newly-launched Panamera Turbo S. Mr. Wang joined Mr. Helmut Broeker, Chief Executive Officer of Porsche China, representatives of the Nanning government, executives from Xiamen C&D, Inc., and members of the media at this exciting and elegant event to enjoy a series of performances that highlighted the traditional culture of the Zhuang ethnic minority native to the region. ●

*Porsche Centre Nanning  
No.11 Nanzhan Avenue,  
Jiangnan District  
530031 Nanning  
Telephone: +86 771 5898 911*





A new addition to the network of Porsche Centres. Porsche Centre Wuhan Guanggu becomes the 39<sup>th</sup> Centre in Mainland China.

## NEWS

# BUILDING CENTRAL STRENGTH

## OPENING OF PORSCHE CENTRE WUHAN GUANGGU

*Just five years after Porsche opened its first Porsche Centre in the very centre of China, Wuhan, the brand has responded to overwhelming demand and crossed the Yangtze to open its newest location in the thriving commercial and cultural district of Hongshan, which will offer greater convenience to sports car enthusiasts across Hubei Province.*

This new addition to the Porsche network in Central China greatly enhances the marque's ability to deliver increased customer convenience in 2012 and beyond, while also offering the full range of premium cars to the region. This new Porsche Centre brings the national total to 39.

The Grand Opening of the Porsche Centre Wuhan Guanggu, which will extend the hallmark personalised care that customers have come to associate with the Porsche brand, featured the 911 Turbo S "Edition 918 Spyder", a 911 special-edition in advance of the much anticipated 918 Spyder, and highlighting the on-going efforts of Porsche to build exciting new models that push the limits of performance and efficiency.

"I am very proud to lead the team overseeing both Porsche Centre Wuhan Guanggu and Wuhan Panlong," said Ms. Amy Li, General Manager of the Porsche Centre Wuhan Guanggu and Wuhan Panlong. "At this new

home for the Porsche owners and enthusiasts of this city, I look forward to continuing to provide the same superior Porsche experience they have received since 2006." Porsche Centre Wuhan Guanggu will be managed by new Branch Manager, Ms. Carol Wang.

This gala event, which was held in the 1,038 square-metre showroom, hosted investors from the Wuhan Kangshun Auto Service Co. Ltd., members of the media and Mr. Helmut Broecker, Chief Executive Officer of Porsche China, along with Porsche owners, for a total of over 150 VIP guests at this exciting Porsche event. ●

*Porsche Centre Wuhan Guanggu  
No. 159 Minzu Road, Zisong Fengshang  
International Plaza, Hongshan District,  
430074 Wuhan  
Telephone: +86 27 81888 911*