

# 360 | PORSCHE CHINA

FEBRUARY  
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2013

CHRISTOPHORUS

## 50 YEARS & COUNTING



### 02 | COVER STORY

*After 50 years, the 911 still captures the hearts of car enthusiasts.*

### 06 | AUTO GUANGZHOU 2012

*Porsche showcases the World Premiere of the Panamera Platinum Edition and Asia Premiere of the 911 Carrera 4.*

### 010 | PORSCHE CARRERA CUP ASIA 2012

*Champions claimed for the ever competitive 2012 season of Porsche Carrera Cup Asia.*

# 50 YEARS & COUNTING

*As Porsche celebrates 50 years of the 911, Porsche China treasures its 10 years with the icon.*

Starting in 1963 with its debut at the Frankfurt Motor Show, the 911 has been gracing the open roads with its engineering excellence for the past 50 years. Throughout its history, this iconic model has embraced every evolving technology without losing a sense of its true identity. Despite its numerous innovations, it has remained a timeless and classic icon, with its distinctive silhouette that has been kept purely intact, and unmistakable features that have sailed through the past five decades. With its intangible charm, its unsurpassable physique and its incredible heritage stemming all the way to the 7th generation, the 911 is truly unique. For more than ten years, the 911 has undergone its own incredible journey in Mainland China, captivating a multitude of Porsche enthusiasts, and continuing to realise countless childhood dreams of owning this classic masterpiece. As Porsche continues its journey in China, it will continue to pave the way with its core identity - the iconic 911.

Text Alexandra Chalmer

“Every 911 is the very embodiment of Porsche identity, of both our past and our future.”

– Mr. Helmut Broeker,  
CEO of Porsche China

“I have driven many cars, but none of them give me as much pleasure as a 911. It is so user friendly, and offers a truly superb driving experience while also remaining perfect for daily use.”

–Patrick Chou , CEO of Betterlife

“Style is really about respecting classic designs that have passed the test of time. These timeless elements are always found in my work. Like the elegance of the 911 engine and the headlights in my 964.”

–Ron So , Owner of a 964

“It is as pure as a sports car can ever get. The Porsche 911 makes me feel liberated and full of energy. My life is definitely more interesting thanks to everything that comes with it.”

–Dong Zhongda , Owner of a 911 Carrera S



“Every time I drive it, I feel the car and my body are in perfect harmony. It’s like a natural extension of my physical being .

The 911 is the only love that I’ve hungered for since childhood. It is so beautiful, incomparably beautiful, that I was under its spell at first glance.”

– Zhao Xiaobing, Owner of a 911 Carrera S

“Porsche is not just a car, it’s a whole universe and philosophy. When you look at the 356, it is an icon of what Porsche stands for and is the root of what later became the Porsche 911.”

– Hans Michael Jebsen, Chairman of Jebsen & Co.

“I am very impressed with its elegant exterior and interior, and it’s more than meets the eye. This car accelerates from 0 to 100 km/h in just 3.3 seconds, a remarkable feat unrivalled by any other model. And it’s also evidently unparalleled in terms of historic value.”

– Mr. Guo, Owner of the 911 “10 Year Anniversary” Edition

“I like to cruise at night along the road by the river. The 911 Carrera 4 GTS gives me a feeling of freedom and ease, which is hard to find from other cars.”

– Yu Minjia, Owner of a 911 Carrera 4 GTS

“I drove all the way to the roads near the airport where the traffic was lighter, which was perfect for testing what the 911 is capable of.”

– Han Qimeng, Owner of a 911 GT3





PORSCHE



Porsche proudly presents a fine display of its latest models at Auto Guangzhou 2012.



#### EVENT REVIEW

## PORSCHE TAKES CENTRE STAGE AT AUTO GUANGZHOU 2012

*Deemed as one of China's most prestigious auto shows, Auto Guangzhou 2012 displayed another scintillating collection of automotive products as it celebrated its 10<sup>th</sup> anniversary. The exhibition took place in Guangzhou from 22 November to 2 December.*

**Text** Jason Miles  
**Photograph** Lei Gong

*As a major event on the calendars of car devotees, it drew in over half a million automobile enthusiasts eager to lay eyes on the latest innovations from car manufacturers around the world.*

Porsche was at the forefront of the spectacle, with 12 models hot off the assembly line. While all cars on display were certainly worthy of praise, the star of the show was undoubtedly the new Panamera Platinum Edition. Making its world debut at the exhibition, it triumphantly exuded the perfect harmony between customisation and innovative engineering both inside and out. With selected design features in Platinum Silver, this new model promises to lend prominence to individuality and distinctive style. Complementing its sleek appearance, the new Panamera also comes with extensive upgrades such as Bi-xenon headlights, Power Steering Plus and 19-inch Panamera turbo wheels.

The World Premiere of the Panamera Platinum Edition and Asia Premiere of the 911 Carrera 4 attracted a lot of cameras and attention.



The Panamera Platinum Edition is fitted with a 3.6-litre naturally aspirated V6 engine which produces 300 hp and 400 Nm of torque. Achieving a perfect balance between performance and efficiency, the Panamera sprints from 0 to 100 km/h in 6.3 seconds and reaches a top speed of 259 km/h. In every aspect of the new Panamera, one fact is clear: Performance, polished.

The 911 Carrera 4 also made its Asian debut at the exhibition. This new generation of the all-wheel drive 911 exemplifies innovative achievements in design. Whilst the sleek silhouette remains unmistakable, new features such as the rear red light strip connecting the two taillights ensure that the new 911 continues to stand out from the crowd. Like the Panamera Platinum, all Coupé and Cabriolet versions of the 911 Carrera 4 boast a winning combination of high performance with fuel efficiency, which is even more prominent with a weight

reduction of 65 kg. The 911 Carrera 4S Coupé, for instance, produces 400 hp and can sprint from 0 to 100 km/h in 4.3 seconds with its 3.8-litre rear-mounted boxer engine and reach a top speed of 297 km/h. In contrast, the average fuel consumption remains impressively low at 9.1 l/100 km.

Also making a special appearance was the Porsche Carrera Cup Asia 911 GT3 Cup, one of 28 cars that raced in the exclusive one-make championship just one week prior to the show. In addition, Porsche showcased the Boxster and Boxster S, the Cayenne and Cayenne GTS as well as the Panamera GTS and Panamera S Hybrid, further highlighting its constant commitment to engineering perfection and innovative designs.

“We are very excited to hold the World Premiere of the Panamera Platinum Edition

here at this year’s Auto Guangzhou,” said Mr. Helmut Broeker, CEO of Porsche China, “We are confident that this new Panamera will prove to be as big a success as the entire series has been for us in China. We look forward to maintaining the trend by continuing to offer our loyal customers exciting new products and the convenient service of more and more Porsche Centres nationwide with our consistently superior customer care.”

By all accounts, the exhibition was a roaring success for both the marque and its enthusiasts. The diverse lineup demonstrated a timeless combination of sports car engineering with every-day practicality: a duality which has again and again placed Porsche in the top tier of automobile manufacturers. ●



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至善而臻

## 全新 Panamera Platinum Edition

源于梦想而不朽，达于至善而不息。

全新保时捷 Panamera Platinum Edition 以独特铂银色细节与专享标准配置，  
让完美境界再度升华。

信仰志造  
MADE IN FAITH



PORSCHE



Tension builds up as the final showdown starts.



#### EVENT REVIEW

## THE 2012 PORSCHE CARRERA CUP ASIA FINALE FUELLING MOTORSPORT PASSION

**Text** Huang Ning  
**Photograph** Lei Gong

*The milestone tenth season of the Porsche Carrera Cup Asia has concluded with an electrifying finale at the Shanghai International Circuit from 9 to 11 November, which saw the crowning of new Overall and Class B champions.*

Alexandre Imperatori, the PICC Team StarChase talent who had landed six victories in the previous nine races, clinched the Overall championship title after LKM Racing Team's Keita Sawa, the defending champion and one of his archrivals, failed to take pole position in the qualifying session to keep his championship aspiration alive. Although thrilled with the result, the ever aggressive and victory-hungry Swiss vowed not to stop pushing himself. "It's good to know it is safe and secure but now the focus is on the race. This afternoon it will be about maximum attack, and it will be the same tomorrow. We are determined to

finish the season here with good results. So as far as winning the championship goes, the celebrations will have to wait until tomorrow." Propelled by his strong determination, Imperatori raced on to win out in the final round, finishing his season in spectacular style.

In round 10, Martin Ragginger of Team Eagle – Jiejun & Junbaojie notched up his second victory of the season as he prevailed over the pole-sitter Rodolfo Avila by a margin of 1.595 seconds. Third across the line after the 12-lap thriller was Budweiser Team StarChase's talent Ho-Pin Tung who took his third podium on his debut season.

In the final battle for championship, Sawa crossed the finishing line second right after Imperatori to secure the runner-up position in the final standings, while immediately behind him to finish

Rodolfe Avila, driver of Team Jebson, charged hard at the final round for a spot on the podium.



the race was Zhang Dasheng of Team Basetex, the ambitious 20-year-old Chinese driver who has been garnering increasing support from local motorsport fans since taking part in the series for the first time this year.

On the overall scoreboard, Imperatori clinched the title, 44 points ahead of Sawa, with Avila moving up the leaderboard to third. Ragginger managed to secure the fourth place at the overall rank, with a 3 points lead over the seasonal newcomer Ho-Ping Tung.

In Class B, despite a lackluster 15<sup>th</sup> place finish in Round 10, Modena Motorsports' Wayne Shen managed to grab the title by finishing third in the last race, concluding the season 26 points clear of on-track rival Francis Tjia of Open Road Racing. An unlucky final race saw series newcomer Egidio Perfetti,

who had been in championship contention when coming to Shanghai, drop down to third in the final standings.

Held as part of the inaugural Sports Car Champions Festival, the spectacular season finale was graced by Porsche AG executives, whose presence highlighted the growing importance and popularity of motorsports within the Chinese market.

"When Porsche China took over the organisation of the Porsche Carrera Cup Asia at the end of 2010, we were pleased to welcome a new era for the series, and we are committing all available resources to building a strong racing culture across China," commented Mr. Mueller, President and Chief Executive Officer of Porsche AG. As evidence of this pledge, the Porsche Carrera Cup Asia delivered an outstanding 2012 season, which scaled to new heights for Asian

motorsports with its most prestigious and entry ever, the addition of series partner Budweiser, with the largest number of teams and drivers joining the series, including racing aces making guest appearances in each race.

The 2012 Porsche Carrera Cup Asia boasted a phenomenal season which spanned the entire Asian region and ran in partnership with Formula 1 in Shanghai and Singapore. Throughout the season, a myriad of sensational moments on the racetrack were witnessed and enjoyed by millions of Asian motorsport enthusiasts. To the delight of local Chinese fans, Chinese Mainland drivers started to make their mark in the series, most notably Zhang Dasheng of Team Basetex and Wang Jianwei of Team Betterlife, both of whom made it to the Top Ten in the final standings and took the podium twice and once respectively. And of

Mr. Matthias Mueller, Porsche AG President and Chief Executive Officer, 2012 Season Champion Alexandre Imperatori, Mr. Helmut Broeker, CEO of Porsche China, second place winner Keita Sawa, and third place winner Rodolfo Avila, pose for a celebration shot.



#### A NEW CHAPTER IN CELEBRATION OF SPORTS CAR CULTURE

The festive mood was evident in the air at the Shanghai International Circuit, as the inaugural Sports Car Champions Festival celebrated the sports car culture with six of the world's most exciting car marques, including Porsche, Audi, Bentley, Bugatti and Lamborghini and Volkswagen.

Held from 9 to 11 November, the three-day event was highlighted by the season finales of four manufacturers' one-make series, namely, the Porsche Carrera Cup Asia, the Lamborghini Blancpain Super Trofeo, the Audi R8 LMS Cup and the Volkswagen Scirocco R-Cup. Thousands of spectators from Shanghai and across the country were kept constantly on their feet as they embraced the unique opportunity to experience the adrenaline-pumping intensity of the sensational on-track actions.

Off the track there were also a variety of interactive and informative activities to delight the guests, such as vintage sports car exhibitions, stunt motor shows by major event sponsor Ducati, and the Sports Car Trophy – a competition among gentleman drivers.

The Sports Car Champions Festival has opened a new chapter for the emerging sports car market in China, and spread the sporting spirit among Chinese enthusiasts.

course, Rose Tang of Team C&D, who entered the series in 2011 as the first female driver since the start of the series.

Packed with both emerging and established talents, the 2012 Porsche Carrera Cup Asia has been widely acclaimed as the most competitive season yet. And plans have already been well advanced to ensure the championship further strengthens its reputation as the region's premium one-make racing series.

"As we mark a decade as Asian motorsports pioneers in 2013, we look forward to a field of outstanding drivers and a prestigious calendar to match," Mr. Helmut Broeker, CEO of Porsche China, revealed during the Porsche Carrera Cup Asia gala prize giving. "I am delighted to announce that we have three Formula 1 support races on the provisional calendar: Malaysia, Shanghai and the glittering

Singapore Grand Prix. In addition, the Porsche Carrera Cup Asia will support two rounds of the Asian Le Mans Series, including a round at a new race track in South Korea, and a round of the China Touring Car Championship before ending the season here at the Shanghai International Circuit again in 2013."

The action-packed 2012 season not only leaves unforgettable memories for hard-core followers, but also whets their appetite for even more thrills and excitement next year. As the Porsche Carrera Cup Asia celebrates its tenth anniversary in 2013, more red-hot competition will be in place to fuel the passion of an ever increasing community of motorsports fans. ●

## EVENT REVIEW

# A UNIQUE ADVENTURE INTO YUNNAN

*Envision cruising along one of the most well known routes in China – the Silk Road. Instead of traversing mountain ranges and open roads on a camel, however, you are taking in the sights and sounds of historic Yunnan Province in distinct modern style – behind the wheel of a Porsche. A group of driving aficionados embarked on this exciting adventure in October with Porsche Travel Club China.*

**Text** Ronni Rowland  
**Photograph** Mark Gong





A snap shot at the longest golf course in the world.



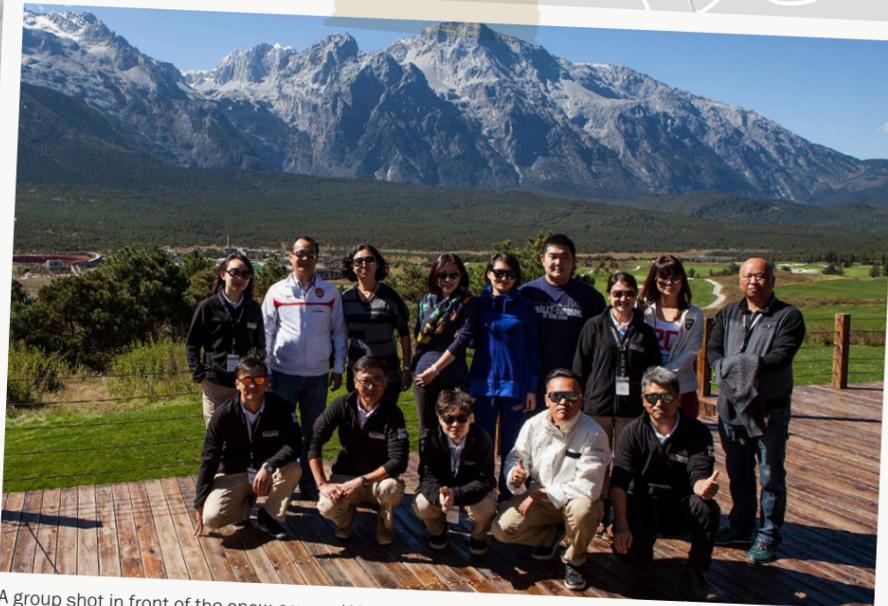
Pure driving pleasure on the road.



Participants enjoyed some afternoon walks around the Shuhe ancient village.



Yunnan is full of minority charm.



A group shot in front of the snow-covered Yulong Snow Mountain.

After a highly successful driving tour to Inner Mongolia, Porsche Travel Club set off to Yunnan Province in the southwest of China, where skilled instructors led avid Porsche fans on a four-day tour, driving the fabulous Cayenne through scenic mountain ranges and vibrant ancient villages.

Upon arrival in beautiful Tengchong, guests were greeted by the Porsche team and guided to the luxurious five-star Tengchong International Golf Resort Hotel. After enjoying a lovely welcome dinner, guests visited nearby natural hot springs for a relaxing soak.

The tour started with a breath-taking drive through the winding roads of the Gaoligong Mountains in the region's north-western highlands. The twists and turns of the scenic mountain passes enabled drivers to experience the smooth handling and unrivalled performance when driving

a Cayenne on the open road. After arriving in the ancient city of Dali, a highlight of the tour was staying in the area's finest boutique hotel, the Gurong Hotel. Ideally located, this hotel offers spectacular mountain views.

The second day of the tour steered the Porsche enthusiasts north to Lijiang, a beautiful Naxi minority town known for its traditional Chinese architecture and flowing canals and waterways. After checking into the stylish Hotel Pullman Lijiang Resort and Spa, some customers took pleasure in the hotel's exquisite services and panoramic views while others visited nearby ancient villages, such as Shuhe and Dayan. Ending the day at the hotel's well-appointed Mandara SPA was a delightful treat.

On the morning of the final day, customers enjoyed their free time by further exploring

Lijiang at their own pace, sampling the local culinary specialties and browsing colourful markets. In the afternoon, the group drove in high style to the magnificent Yulong Snow Mountain area, where they were graced with a panoramic view of mountainous beauty. The snow-covered mountains provided a dazzling backdrop for snapping photos and spending a relaxed afternoon with travel companions.

Just as the first China tour drew raving reviews from participants, the Yunnan tour also received incredibly positive feedback. Porsche Travel Club prides itself on its professionally organised tours which are customised for the unique pleasure of Porsche customers. What better way to enjoy breath-taking sceneries than from behind the wheel of one of the world's best sports cars.

If you missed out on the first two China

tours, you will have more exciting opportunities to join the Porsche Travel Club in 2013. Next year's trip to Yunnan holds an especially exciting surprise: an added trip to the enchanting landscapes and villages of Shangri-La. The domestic excursions will also be expanded to five tours due to the enormous popularity among fans, giving Porsche lovers more chances to drive splendid cars in stunning locations throughout China.

For further information on our next Porsche Travel Club tours in 2013 please visit: [www.porsche.cn/travelclub](http://www.porsche.cn/travelclub) or simply visit your preferred Porsche Centre. ●



Posing with the Cayenne GTS.



## EVENT REVIEW

## DELVE DEEP INTO THE WORLD OF PORSCHE

*On 13 and 14 October, World of Porsche once again opened its doors to its enthusiasts in Porsche Centres across China. A fascinating array of models were displayed, including the newest additions from the league, the Cayenne GTS.*

Text Miranda Mao

*Exclusive demonstrations from the Porsche Exclusive & Tequipment Team introduced guests to the endless possibilities on how to customise their own Porsche. For those who had already sampled the pleasures of driving a Porsche on the open road and were eager to take their driving skills to the next level, introductions to the numerous driving opportunities were on offer – driving a Porsche of your choice on exotic landscapes with Porsche Travel Club, honing your driving skills on the race track with the Porsche Sport Driving School, or even on snow and ice with Porsche Snow Force.*

Other informative and entertaining activities, such as the Porsche jigsaw, puzzles and quizzes, unveiled the legendary glories of the car marque to those yearning to discover more. There was also a huge array of fun activities for the younger Porsche enthusiasts. At Porsche Kids

Driving School, the Porsche pedal cars offered hours of fun, which inspired younger participants to illustrate their dream Porsche on paper.

The World of Porsche offered a fun weekend out for everyone, both newcomers and hardcore fans, young and old. ●



## EVENT REVIEW

## PORSCHE AND GOLF UNITED IN STYLE

*Porsche aims to give its clients unforgettable experiences – both on and off the road. As part of this commitment, Porsche hosted the Porsche Golf Cup 2012 China Final and teamed up with the Mission Hills Group to sponsor the 2012 World Celebrity Pro-Am.*

**Text** Sophie Friedman  
**Photograph** Lei Gong

A group shot for the finalists to memorise a day of fun under challenging weather conditions.



### Porsche Golf Cup 2012 China Final Crowns its Champions

Beginning in April, the Porsche Golf Cup 2012 saw over 2,000 participants tee off on the green at 21 tournaments across China. Sixty-three qualifying tournament players won their category and the right to represent their Porsche Centre at the China Final, held between 26 to 28 October. This prestigious event brought Porsche customers south to beautiful Sanya on the Island of Hainan.

Started in 2011, this year marked the second successful year of the Porsche Golf Cup. Exclusively tailored for Porsche customers, this tournament offers the unique opportunity to not only play on some of China's best golf courses, but also take part in an elite social event with other participants that shared similar aspirations in life.

At the China Final, participants enjoyed a weekend of relaxation, camaraderie and exclusive Porsche hospitality. Players were joined by distinguished guests, sponsors and celebrities, including Hong Kong actor and golf enthusiast Mr. Michael Wong. The level of play during this tournament was truly remarkable, especially given the challenging weather conditions. With blistering winds and torrential rain, participants braved the weather, determined to claim the championship titles and ultimately represent China at the Porsche Nations Trophy in Montreux, Switzerland in May 2013.

Culminating an extraordinary day of golf, in the Men's Gross category, Mr. Zhao Jianzhi of Porsche Centre Shanghai Pudong was named Champion; Mr. Hu Senjiang, representing Porsche Centre Dongguan, came in as Men's Net Champion, and Mrs. Liu Caihong, also of Porsche Centre

Dongguan, was crowned Women's Net Champion.

As the winners from this year's Porsche Golf Cup China Final will team up again this coming May, they will have much to accomplish as did last year's Chinese representatives. It would be a fantastic feat to claim the Nations Trophy for a second time and bring it back home to China. We wish them another successful victory on the green at Montreux in 2013.

### Porsche Sponsors the Mission Hills 2012 World Celebrity Pro-Am

*Taking place in October, the Porsche sponsored 2012 Mission Hills World Celebrity Pro-Am proved to be the perfect reflection of the Porsche lifestyle, which exudes precision, freedom and strong sporting spirit. This exclusive event was Porsche China's first venture into an international professional golf sponsorship following the very*

The prize for the challenging hole -in-one on the golf course - the 911 Carrera Cabriolet.



successful Porsche Golf Cup which commenced in 2011.

Bringing together world-renowned celebrities and elite golfers for an action packed weekend, VIP Porsche customers were able to hit the green not only with fellow Porsche drivers, but with some of their biggest icons and international names in golf and entertainment. Held from 19 to 21 October, the world-famed competition took place on the prestigious Blackstone golf course in Haikou. As the tournament's only vehicle sponsor, the star studded event saw select Porsche customers swinging alongside the likes of Michael Phelps and homegrown superstar Yao Ming as well as golf pros like four-time PGA Tour-winner Matt Kuchar.

The Celebrity Pro-Am tournament consisted of 24 teams – each team including one celebrity, one professional golfer, and two

amateur players. Each team played for the kudos of outscoring the other 23 teams. The lucky winner who conquered the challenging 15th hole in a hole-in-one had the opportunity to win a new 911 Carrera Cabriolet, sponsored by Porsche China. Renowned for its legendary combination of innovation and design and with its timeless Porsche heritage, this iconic model is a fitting reward for such a challenging hole.

This exclusive event offered 12 VIP Porsche guests, invited by their local Porsche Centres, the unique opportunity to not only play alongside celebrities and truly great professional golfers, but also hone their skills on the golf course at the 'Golf Clinic'. In addition to fully indulging themselves into their true sporting spirit, participants and distinguished guests enjoyed an exclusively tailored weekend filled with black tie dinners, a star-

studded red carpeted event and an endless choice of relaxation options at one of China's most select golf resorts.

Adding an extra final touch to the exclusivity of this event, a few select VIP guests were able to privately view the latest super sports car from Porsche – the 918 Spyder. This latest Porsche edition is set to start its production in September 2013.

Current Players Champion Matt Kuchar wrapped up victory in the professional individual competition with a scintillating round of 66. He also teamed up with Oscar-nominated actor Andy Garcia to win the team championship, while famous Chinese actor, Wang Zhiwen, claimed the title for the celebrity individual category.

This incredible golfing event not only served as a loyalty programme for our Porsche customers, but also as a remarkable week-

Basketball superstar Yao Ming stands with the iconic Porsche 911.



end filled with golf, entertainment and goodwill, with all proceeds raised going to two designated charities: The Yao Ming Foundation and the United Nations Children's Fund (UNICEF)

Golf continues to be enormously popular in China, specifically with Porsche customers. Golf advocates a sense of timelessness, style and precision, synergies which are reflected by Porsche. We look forward to many more victories with the next round of tournaments planned in 2013. ●

## EVENT REVIEW

## TRADITION AND PERFECTION

*Porsche China exclusively sponsors the Stuttgart Ballet's premiere performance in Shanghai.*

**Text** Alexandra Chalmer  
**Photography** Lei Gong



Stuttgart Ballet Principal Dancer, Mr. Marijn Rademaker (second from right), Ms. Seong Jin (third from right) take a shot with Mr. Christian Dau, Porsche AG's Director of Corporate Social Responsibility (first from left) and Mr. Helmut Broeker (first from right), Chief Executive Officer of Porsche China after the show.



*Precision, performance and tradition – these are some of the values shared by both the art of Ballet and a Porsche.* In January 2012, Porsche AG forged a long-term partnership with the Stuttgart Ballet. To commemorate the joining of the two renowned corporations, the Stuttgart Ballet showcased its latest innovation, “The Ladies of the Camellias”, to over 1000 guests, with the notable presence of over 600 VIP Porsche guests, on their premiere night at the Shanghai Grand Theatre on 3 November.

In an exclusive evening of elegant entertainment for the marque's loyal customers, Porsche VIP guests were guided up the red-carpeted entrance of the Shanghai Grand Theatre, where they were welcomed with a Porsche gift bag and VIP reception before the performance commenced. The evening marked the Stuttgart Ballet's first appearance in China since the two organisations

announced their partnership. Launched under the banner "premium meets premium", this collaboration between Porsche AG and the Stuttgart Ballet provided the perfect opportunity to bring the enchanting and sophisticated world of ballet to more Porsche customers in Shanghai and surrounding areas.

When all guests were comfortably seated, the lights dimmed and the stage curtains lifted to unveil a Parisian setting, where the tragic tale between two lovers unfolded before the audience. Under the direction of award-winning artistic director Mr. Reid Anderson, the dance troupe displayed their outstanding technical skills to relay the three-act story of love and tragedy, leaving the audience moved and amazed by this exquisite performance.

The Stuttgart Ballet is known for blending the beauty of traditional styles with the

dynamism of new aesthetics, synergies which are unanimously reflected by Porsche. In presenting the world-renowned dance company to Shanghai, Porsche offered an artistic platform for guests to further indulge in their passion for tradition and beauty, whilst also meeting other Porsche enthusiasts with similar aspirations. As the final bows were taken, the audience applauded the incredible cast and stunning performance they had just witnessed.

In conclusion to an impeccable evening, Porsche guests were invited to the post-performance reception where they had the unique opportunity to meet the stars of the night. This exclusive event not only identified that Porsche guests thoroughly enjoyed the evening, but that our association with the arts is a direct reflection of our customers' interest and distinctive lifestyle. ●

Made in China - the sculpture work made of ceramic by second place winner Li Ju.



Happiness, life and hope - a common theme shown on the canvas.



The third place winning art piece - Drawing the Dream by Yun Jundong.



The winners join Mr. Broecker, CEO of Porsche China and Luo Zhongli, Head of the Sichuan Fine Arts Institute for a memorable shot.



EVENT REVIEW

# THE POWER OF ART DRAWS SUPPORT FOR THE FUTURE GENERATION

*Empowering the future generation of China is something Porsche has been endeavouring to achieve.*

Text Huang Ning  
Photography Lei Gong

*Porsche strives to draw wider attention to the living conditions of the underprivileged children in remote areas and enlisting assistance from the public. To fulfil that end, we resort to the most compelling and heart-touching power of all – art.*

Running for the third consecutive year, the "Empowering the Future" Art Contest, a philanthropic collaboration between Porsche China and the Sichuan Fine Arts Institute (SFAI), has seen the creation of many ingenious artworks themed in the life, hope and dream of Chinese children in need. While serving as a great platform to recognise and reward young art talents, the event has also raised awareness among the public to support children's education in underprivileged areas of China by having the winning pieces not only displayed in selected Porsche Centres across China, but also at renowned art fairs such as SH Contemporary.

This year, with the rules of the contest being extended to include painting, photography and sculpture, there have been a record number of entries from talented SFAI students. By October 15, an outstanding 389 submissions had been accepted, more than three times the number of entries for last year's competition, making the judging process more difficult due to the high standards of work.

On October 30, the Award Ceremony and Exhibition Opening for the contest was held at the Chongqing Art Museum, located in the grounds of the SFAI campus. After much serious deliberation among the judges, winners were chosen and each awarded a cash prize, with the top three students also winning a trip to Germany, where they will visit some of the country's most renowned art institutions, in addition to the Porsche Museum in Stuttgart.

Of the 389 works submitted, the first place was awarded to Long Xuemei and Tang Ruijingya for their collaborative piece in mixed media, entitled "Study of the Children Left Behind". The work depicts a year in the lives of children left behind in the villages by migrant workers, using words, sketches, photographs and other media, to draw attention to their situation. The second place was the sculptural work "Made in China" by ceramics student, Li Ju, consisting of 15 Porsche cars modelled in clay. Coming in third place, Yue Jundong, created "Drawing the Dreams" in oil on canvas, which shows a young village girl dreaming of her future, which can be fulfilled if she follows her heart.

"Porsche and the Sichuan Fine Arts Institute are both committed to supporting and improving education for all, so it gives me great pleasure to collaborate on this art contest for a third successive year," said Mr.

Helmut Broecker, Chief Executive Officer of Porsche China. "The calibre of work on display has shown that the contest has certainly inspired exceptional creativity and helped raise further awareness about the Porsche Mobile Educational Training and Resource Unit programme (METRU), an integral part of our 'Empowering the Future' initiative to give young people equal learning opportunities in life no matter where they are and what their situation is."

Through the third year of the "Empowering the Future" Art Contest, we have reiterated our dedication to supporting the growth of young artistic talents in China, whilst providing educational aid to schools in distant, rural areas through the METRU programme. We hope to set a good example, as we have always done in the automotive industry, in empowering the future generation of China.

As the mobile unit for the METRU programme, the specially modified Cayenne navigate the rugged roads to Xihe County in Gansu Province with various educational materials.



#### EVENT REVIEW

## PORSCHE ON THE MOVE FOSTER THE FUTURE GENERATION IN NEED

*For anyone longing for the open road, the Porsche Cayenne promises to take them wherever they want; but for some children, such as those at the Wangshan Primary School, the off-road hero is more like a magic box on four wheels, bringing them whatever they want.*

**Text** Huang Ning  
**Photography** Lei Gong

*So, when on a late October day, two Cayenne SUVs navigated the treacherous terrain at the northern foot of the formidable Qinling Mountain Range to arrive at the School in Xihe County, Gansu, one can easily imagine what kind of welcome they would receive from those kids that came scampering to their trunks.*

Library books, crayon kits, ping-pong sets, basketballs... a variety of entertaining gifts were produced from the compartments of the Cayenne, lighting up smiles on many eager, innocent faces and promising to make learning in this remote, poorly-facilitated village school more interesting. But that was not all. The Cayenne, specially modified to support the Mobile Educational Training and Resource Units Programme (METRU), an initiative that Porsche China launched in 2009 in collaboration with UNICEF to deliver educational aid to children in remote areas of Sichuan and Gansu, also

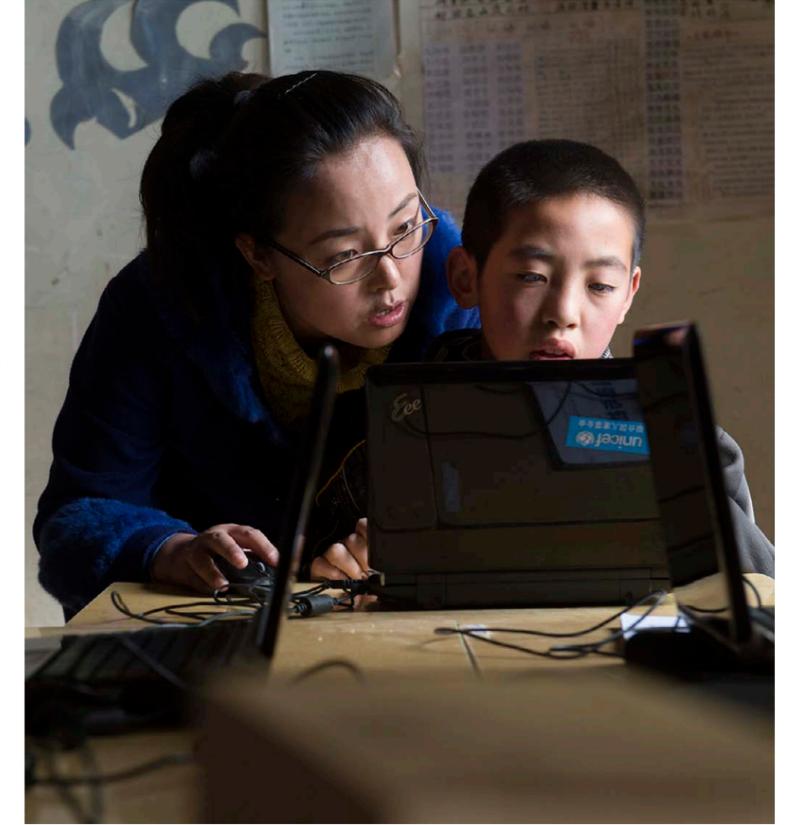
The crayons METRU supplies provide endless fun for the class.



The P.E kits make the activities out of the classroom even more enjoyable.



Students are learning basic computer skills where specifically designed programmes help make the learning process even more engaging.



brought experienced resource teachers who would guide the school teachers to establish a livelier and more effective approach in enlightening the children and enriching the curriculum.

On hand to observe how the Programme has helped change the lives of underprivileged children in these areas, was a delegation including Mr. Michael Peng, Sales Director of Porsche China and Ms. Lata Menon, Chief of Education and Child Development at UNICEF China. During the trip, Ms Menon revealed some insights about the programme, "METRU is not just a vehicle that transports education materials and resource teachers to schools. It enables regular on-site training by working with the teachers in real time, and thus greatly improving the quality of teaching in hard-to-access rural areas."

The rest of day saw the delegation visiting Zhaohe Primary School and Tantu Teaching Site, where they attended computer, hygienic and P.E. classes as well as training sessions for teachers, while discussing how the programme could be improved to be better adapted to the needs of local schools.

These three schools are part of other initiatives that have benefited from the marque's commitment. As part of the broader "Empowering the Future" initiative, the METRU programme has delivered teaching support and resources throughout four counties in Sichuan and Gansu Provinces since 2009 and expanded its reach of assistance to Yunnan Province since 2011. A total of more than 15 million RMB has already been donated by Porsche China to fund the programme, along with six modified Cayenne which are now all in active service. By September 2012, it has reached 131,804 students and

provided trainings to 8,189 teachers from 441 schools.

In addition to renewing the METRU programme from three to five years in June 2012, Porsche has also reached an agreement with UNICEF to work together on a future project entitled "Integrated Early China Development", for which four more Cayenne and more than 23 million RMB will be donated for the next three years. Targeting pregnant women and children aged 0-3 years old in 160 villages in 4 counties in Guizhou and Shaanxi provinces, the project aims to provide them with improved access to essential health, nutrition, early stimulation and child welfare and referral services. All these efforts, needless to say, are aimed at a single goal: to shape the younger generation of Chinese for a better future. And from what we have seen at those schools in Gansu, they are worthwhile, and they are working. ●



## CULTURE HEALTH

## PRETTY PIECES OF PAPER THE ART OF PAPER CUTTING

*They sit perched atop window-sills and door frames, adorning the walls and ceilings of Middle Kingdom interiors with their simple yet exquisite beauty. Their intricate designs, colored black, red and gold express Chinese artistry of the highest order. And the characters with which they are imprinted bestow good fortune on those who would display them for the Chinese New Year. They are paper cuts, and their essence goes far beyond that of mere decoration.*

**Text** Jason Miles

**Photography** Fotohunter & Hung Chung  
Chih/shutterstock.com  
Corbis/Click Photos

*Spring Festival is always full of anticipation and excitement: fireworks light up the night sky, red envelopes are passed around to relatives and exquisite paper cuts hang in every shop window, door frame and home. As you are celebrating this most important holiday, you may find yourself questioning the significance of these paper cuts. After all, are they not just pieces of paper cut up into pretty shapes?*

Take a closer look however, and you will find that with their rich history, steeped in tradition and culture, they are much, much more.

While the first paper cuts were most likely created some time after the Chinese invention of paper in the first century AD, paper cutting did not begin in earnest until the Tang Dynasty (618-906). By this time, paper was both plentiful and cheap enough to be used in such endeavors by the general population.

Initial uses of paper cuts were plentiful. In home interiors, they took the form of Window Flowers, Ceiling Flowers and Good-Luck Hangings. In a time when windows were made from paper, a decorative Window Flower lit by lamps from the interior would provide joy both inside and out. They were also used by other artisans in their various crafts. Wood-carvers used them as a template of sorts, which they pasted on the desired block of wood in order to guide them through the carving process. Those skilled in embroidery would attach a paper cut to a piece of cloth, over which they could sew a myriad of colors to produce fine clothing. Others used them as stencils, soaking them first in dye and then printing their designs on porcelain or lacquerware. And the list goes on: temple offerings, fans, folding screens and gift packages. Thus were born the first mass-produced pieces in the Middle Kingdom. By the end of the Tang Dynasty, paper cuts had found their way into almost every aspect of life in China.

The technique of making paper cuts was, like their charm, deceptively simple. A novice to the practice would use a premade template, creating an imprint on a new leaf of paper with the smoke from a lantern. Those areas without smoke would serve as a guide for the knife.

And while these readymade templates were common for quick cuts, adept practitioners created new designs using only traditional sharp-pointed scissors and a variety of bladed instruments (often carved by the cutters themselves from bamboo and metal). Adhering to the desired shape, artists would cut in a circle from the outside inward, creating continuous unbroken designs. This technique, referred to as “freehand” is regarded as the purest form of the art, and is still practiced by thousands in workshops scattered across China.

One such artist, Gao Fenglian, is regarded as the master in her village for her paper cutting finesse. A devout family woman, the 73-year-old Gao never imagined she would gain international recognition for her skills. But when her work debuted for public spectacle in the mid 1980s, it was clear that her earthy yet ruggedly individual designs would go far. In 1995, Gao competed against 80 other paper-cutting artists in a local competition and

Starts with a piece of paper and a scissor - the long tradition of paper cutting can be deceptively simple.



won first prize for her piece “The Fairy Lady”. And it was in April of that year that Gao received worldwide acclaim when the U.N.’s Educational, Scientific and Cultural Organization awarded her the distinction of “Master of Folk Art and Crafts”.

When asked about Gao, Jin Zhilin, professor of Central Academy of Fine Arts said, “she wants to express the vitality and flourish of the Chinese nation. All the patterns she uses speak of the vitality of the nation that is the essence of Chinese philosophy.”

With their long-standing tradition and household popularity, the paper cuts are far more than pleasing shapes that bring about joy and good fortune. They are, in essence, one of China’s oldest surviving traditions: each alluringly elegant design is a reflection of a culture and history that

spans a millennia. So next time you see a paper cut hanging in a store window or even in your own home, take a moment to appreciate its simple beauty. Chances are it dates back hundreds if not thousands of years and tells a story from a time long since forgotten.

Mr. Helmut Broeker, CEO of Porsche China congratulates Mr. Zeng Qingfu, General Manager of the Porsche Centres Chongqing Renhe for the new Centre opening.



## CHONGQING OPENS SECOND PORSCHE CENTRE

*Porsche opened the Porsche Centre Chongqing Renhe, a 4S facility and its second in the city, on October 31.*

The 47<sup>th</sup> Porsche Centre in the country, Porsche Centre Chongqing will strengthen Porsche's network throughout the Southwest China region, where the marque has already operated for around seven years. The most populous city in China, Chongqing serves as the economic and administrative core and transportation hub for the Southwest. With the operation of new facility, Porsche continues to match the expansion of its world-class customer care with its unique ability to bring customers and enthusiasts the exciting new models and superior sports cars that they have come to love.

*Porsche Centre Chongqing Renhe  
No.5, Renhe Overpass Branch Road,  
Northern New District Chongqing  
Telephone: +86 23 67898 911*

Mr. Helmut Broeker congratulates the General Manager Mr. Ken Xue on the opening of the new Porsche Centre in Wuxi.



## NEW PORSCHE CENTRE OPENS IN WUXI

*Porsche opened its first facility in Wuxi on December 11.*

The third Porsche Centre to open in Jiangsu Province, and the 48<sup>th</sup> in the country, Porsche Centre Wuxi is a strong testament of the enormous popularity the marque has enjoyed in the region, where it already serves one of its largest bases of customers nationwide. Conveniently located in the new Wuxi Dongfang Automobile City, the 9,000 square-metre 4S complex houses a state-of-the-art showroom and a more than 5,700 square-metre After Sales service centre, providing customers with unparalleled service and a comprehensive brand experience on every visit. At the opening ceremony, around 350 guests joined Mr. Helmut Broeker, Chief Executive Officer of Porsche China, and Mr. Ken Xue, General Manager of Porsche Centre Wuxi, to welcome the newest member to the network.

*Porsche Centre Wuxi  
No. 290 East Jincheng Road, Wuxi,  
Jiangsu Province  
Telephone: +86 510 8877 0911*

## MARKET PAGES CHINA

Porsche (China) Motors Ltd.  
保时捷(中国)汽车销售有限公司  
中国上海浦东新区  
东方路 1215-1217 号 3 层  
邮编: 200127

Helmut Broeker  
首席执行官

Carsten Balmes  
市场总监

电话: +86 21 61565 911  
传真: +86 21 61682 911

电子邮箱: info@porsche.cn  
网址: www.porsche.cn