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OCTOBER
NOVEMBER
2012

CHRISTOPHORUS

DRIVE TO EXCELLENCE

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LIFE TAKES ON A WHOLE NEW MEANING



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A momentary pause before unleashing the new 911 onto the next leg of the route in Dongguan.



DRIVE TO
EXCELLENCE

BEHIND THE WHEEL OF A PORSCHE LIFE TAKES ON A WHOLE NEW MEANING

Occasionally, life presents an opportunity to experience something truly unique which captures one's spirit like nothing else.

Text David Pandt

This is the experience one encounters when getting behind the wheel of a Porsche for the very first time.

The Porsche Drive to Excellence programme presents a privileged opportunity for those considering their first Porsche, giving them a chance to drive the perfect sports car and decide which model is right for them. Launched in 2007, the programme has gone from strength to strength, making Porsche believers out of sports car enthusiasts from around the world.

Drive to Excellence allows individuals to indulge in the pleasure of driving various Porsche models through a combination of different road conditions. Whether it is on twisted urban roads, exhilarating motorways or along scenic routes outside of the city, participants get the opportunity to fully test drive their Porsche of choice. The event is run over three days,

with each driving programme lasting half a day. The programme gives drivers the enjoyment of putting various models through their paces while also receiving safety, handling and skills tips as well as product information from certified Porsche driving instructors.

This innovative test-drive event is available at every Porsche Centre across China. Through spring and summer, hundreds of Porsche enthusiasts have taken advantage of the Drive to Excellence programme, relishing every moment of their Porsche experience, many on the way to becoming a new Porsche owner.

More than just a series of driving encounters in day-to-day situations, Drive to Excellence also represents a unique opportunity for Porsche enthusiasts to mingle and share the vision of a Porsche lifestyle. To enhance the Drive to Excellence ex-

perience, many Porsche Centres creatively add social ice-breaking activities and lucky draw prize giveaways to their standard programme.

“Last year we began offering a women's only section to Drive to Excellence,” says Alina Chen, Marketing Manager of Porsche Centre Xiamen. “Being a coastal city, we've provided a sailing event as well as spa treatments. Essentially, in addition to driving luxury Porsche models, we want women to further experience the Porsche lifestyle, one of great privilege and pleasure.”

The programme also introduced last year an opportunity to take the various Porsche models out on the road at night. The ‘Night Drive’ excursions allow customers to weave in and out of the illuminated urban nightlife of various cities. The wholly unique chance of



An iconic pit stop along the route – Guangzhou Opera House.

experiencing Porsche in a totally new light has proven to be extremely popular.

While not only giving the opportunity to participants to test drive their model of choice on different routes, this programme also allows customers to test the car that they are interested in buying, with the aim of providing a deeper insight into its characteristics and performance abilities. With the assistance of the driving instructors on hand, the programme provides the perfect platform for customers to clarify any queries they may have about the configuration, performance or handling of the car.

Whether cruising in a Boxster or Cayman, marvelling at the all-round capabilities of the Cayenne or Panamera, or taking the wheel of the legendary 911, the relaxed yet highly informative atmosphere of the Drive to Excellence experience offers the perfect environment to reflect on the all important decision of which Porsche will make one's dream come true. ●

If you would like to take part in this programme or would like to receive further information, please contact your nearest Porsche Centre or visit our website, www.porsche.cn/drivetoexcellence

With its outstanding statistics displayed at either side of the stand, the Panamera GTS is the centre of attention at the show and undoubtedly the sportiest member of the Panamera family.



Exclusive to the Panamera GTS, the Carmine Red coat emphasises the vibrant sportiness of the car.



EVENT REVIEW

PANAMERA GTS A LAUNCH IN PERFECTION

Following its premier to Chinese audiences at the Auto China 2012 in April of this year, the new Panamera GTS was officially introduced to sports car enthusiasts at Porsche Centres in June.

Text Andrea Scarlattelli

A special “Panamera Weekend” event held in June welcomed this newest addition to the unique range of four-door sports cars.

A total of 37 Porsche Centres joined forces to display the full range of the Panamera family, with the main highlight being on the Panamera GTS. Guests mingled with other Porsche enthusiasts while learning about the increased power and performance that the newest edition of the Panamera family has to offer. Introducing the GTS model to a crowd of people who appreciate exceptional performance was exciting enough, but giving them the opportunity to take the Panamera model for a spin around the test track was downright exhilarating.

Helen Fang, the Marketing Manager of Porsche Center Hangzhou Binjiang, saw firsthand the crowd’s reaction to the speed and sportiness of the new model.

“Customers were really impressed by both the design and the performance of the model,” she says. “They think the exterior design and colour are fashionable, and the interior is remarkably detailed and luxurious.” But it is not just the car’s looks that attract adventurous drivers. Ms. Feng also points out that with its horsepower second only to the turbo models, and its practical four-door design and exceptional value for money, the Panamera GTS offers the perfect overall package.

All the Panamera models, in fact, have been proving themselves extremely popular ever since the initial Panamera premiere in April of 2009. So why have Panamera models proven to be so attractive to those who have taken interest in luxury cars? Ms. Fang rests her theory on their enduring popularity, “I think it’s because of the model’s great combination of fashion and practicality, paired with trust of a

renowned brand. The Panamera represents the perfect balance of personality and reputation that results in amazing customer feedback.”

It is this positive customer feedback that helps keep the Panamera model in such high demand. Designed as a more exciting and higher performing model than other typical luxury four-door sedans, the Panamera line is well known for its low-to-the-ground positioning, minimalistic interior design and smoothly sleek front, shoulders, and rear – all of which are classic Porsche traits – making the Panamera line a truly unique four-door sports car. The GTS takes these details and tweaks them, resulting in an even sportier design. This brand new addition sits even 10 mm lower to the ground, giving it a firm grip on the road and a classic sports car feel. In addition, the introduction of a unique interior that melds

both leather and Alcantara together, leads to an unparalleled height of beauty, elegance and function.

GTS, the newest addition to the Panamera series, is the long sought-after blend of exceptional performance and sleek sportiness combined in one thrilling car that can either be taken for a spin on a race track or for a quick trip to the grocery store. ●

On the way to Munich from Elmau. The breath-taking scenery is definitely one of the highlights of the Alpine tour.



The new 911 fully release their power as customers take them onto the open road.



An encounter with the charming European culture heritage.



Serene villages breeze past like a moving picture along the scenic Alpine route.



PORSCHE TRAVEL CLUB

SOAKING UP THE SPLENDOUR OF AN ALPINE SUMMER

The Alps is the longest mountain range in Europe and is famed for its magnificent snow-capped mountains in winter.

Text Huang Ning

Few of us have explored it in summer, when its unspoiled ruggedness is laid bare under an azure coloured sky, with slopes of forests in full foliage and studded with different varieties of flowers. Fewer have even had the chance to appreciate the gorgeous scenery behind the wheel of the world's best sports cars, where sightseeing is made even more dynamic and exhilarating.

This kind of unique travel experience was enjoyed this July by a group of Chinese Porsche enthusiasts, as the Porsche Travel Club China took them on a greatly anticipated Alpine tour, which not only unveiled the lesser-known charms of the Alps, but also led them to some of the most delightful holiday destinations along the way.

Leaving Ludwigsburg near Stuttgart, the tour began with a combination of quiet, winding country roads and motorway

through the famed Black Forest. The pure power of the new 911 cars was fully unleashed as they explored the mountainous roads. Stepping on the gas, the guests navigated the open road with the greatest ease, along which the serenity of German villages offered a refreshing treat to the eyes.

Across the German border into Switzerland, the group made a night stopover at Zurich to discover its attractions, before heading towards St. Moritz, a cosy, quaint town nestled in the Alpine mountains. The view became more and more spectacular for guests as they zipped past a chain of tranquil deep blue lakes. When they drew near to the renowned Kempinski Grand Hotel des Bains at St. Moritz, the lofty Alpine mountains were well in sight.

The entirety of the next day was spent driving through a series of twists and turns and over mountain passes. With

swift, fluid gearshifts of the new 911, the guests indulged themselves in this natural playground, gliding effortlessly on the meandering and undulating road to the top of a hill, where an expansive, breath-taking view prompted everyone to reach for their cameras. This stretch of the route, which runs its course across four different countries, starting from Switzerland via Italy and Austria and at last back to Germany, brought great satisfaction to all guests, most of whom were still under its spell when dining and resting at the Schloss Elmau Luxury Spa & Cultural Hideaway, a secluded resort sitting in a valley all by itself.

A short drive on the morning of the fourth day to Munich led to the end of the Alpine driving experience, but the tour was not over yet. Having soaked up the sensational natural beauties of the Alps, a leisurely visit to the cultural sites

and shopping malls at the Bavarian capital proved to be a perfect ending.

Before boarding the flight home, many guests expressed their reluctance to leave and their wish to join other tours offered by the Porsche Travel Club China. Indeed, this is not the first time a similar desire was voiced, and it certainly won't be the last as more thrilling trips are being planned in Europe and China. Different scenarios, same excitement: Porsche Driving Experience. ●

If you wish to join one of the next Porsche Travel Club groups, please ask your preferred Porsche Centre for more information or simply visit our website: www.porsche.cn/travelclub

A day to remember. Contestants stand together for a group shot before the tee off.



EVENT REVIEW

PORSCHE GOLF CUP 2012 SET TO CROWN ITS CHINA CHAMPIONS

Winners from the qualifying tournaments will advance into the China Final this October for the ultimate award.

Text David Pandt



After launching this year's competition on 20 April at the beautiful Anji King Valley Country Club in Hangzhou, the Porsche Golf Cup 2012 qualifying tournaments concluded on 28 September at Taihu Golf Course in the scenic city of Suzhou. A professionally organized series of amateur tournaments, the Porsche Golf Cup is an event tailored to Porsche customers only who share a passion for the sports car marque and the game of golf.

The Porsche Golf Cup is an unforgettable event for Porsche customers who are also serious golf enthusiasts. Through participation in these qualifying tournaments, Porsche customers can continue to enjoy the game that they love, while also meeting and competing against other Porsche enthusiasts with similar aspirations. The Porsche Golf Cup showcases the Porsche lifestyle and demonstrates how the marque represents much more than its

Participants take a quick snapshot in front of the Hole-in-One prize, a black Cayman, in Xiamen.



high-performance cars—Porsche epitomises excellence, style, technology and distinction.

This year, from April through to September, the Porsche Golf Cup has welcomed numerous Porsche customers from around China to compete in 21 qualifying tournaments held in 18 cities, all home to Porsche Centres. The category winners from each individual Porsche Golf Cup tournament will advance to the China Final, which will be held in Sanya from 25 to 27 October.

Last year, our China Final winners were invited to the Nations Trophy, an international tournament which brings together similar category Porsche Golf Cup winners from Italy, Switzerland, Germany and China, in what serves as a unique event embodying the Porsche commitment to excellence. This event marked the first year of participation by China, where

our customers Mr. Zhu Fan, Ms. Jenny Wu and Mr. Zhang Hongkang came away winning the Nations Trophy Team Net Championship.

In addition to hosting the Porsche Golf Cup for its customers this year, Porsche will be the official vehicle sponsor of the Mission Hills World Celebrity Pro-Am, which will be held from 18 to 21 October 2012 at the scenic Mission Hills resort on Hainan Island. Running over three days, this prestigious golfing championship unites entertainment, luxury, charity and golf in one single event. Mission Hills will welcome world famous celebrities from the sports and entertainment world to play alongside some of the biggest names in golf.

As the official partner of this exclusive event, Porsche will invite 12 selected Porsche enthusiasts who will have the

unique opportunity to play on one of the world's best golf courses and meet some of their lifetime icons. Furthermore, Porsche will invite additional Porsche customers, giving them the opportunity to mingle with sports and entertainment celebrities while watching the highest quality of golf. This partnership represents a once in a lifetime opportunity for our Porsche customers to team up with renowned celebrities and golf stars.

In our next issue of Christophorus, we will give you a recap of the Porsche Golf Cup 2012 China Final along with this year's winners.

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欲知详情，请致电 400-820-6789 或登录 WWW.HONMA.HK 查询。

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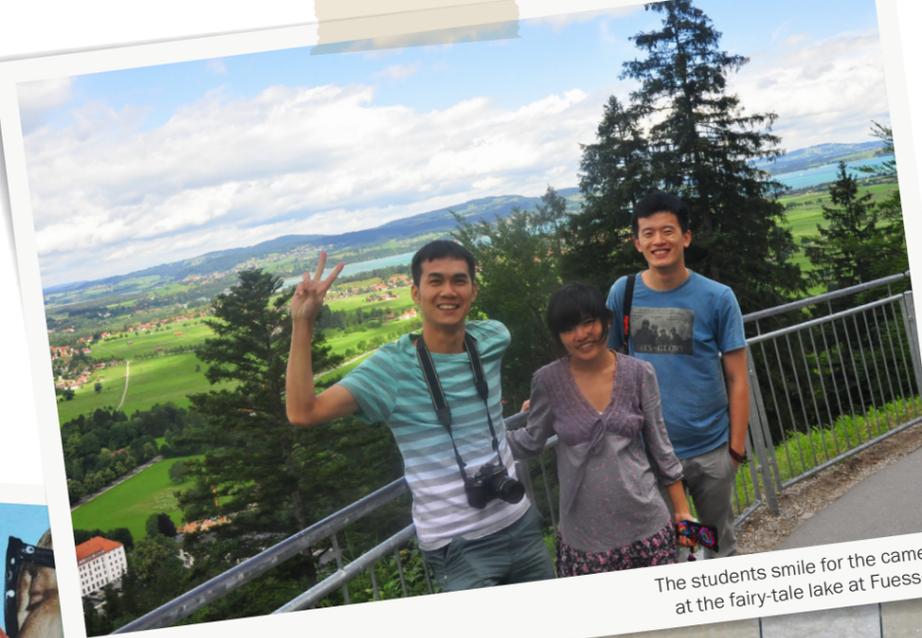
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Cong Xuming, Yan Meiru, and Li Cheng (from left to right) stand next to the classic 356 at the grand entrance of the Porsche Museum.



Cong Xuming in front of the Berlin Wall.



The students smile for the camera at the fairy-tale lake at Fuessen.



Li Cheng in front of the Neue Pinakothek art museum in Munich.

EVENT REVIEW

GERMAN ART TOUR ENLIGHTENS YOUNG CHINESE TALENTS

Excitement, admiration and ecstasy – are some of the sentiments that Porsche arouses in so many car enthusiasts.

Text Huang Ning

These feelings were also strongly felt in the hearts of Li Cheng, Yan Meiru and Cong Xuming, when they found themselves faced with the works from some of their art icons – the original masterpieces of Van Gogh, Edouard Manet, Camille Pissarro and their likes, in the famous galleries and museums in Germany.

Sponsored by Porsche as an award to the top three winners of the 2011 Porsche “Empowering the Future” Art Contest, a week-long art trip to Germany this July not only brought once-in-a-lifetime inspirations to the three talented students from Sichuan Fine Arts Institute, but also opened their eyes to the splendid diversity of a foreign culture.

“It’s truly a privilege to be there and observe those great paintings in detail. They’re so real, unimaginably real, that I can even feel the move of the paint brushes.”

says Yan, the second-place winner in the contest, who was thrilled to have achieved new insight into these paintings.

In addition to the enlightening, awe-inspiring visits to a host of highly acclaimed art museums, the journey also made stops at Munich, Fuessen, Stuttgart and Berlin, introducing the three young artists to some of the most remarkable German cultural heritages, such as the Neuschwanstein Castle and the Brandenburg Gate. “I was so impressed with these examples of such a historic culture. For a moment I was seized with the impulse to put them on canvas!” says Cong, his voice vibrating with excitement.

Another thought-provoking stop on their itinerary was the Porsche Museum, where they all marvelled at the illustrious history of the sports car marque and the ingenious creativity that goes into every one of its

masterpieces. “Porsche is more than just a car maker. It stands for a spirit, bold and uncompromising,” top-prize winner Li expresses his genuine admiration without reserve, to which Yan agrees – “Those cars are definitely state-of-the-art creations. Their perfect combination of tradition and innovation inspires me a lot.”

Illuminated by what they saw and experienced on their German tour, Li, Yan and Cong have all found new perspectives in their understanding of art and life itself, which, according to them, will be a profound enrichment to their future work and provide them with important guidance in their artistic pursuit. And that is exactly the aim of the social commitment of Porsche – to facilitate the education of young Chinese talents and offer them more opportunities to fulfil their dreams. This effort continues with the 2012 “Empowering the Future” Art Contest

which is already well under way, further offering more students the benefit of this programme.

Also under the Porsche “Empowering the Future” initiative is the Mobile Educational and Training Resource Units (METRU) programme, which is implemented with the ongoing joint efforts of Porsche China and UNICEF to improve access to quality education in remote areas of Sichuan, Gansu and Yunnan Provinces. Launched in 2009, METRU has reached 435 schools in these regions and provided training and teaching resources to 7,800 teachers and 117,000 students over the past three years. This year, the corporate social responsibilities of Porsche are further expanded with a new collaboration with UNICEF on the Integrated Early China Development (IECD) – a programme which aims to provide care and assistance

in the lives of mothers and their children under the age of three in rural areas.

Having entered the China market for more than a decade, Porsche is now committed more than ever to the welfare of Chinese youths. By facilitating and fostering their growth through various initiatives, Porsche hopes its efforts can support, encourage and inspire these future generations to fulfil their dreams and ambitions in life. ●



IN THE SPOTLIGHT

BENJAMIN ROUGET PERFECTION THROUGH PRUDENCE AND PASSION

When Benjamin Rouget left Formula Renault 2.0 Asia in 2010 for GT series in his homeland in France, it certainly wasn't a farewell to his racing career in Asia.

Text Huang Ning
Photography Lei Gong

Porsche Carrera Cup Asia was established in 2003 and is the longest running and most professional international one make racing series in Asia. Equipped with an international field of drivers, it has a record grid for 3 years in a row and is part of F1 in Shanghai and Singapore.

Now after two years, he's back again in Asia where motorsport is fledging fast and furious, and competing in the region's premier racing championship – the Porsche Carrera Cup Asia.

He returned to the Asian arena with a new collaboration with Team Yongda Dongfang, which, founded earlier this year by Porsche dealer Yongda Group, was set to enter the 2012 Porsche Carrera Cup Asia. "They were looking for a competent driver, and I just finished the Porsche Carrera Cup France and was keen to come back, so Porsche put us in contact with each other." Outstanding driving skills and impeccable professionalism helped him win out in a 4-lap, 20-minute try out over four other contestants, and henceforth his quest for a title in the Porsche Carrera Cup Asia as a driver of Team Yongda Dongfang begun.

Despite needing a few races to adapt himself to the car before getting into his groove, Rouget succeeded in earning precious points in each of the first four rounds – an achievement he attributes mainly to his cautious, mistake-free strategy. "This is the most competitive racing series in Asia. With the largest grid ever, this year happens to be the most competitive one in its history," Rouget states, with obvious excitement in his voice. "And if I want to keep up with the best in the league, it is paramount that I steer away from any mistakes on the racetrack."

Prudence is good, but in a world where adrenaline overflows and time is split in milliseconds, it can never be practiced without the utmost concentration and lightning fast reaction on the driver's part. It is with these valuable assets and through daily strenuous exercise that Rouget manages to maintain a sterling performance in one race after another. His most thrilling moment came in Round 3 at Zhuhai International Circuit, when he, by a most agile move and stroke of luck, avoided a dramatic accident at the first turn that involved almost half the field, and eventually took his first podium finish in the series.

However, in Round 5 at the Ordos International Circuit in Inner Mongolia, his fortune took a turn for the worse, as an unexpected engine belt problem forced him to retire after five laps and consequently placed him at the 27th to start in the next round. Under such circumstances, it seemed he was bound to experience another zero-point race and slip down from the top five on the leaderboard.

This time, his engineer came to the rescue. Jean Pierre Bechu, who has worked with Rouget over the last two years and is specially enlisted by Team Yongda Dongfang as his ally, happens to be a former pilot and a wizard in forecasting weather changes. He predicted that the rainfall before the race would stop presently and with the heat and dryness typical of the region, the tarmac would dry up in no time. So Rouget accepted his advice, though not without some apprehension, to start with a set of old tyres for the race, while all other 27 competitors went with new ones. "It's a big gamble. But I trusted him and trusted his instincts," says Rouget. And the trust paid off, as it did clear up shortly and the old tyres gave Rouget an enormous edge over other drivers. He finished seventh in Round 6, a remarkable feat considering he had overtaken 20 cars within just about 20 minutes of the race.

After six rounds of red-hot competition, Rouget ranked fourth on the overall standings in his debut year in the championship. "My goal this year is to get fully adapted and finish Top 3, which I've no doubt I can achieve," he says confidently, his eyes lit up with fiery passion. "Next year, I will definitely be fighting for the title." And for us motorsport enthusiasts, his ambition can mean only one thing – more adrenaline-pumping struggles and sensational moments to expect in the upcoming races of Porsche Carrera Cup Asia. ●

CULTURE & HEALTH

BALLET IN THE SPOTLIGHT AT THE CHINA SHANGHAI INTERNATIONAL ARTS FESTIVAL

Porsche-sponsored Stuttgart Ballet comes to Shanghai.

Text Huang Ning



The Stuttgart Ballet is world renowned for its strong classical performances and elegant style which certainly befits the Porsche brand through precision, quality and tradition. Launched under the banner “premium meets premium” earlier this year, the collaboration between Porsche AG and the Stuttgart Ballet demonstrates a clear shared ethos through their powerful, dynamic aesthetics, behind which lies a great deal of technology. Through this close partnership, Porsche aims to bring the enchanting and sophisticated world of ballet closer to its customers.

Performing during this year’s International Art Festival, the Stuttgart Ballet is coming to Shanghai on their China tour. The company’s first visit to China was back in the 1980s when all their performances were sold out to raving reviews. Having formed a long-term partnership with Porsche AG at the beginning of this year, Porsche China is the proud sponsor of the company’s ingenious rendering of the classic *Lady of the Camellias*, being premiered on 3 November at the Shanghai Grand Theatre.

With outstanding technical skills and a stylistically broad repertoire, the company has nurtured some of the finest and most influential choreographers of the second half of the 20th century. Reid Anderson, the group’s current artistic director, has won numerous awards in the field, most notably, the German Dance Prize and Director of the Year in 2006.

As the exclusive sponsor of the Stuttgart Ballet’s performance, Porsche is inviting its loyal customers to attend the premier of the *Lady of the Camellias*. In a night to remember, Porsche customers will not only have access to VIP seats to watch this incredible choreography of aesthetics and dynamics, but will also have the opportunity to meet and mingle with the performers during the press conference and the after show reception exclusively hosted by Porsche. ●

A PERSISTENT GROWTH IN CHINA PORSCHE CELEBRATES RECENT OPENINGS

Guests join Mr. Helmut Broeker, CEO of Porsche China, to celebrate the opening of Porsche Centre Lanzhou.



Mr. Helmut Broeker congratulates Mr. Victor Zhang, General Manager of Porsche Centre Tangshan on the opening of the new Centre.



PORSCHE EXPANDS ITS NETWORK WITH THE 44TH CENTRE IN LANZHOU

Lanzhou proudly played host to the opening of the 44th Porsche Centre in China and established Porsche as the first premium automaker in Gansu province.

Lanzhou, a historically revered gateway to the west, offers a unique position allowing Porsche to operate across a much larger landscape. At the opening ceremony, guests explored the new showroom and After Sales facilities, after which they enjoyed musical performances from the region’s local traditional culture in a night that honoured the new and exciting future of Porsche in China’s far west region.

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PORSCHE CENTRE TANGSHAN JOINS THE GROWING NETWORK IN CHINA

Unremitting in its development across China, Porsche has now opened its first centre in Hebei province. On 17 July, the 45th Centre in the Mainland opened in Tangshan.

A significant industrial and railway hub throughout modern Chinese history. At the opening ceremony, Porsche showcased the new Panamera GTS, highlighting its on-going efforts in China to deliver its superior combination of exciting new models. The opening exemplifies the world-class customer service and premium cars Porsche is committed to delivering.

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Mr. Helmut Broeker congratulates the General Manager Mr. Zhang Wei on the opening of the new Porsche Centre in Hohhot.



A toast to celebrate the expansion of Porsche Centre Hong Kong's flagship showroom and the launch of the stunning new Boxster S.



INNER MONGOLIA LAUNCHES

PORSCHE CENTRE
IN HOHHOT

Continuing its strong growth momentum in Northern China, Porsche launched its second Porsche Centre in Inner Mongolia on 23 August.

Now the 46th Porsche facility nationwide, the new Centre houses a state-of-the-art showroom and an After Sales service centre that covers 7,600 square-metres. The capital of Inner Mongolia, Hohhot is renowned for its strong investment environment and rapidly growing economy that are matched equally by its rich and diverse cultural heritage. As Porsche continues to redouble its efforts to keep pace with China's growth over the next several years, the city's combination of a booming economy and culture makes it a fitting new home for Porsche. As always, the marque remains committed to bringing its winning combination of world-class customer service and premium cars closer to all its loyal customers.

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PORSCHE CENTRE HONG KONG CELEBRATES FLAGSHIP SHOWROOM EXPANSION

Porsche Centre Hong Kong celebrated a newly expanded showroom that occupies over 8,000 square foot of ground, which is more than double its previous size.

"We now have an even more comfortable and comprehensively equipped facility in which to deliver the best Porsche experience to our customers," said General Manager Derek Tong. The expanded showroom facilitates the presentation of more Porsche models including the new streamlined and more powerful Boxster, which also made its local debut at the expansion ceremony.

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