

363 | PORSCHE CHINA

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CHRISTOPHORUS

THRILLING CONTRADICTIONS

A PORSCHE THAT GIVES YOU THE BEST OF BOTH WORLDS



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The Panamera Executive series, the dream of sports car without having to compromise on everyday utility.

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Nine rounds have now been completed. A blistering battle on the Marina Bay Circuit is coming soon in September!

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A super sports car which represents the culmination of years of research and design, coupled with a rare breed of ingenuity.

以下篇幅主要介绍中国的情况。图片和文本由保时捷(中国)汽车销售有限公司负责提供。

ON THE ROAD

THRILLING CONTRADICTIONS

A PORSCHE THAT GIVES YOU THE BEST OF BOTH WORLDS

The dream of a sports car without having to compromise on everyday utility. A thrilling contradiction in design and engineering that none have been able to achieve – until now. Enter the new Panamera S Executive series, designed from the ground up to give you the best of both worlds.

Text Jason Miles

The morning air welcomes you as you step outside. You catch the first rays of sunlight seeping into your surroundings, illuminating the new day. No time to enjoy it; you have places to be, things to do. Your Panamera Executive knows this. It stands ready, reflecting the ever-brightening sun off of its sleek metallic surface. The new model carries the typical hallmarks of any Porsche: wings situated higher than the front lid, a muscular posterior and a roof line that tapers down into the rear. But something feels different. Maybe it's the restyled and enlarged air intakes on the front coupled with Bi-Xenon. Either way, it looks good.

Open the door and sink into the spacious interior. Stretch your legs and look around. The decor has a luxurious feel to it. Caramel seats rise up from the floor. A panel of varnished oak glides along the dashboard and over the speed-ometer.



An extra 15 centimetres added to the wheelbase provides more legroom at the rear seats.



The multifunction steering wheel turns effortlessly, part Sandalwood, part oak with a matte finish. The interior is a canvas, a reflection of your dreams and desires to the world. You choose everything yourself, from the type of wood on the dashboard down to the colour of the gear box. An extra 15 centimetres on the body means more space in the back and more optimised comfort, while the eight-way adjustable power seats, which include ventilation and heating systems, allow you to achieve the perfect environment for work or relaxation.

As you reverse out of the driveway, the newly developed 3.0-litre twin-turbo engine purrs in anticipation. Recent upgrades have improved both the performance and the efficiency of this powerful engine. With an acceleration from 0 to 100 km/h in 6.1 seconds and a top speed of 287 km/h, it gets you anywhere you need to be. Ahead of schedule. Cruising along the

highway, you feel like you can do anything: go racing in the Appalachian foothills, battle against the Siberian tundra, or even get your kids to school on time.

Music is the best accompaniment to any journey. With the new BOSE Surround Sound System, your favourite songs blast through the speakers with amazing clarity as you navigate through the open streets of the city. With the Porsche Traction Management and Active Suspension Management systems, the bumps in the road are barely noticeable underneath the car's air suspension as you cruise along.

Your dream sports car, without compromising comfort and everyday usability. Uniting thrilling contradictions to create something truly unique and unmistakable: a Porsche – for every day. Whether you are looking to work or for fun, the Panamera S Executive series delivers. ●





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理智与情感

集人生大成者，游刃理智与情感之间。

新款 Panamera S Executive 与 Panamera 4S Executive 耀世登场。后排空间 15 厘米加长设计，搭载澎湃动力系统，尽享非凡驾趣。人生，无需轻言妥协，让舒适驾乘与快意驰骋从此并驾齐驱。

Made In Faith 信仰志造



PORSCHE

This dream car is ready to unleash its power on the F1 Shanghai International Circuit.



EVENT REVIEW

MEET THE 918 SPYDER

The 918 Spyder is the ultimate manifestation of the Porsche dream: A super sports car for the coming decade. It represents the culmination of years of research and design, coupled with a rare breed of ingenuity.

Text Jason Miles
Photography Lei Gong

Shuttled from the airport by a fleet of VIP Panamera, 918 Spyder customers arrived in style at the renowned Peninsula hotel on the Bund in Shanghai. The time had come for them to experience the cutting-edge design and spectacular performance of this super sports car. As some of the first to see this dream car live, this select group of customers were in for a trip of a lifetime.

On arrival, guests were warmly welcomed with a private roof top dinner where a mesmerising view of the Bund and Pudong glistened before them. Seated around banquet tables laden with exquisite china and silverware, a singer serenaded them with an enchanting performance while they enjoyed the finest delicacies of Asian fusion cuisine served by white-gloved waiters. At the centre of this exclusive setting stood the new 911 GT3 - straight from its Asia premiere at Auto Shanghai - displaying its athletic

Porsche driving instructor took every guest on a high-speed taxi ride around the circuit.



body and setting the scene for the forthcoming day.

The next day, this exclusive event transported guests to the F1 Shanghai International Circuit - a fitting location for such a phenomenal specimen. Built to herald a new age of car racing in China, the circuit provided the ideal backdrop for customers to test drive Porsche's latest innovation. 918 Spyder experts guided customers through the newest technologies, designs and modifications of this hybrid sports car. Guests also had the opportunity to customise their car's design from exterior to interior - even down to the unique number of their chassis. With the car going into production on 18 September, this was a unique chance for customers to get their model personalised well before anyone else.

To bring these technical novelties to life, driving instructors took every guest on a

high-speed taxi ride around the circuit, where customers got to experience the hybrid sports car in different driving modes: one lap in electric mode and three laps in race hybrid mode (motor and electric power combined) with maximum g-force. Designed, developed and produced by Porsche engineers who build race cars, the 918 Spyder has deep-rooted ties in motorsport. Keeping with the Porsche tradition, its basis consists of a rolling chassis, along with a monocoque, sub-frame, and various load-bearing structures made of carbon fibre reinforced polymer. The hybrid V8 engine, which originates from LMP2 RS Spyder race car, means the 918 Spyder is able to accelerate from 0 - 100 km/h in 2.8 seconds and reach top speeds of up to 340 km/h, while its fuel consumption is only 3.3 l/100km in the NEDC test, better even than most small cars today. Never before have customers experienced such a deli-

Banquet tables laden with exquisite china and silverware.



Mr. Michael Kirsch, Chief Operating Officer, Porsche China.



cate balance between performance and efficiency.

Customers were unanimous in their praise for the event. Not only did they get an insight into the model's technicalities from 918 Spyder experts, they also experienced its driving performance pushed to its limits. All things considered, this exclusive 918 Spyder affair exceeded even the wildest expectations to become the top event of 2013. ●



Nine rounds have now been completed in the 2013 Porsche Carrera Cup Asia.



EVENT REVIEW

A BLISTERING BATTLE ON THE HORIZON

PORSCHE CARRERA CUP ASIA ROUND 10 PREVIEW

Nine rounds have now been completed in the 2013 Porsche Carrera Cup Asia. Or, to put it in another way, the way that true motorsport enthusiasts would like to put it, numerous thrilling moments on the racetrack have fled, one after another, electrifying fans along the way.

Text Huang Ning

Celebrating its eleventh milestone season this year, the championship so far has triumphantly exceeded the expectation of every spectator from the hardcore racing fans to those new to the passionate sport, as the strongest grid of competitors in its history, staged fast and furious battles on some of the most famed racetracks in Asia. Since the scorching season-opener that was held in partnership with the Formula 1 at the Sepang International Circuit in Malaysia, the series has visited Shanghai in support of the nation's most high-profile racing event, the Formula 1 Chinese Grand Prix, then moving south to Zhuhai and up north to Ordos, before racing as part of the Asian Le Mans Series at the brand new Inje Autopia Circuit in South Korea.

What roared to attention throughout the nine rounds was the sizzling epic battle

The partnership with Formula 1 is one of the highlights of the Singapore race.



between the established drivers in the championship and the talented new entrants, an evidence of the continuous commitment of the Porsche Carrera Cup Asia to attracting the region's racing acers to cement its status as the most competitive racing series in the region. Having participated in the series for two or more years, the defending champions Alexandre Imperatori and Keita Sawa continued to be formidable contenders for the podium in each race. Martin Ragginger, tempered by intense contests last season, has bettered himself and clinched wins in several action-packed races, while the 23-year-old Earl Bamber, whom we introduced in the season preview as a new force to be reckoned with, has shown a masterly control of the powerful yet notoriously tricky 911 GT3 Cup despite being in his debut season, and proved his worth with sterling performance and multiple victories.

Now more than half way through the season, all drivers have found their momentum and the competition is getting more heated, especially as the upcoming battle is going to be fought at an arena which is at once the most unforgiving and yet the most rewarding – the Marina Bay Street Circuit in Singapore.

Scheduled to take place from 20 to 22 September, the highly anticipated Round 10 will be the third event this season to be held in support of Formula 1. To take part in such a race used to be a dream for quite a few drivers, and having been realised, it only made them long for it more. "When the Porsche Carrera Cup Asia first came to Singapore in 2008, I told myself I must be a part of it," recalls Ringo Chong, a Singaporean who has been in the series for over 5 years. "After that I didn't miss a single race here, and although I am ap-

proaching fifty, I hope to race ten more years on this street circuit."

One of the things that make the race so appealing is the spectacular ambience. As night falls and the city shines with a multitude of urban lights, the race blasts off amid the thunderous cheering of a massive, fervent crowd, with more than 1,500 light projectors illuminating the track that threads its way past famous local landmarks, making it four times brighter than a football stadium. "The whole city is wild with passion, and the light is phenomenal, with almost no shadowing and no visual challenge," Yuey Tan, an experienced gentleman driver in the championship, offers us a glimpse of the excitement. "It is a sensational experience for everyone, both the drivers and the spectators." And with the eerie contrast of night and day that produces a certain theatrical effect, the drivers will have a poignant

The atmosphere is electrifying during the night drive at the Singapore Marina Bay Circuit.



sense of being under the spotlight and feel particularly stimulated.

However, amazing as the atmosphere is, the race itself can be extremely demanding. As a typical street circuit, the tarmac of the Singapore circuit offers much less grip than a standard one, and the track has virtually no run-off area, which means no margin for the slightest error. "It is very tight on some of the stretches and sometimes you may have your wing mirror within no more than 10 centimetres to the wall while driving at speed," explains Chong of how challenging the racetrack is. His opinion is echoed by Egidio Perfetti, a ferocious contestant for the championship title in Class B this year and the category runner-up in the Singapore race last season. "Any misjudgement will cost you dearly here. Pushing too hard or braking too late, you will end up hitting the walls, and that effectively ends the race for you."

Featuring 23 corners and a few straights, the Marina Bay Street Circuit also has a stop-start nature that never gives the drivers a chance to relax. "It will be a race that requires maximum concentration throughout the entirety of it," comments Perfetti, while Chong sees it in a more amused way. "With more than 20 Porsche cars racing on the street, it feels like a high-speed traffic jam," he laughs, "overtaking is very difficult here; you have to be super brave to do that." And given the extreme heat and humidity of the Lion City, which is only about 130 kilometres away from the equator, the race will push every driver to their absolute physical limits by subjecting them to a searing temperature of over 50 degrees Celsius.

An ultimate test of endurance and skills, this is a racetrack that demands the finest calculation and utmost courage,

which is why the driving talents of the Porsche Carrera Cup Asia, a group of challenge lovers with exemplary motorsport spirit, are so enthusiastic about the Singapore race.

But they are not alone in expecting this exciting event. Accompanied by a series of electrifying concerts in the fascinating nightscape of the city, the race weekend is going to be a festive carnival for the whole community of racing fans from Singapore and abroad. We look forward to seeing you there and celebrating with you our mutual passion for Porsche and for motorsports.

The cutting of the Porsche ribbon officially marks the reopening of Porsche Centre Beijing Central.



Dr. Wolfgang Porsche stands with the legendary Porsche 911 (from 1966) which was one of the first production models.



The Lion Dance – tradition meets innovation.



Mr. Deesch Papke, Director Region Overseas and Emerging Markets, Mr. Helmut Broeker, Chief Executive Officer, Porsche China.



EVENT REVIEW

A NEW ERA FOR PORSCHE IN CHINA

Since introducing the world's best sports cars to Mainland China in 2001, Porsche has reached milestone after milestone in this dynamic market, where its commitment and values are celebrated by a fast-growing community of Chinese sports car enthusiasts. But as an industry leader over the past twelve years, Porsche is not a marque that rests on its laurels. Committed to continually pushing the boundaries of automotive engineering, Porsche is dedicated to fulfil the demands of an increasing number of Porsche enthusiasts across China.

Text Huang Ning
Photography Lei Gong

With this vision and dedication at its core, Porsche celebrated the reopening of Porsche Centre Beijing Central and the groundbreaking ceremony of the world's largest Porsche Training Centre alongside Porsche Centre Shanghai Waigaoqiao, this June. The significance of these events were further reflected with the attendance of Dr. Wolfgang Porsche, Shareholder and Chairman of the Supervisory Board of Porsche Automobil Holding SE, and Mr. Bernhard Maier, Member of the Board, Sales and Marketing, Porsche AG.

Ideally located on Chang An Avenue in the heart of Beijing near Tiananmen Square, Porsche Centre Beijing Central, the first Porsche Centre to open in China Mainland in 2001, has played a substantial role in establishing the Porsche brand and reinforcing the marque's visibility over the past twelve years. As a testimony

to this growing success, this flagship facility took a momentous step on 8 June to become the first Porsche Centre worldwide to adopt the brand new Porsche corporate identity.

"Not only does this reflect the importance we place on Beijing, but also the whole of China," Dr. Porsche further underlined the significance of this initiative at the grand reopening.

Unveiling its stunning new look to more than 150 distinguished guests, the reopened Porsche Centre Beijing Central, which will be under the direct management of Porsche China, stands as an evident symbol of the marque's effort in ever deepening its roots in the Chinese market, demonstrating an unwavering promise to provide Porsche enthusiasts with cutting-edge services and its hallmark standard of quality. "This phenomenal new city show-

room will enable our customers and enthusiasts to immerse themselves into the fascinating world of Porsche in a unique, engaging and exciting way," remarked Mr. Helmut Broeker, Chief Executive Officer of Porsche China.

Further highlighting the company's faith in the future of the China market was the groundbreaking ceremony of the world's largest Porsche Training Centre and Porsche Centre Shanghai Waigaoqiao, which took place in the nation's economic powerhouse the next day. "With so much support from so many loyal customers, we are confident in saying: our roots here in China are now firmly established and I assure you we will continue our commitment to this market," said Mr. Maier at the ceremony.

In the presence of VIP guests and media friends, the foundation of these two fa-

Government officials join Dr. Wolfgang Porsche, Chairman of the Executive Board of Dr. Ing. h.c. F Porsche AG, Mr. Bernhard Maier, Member of the Board Sales and Marketing, Porsche AG and Mr. Helmut Broeker, Chief Executive Officer, Porsche China, for the foundation ceremony.



ilities was laid, with the Porsche time capsule planted into the ground as a testament to the continued investment and commitment from Porsche China to its valued and ever growing customer base.

With a combined investment of RMB 215 million, this state-of-the-art complex is scheduled to open in the middle of 2014 and will become the third location in the country under the direct management of Porsche. Equipped with 14 technical and 6 non-technical classrooms to provide comprehensive training for dealership staff in China, the new Training Centre will see the efficient implementation of a diverse range of courses to ensure that the rapidly expanding network continues to deliver a superlative and personalised service synonymous with Porsche. Adjacent to it and boasting almost 15,000 square-metres of floor space, Porsche Centre Shanghai

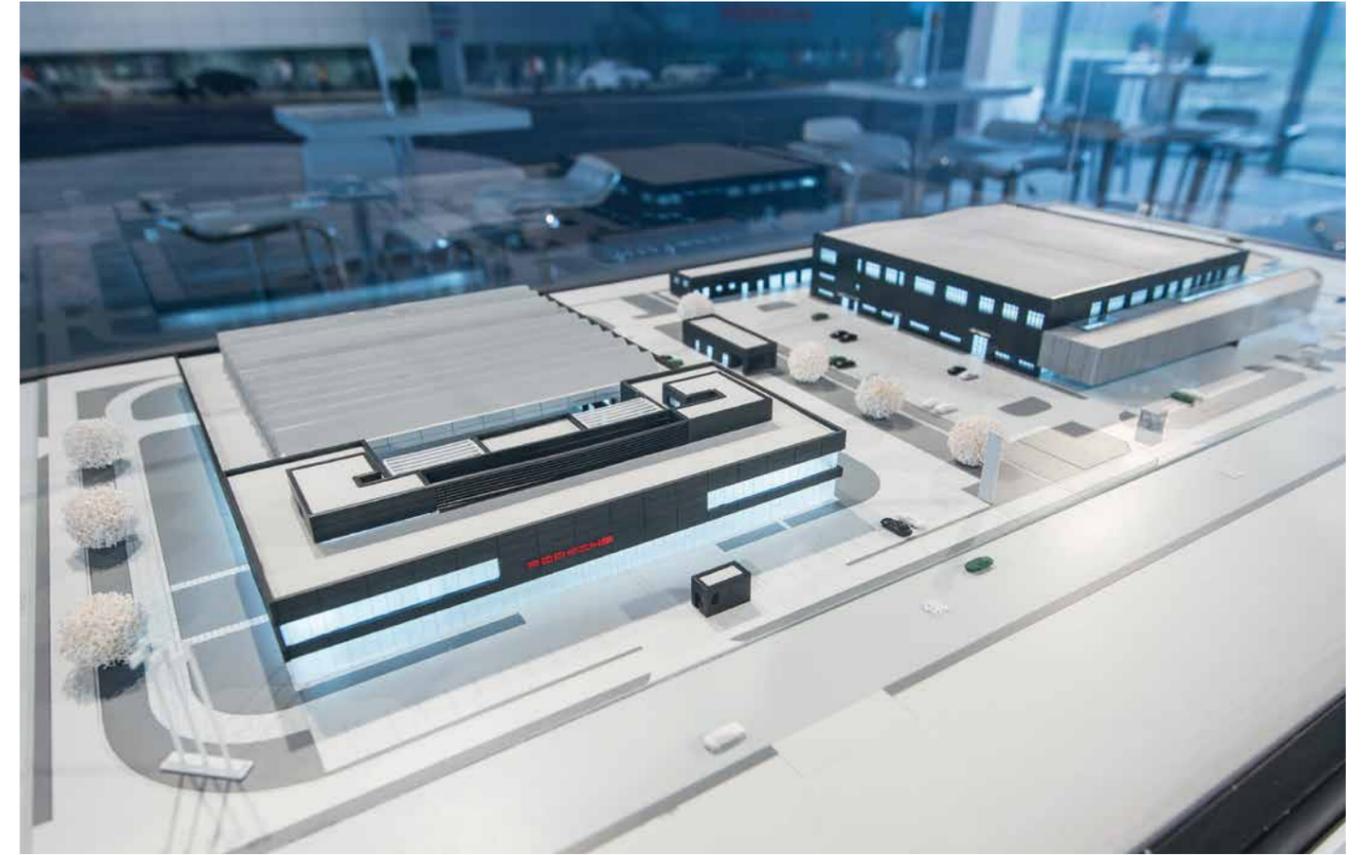
Waigaoqiao will by then become the fourth facility in Shanghai to serve the growing customer base across the city from its convenient location off the Shanghai Ring Expressway.

The reopening and groundbreaking of these milestone facilities in Beijing and Shanghai not only made a statement that Porsche China is moving towards a new era of development, but also provided the perfect platform to announce a new leader who would continue to steer the brand towards continued success. Following the planned departure of Mr. Helmut Broeker, Mr. Deesch Papke, Director, Region Overseas Emerging Markets, took on his new position as Chief Executive Officer for Porsche China from 1 July, bringing over 27 years of premium automotive experience and a proven track record in growth markets to the company.

Following the symbolic handover of the Porsche Steering Wheel; Mr. Papke spoke of his strategy in the new position. "I am both excited and proud to be taking over and to be part of the team that will continue to strengthen our foothold in China with the next phase of our growth strategy: bringing more new models to China, staging more launches and special events, opening more Porsche Centres and further tailoring our services to meet the needs of our customers across the country."

These new developments open an exciting new phase for Porsche in China and are a testament to the growing market and to the firm support from Porsche sports car enthusiasts.

A glimpse of the future Porsche Centre Shanghai Waigaoqiao and Porsche China Training Centre.



The new Porsche 911 Carrera S is displayed together with the official Porsche Steering Wheel at the foundation ceremony.



EVENT REVIEW

IN HARMONY WITH NATURE: EXPLORE XINJIANG WITH PORSCHE TRAVEL CLUB

For any Chinese travel enthusiasts, the mere mention of Xinjiang evokes a picture of enchanting wonderlands, remote and undisturbed, where the road stretches in the same unobstructed manner of the sky and is the set for the most unrestrained travelling experiences. While many know all too well the charm of Xinjiang, few have explored the land in a way that does full justice to its beauty until this May, when Porsche Travel Club China led a group of Porsche customers on a Xinjiang driving tour that redefined what it was like to be in true harmony with nature.

Text Huang Ning

Photography Lei Gong

Day 1: Urumqi — Turpan — Urumqi

Immediately and unreservedly, the pristine nature of northwest China revealed itself to participants as they took leave of Urumqi. As the fleet of the latest Porsche models effortlessly glided along the road under the endless expanse of azure sky and over the semi-desert landscape, the drivers were fuelled with uninhibited excitement and a feeling of pure freedom. To an average getaway seeker, this long stretch of motorway is but a road leading them to the destination, but for our Porsche customers with an enthusiasm for driving, this is the getaway itself, where their passion could be fully unleashed.

Passing the nation's largest wind farm, the group soon arrived at the foot of one of nature's wondrous creations — the lofty Tianshan Mountains. Capped with snow which seemed to kiss the white cloud above, this





Discovering amazing sceneries on the road.



mountain range dwarfed everything in sight, proudly testifying to the awe-inspiring power of nature. With that breathtaking view lingering on the mind, the Porsche customers rolled into Turpan, a city-oasis famous for its scorching climate and wide variety of juicy fruits. Here they were hosted at a prestigious vineyard where they sampled all kinds of premium fresh grapes and melons while learning quite some colourful tales about them.

“Every one of us was fascinated by the diversity of fruits here and the marvelous stories behind them,” exclaims Mr. Chen, a customer from Porsche Centre Shanghai Puxi. But that was just the beginning of a journey threaded with the tastes of a rich ethnic culture. Back at Urumqi, the group was treated to typical Muslim-styled cuisine and immersed in the tradition of Uigur song-and-dance performances before heading back to a

first-class hotel at sunset, a phenomenon that wouldn't take place until almost 10:00 pm in Xinjiang.

Day 2: Urumqi – Heavenly Lake – Karamay
Following a hearty breakfast, Porsche customers were guided through mountainous landscapes to the Heavenly Lake. As its name suggests, this alpine lake nestled on the Bogda Peak (meaning the peak of God in Mongolian) offers a view truly out of this world. With pure melted snow as its source, the water, splendid in colours lent by the green meadows and forests around and the bluest sky above, is crystal clear, projecting a mesmerising sight for the whole group.

Revived and refreshed, the fleet bid farewell to the Heavenly Lake and hit the road again. Shifting up to a higher gear on the motorway with unparalleled smoothness, the Porsche sports cars made everyone

long to drive endlessly into the horizon. A distinctive spirit of independence and adventure was awakened in the hearts of the participants as they sailed, with confidence and curiosity, through the engulfing wilderness of Gobi. “For me the most fitting way to appreciate the formidable view here is to do it while driving a powerful Porsche. The poignant sense of the space and speed gives me a peculiar feeling of profound harmony between human and nature,” exclaims Mr. Li from Porsche Centre Shanghai Puxi. As the dominant grey at last gave place to the green canvas of Karaway, another enchanting day was coming to an end, promising an easy and relaxing night ahead.

Day 3: Karamay – Devil City – Kanas

As the convoy departed from Karamay, the Gobi desert resumed its dominance over the land, but in a different, by-no-



Driving across the endless Gobi desert near the Devil City.



Mr Chen relaxing in front of the 911 during the trip from Karamay to Kanas.



Mr Li takes a moment to admire the view on the way to Aletai. "In a place like this, you feel all your cravings are satisfied."



Exhilarating view of the snow capped mountains on the way to Kanas.



Driving on the way to Kanas is definitely one of the highlights of the Xinjiang tour.

means desolate manner. With thousands of pump jacks, each a giant robot with an enormous steely head, pecking away relentlessly at the earth for oil, the sight struck the Porsche customers as a spectacular futuristic scene from 'Star Wars'. More fantastic views followed when they entered the Devil City, a place reputed for its grotesque wind-eroded landscape. The wind whistled through these Yardang rock formations, stirring up a peculiar and yet fascinating sense of curiosity among the Porsche adventurers.

Driving on toward Kanas, the fleet began to explore another, more varying aspect of Xinjiang. For a while, over hills and dales, vast pastures of fresh green grass unrolled before their eyes, and then, as they ascended the mountains, a forest of pine trees emerged, their stately dark green in beautiful contrast with the snow-covered ground down below. And

the driving itself was as exhilarating as the view, for the winding mountain roads proved to be a perfect natural playground for the Porsche sports cars. Handling like a dream around the curves and during acceleration, these Porsche masterpieces responded instinctively to the every move of their drivers, displaying unparalleled sportiness and pure driving pleasure. "I am so thrilled by the performance of the car. And with experienced Porsche instructors coaching us along the way, I have discovered more of its potential that I never knew before," says Mr. Chen of the journey when relaxing in the comfort of the hotel in Kanas.

Day 4: Kanas – Aletai

Although Porsche customers had somehow anticipated the best view would be saved to the last, they were still absolutely stunned by what the Kanas Lake presented to them. Meaning rich, beau-

tiful and enigmatic in Mongolian, the Kanas Lake was beyond their imagination. The only water system of the Arctic Ocean within China, it preserves the completeness of a primitive state, with a glorious stretch of primeval forest around it. The mysterious changing of the water colours in one day, from dark green to sky blue, then to gray and white, was marvelled at by every Porsche customer, while the divine tranquillity was all consuming. "In a place like this, you feel all your cravings are satisfied," says Mr. Li. "It is really thoughtful of Porsche to plan it as the last attraction on the itinerary." Contemplating the many natural wonders they had witnessed so far, participants embarked on the final leg of the journey, which led them to the city of Aletai. Recalling the landscapes visited throughout the Xinjiang driving tour, Mr. Chen was lavish with his praise. "It is definitely superb; I mean the

view as well as the car. When my son is old enough to drive, I will surely bring him on a tour like this."

Leaving Aletai for home the next day, many Porsche customers expressed their wish to join other driving tours offered by the Porsche Travel Club. If you share the same longings to be on the road, and to explore the most beautiful places behind the wheel of the best sports cars, be one of them, and you will never regret it. ●

For more information on our next planned tours, please visit – www.porsche.cn/travelclub or register your interest at: travelclub@porsche.cn or ring us on 400 8205 911.

A tour of the 50th anniversary of 911 inside Porsche Museum.



Exhilarating driving demonstrations were on full display for Porsche enthusiasts to see the full power of the new Cayman.



Racing simulator has provided little fans of Porsche an opportunity to experience the feeling of real racing.



The presence of Porsche Carrera Cup Asia race cars have given the audience a taste of Porsche racing genes.



EVENT REVIEW

FASCINATION PORSCHE EXPERIENCE ALL THAT PORSCHE HAS TO OFFER IN A DAY

Porsche cars: Your watch them. You drive them. You love them. Fascination Porsche is your chance to show how much. This annual event which takes place in both Beijing and Shanghai, gives fans the opportunity to experience the brand in its full splendour.

Text Jason Miles
Photography Lei Gong

This year's Fascination Porsche event marked the 50th anniversary of the 911 as well as the 10 year anniversary of the Porsche Carrera Cup Asia. Eager fans streamed into the Porsche Museum to discover the rich heritage behind the 911, with various other models on display. For those feeling more adventurous, the track offered a place where motorcars both old and new stood ready to be felt, driven and admired. Also on offer was the educational and entertaining Kids Driving School, the classic Porsche Golf Driving Range and the comical Segway challenge. Fascination Porsche 2013 proved a roaring success among the fans, with many promising to be back the following the year.

MOTORSPORT

RETURN TO
LE MANS

China has seen a steady increase in the number of auto racing events during recent years. With the country's booming economy as well as its rising importance on the world stage, major auto manufacturers are attempting to satisfy a population more interested in luxury car racing than ever before.

Text Jason Miles

It all started with the arrival of the Formula 1 Chinese Grand Prix in 2004. At that time, although there had been a number of significant open-wheel races in Macau, China itself was fairly barren in terms of auto racing. Spurred on by a growing interest in performance races and a desire to become a world-class racing destination, the country set to work building a race-track fit for world class racing. Today, the Shanghai International Circuit stands a testament to Chinese power and ingenuity. Drivers from all over the world come here to earn their stripes in front of crowds of up to 200,000 people. The circuit has hosted other classics including the Australian-based V8 Supercar race as well as the final round of the A1 Grand Prix.

Today, Porsche is widely considered the most popular brand in the Mainland China. Combining state of the art engineering with sleek designs to produce some of the world's most powerful cars both on and off the race track, Porsche has earned a special place in the hearts of Chinese citizens.

Chinese Porsche fans were rewarded with a spectacle unlike any before when the marque decided to enter the 24 Hour Le Mans for the first time in ten years. Le Mans is the world's oldest sports car enduring racing event. It has been held annually since 1923 near the French town of the same name. During the event, race teams must balance speed against their cars' ability to run for 24 hours with minimal mechanical damage. Driver endurance is also tested as each team member typically spends stints of over two hours behind the wheel before being relieved.

The race runs on the Circuit de la Sarthe, which consists of a motor racing track as well as public roads. With the competition held at the height of European summer, teams complete race distances of more than 5000 km over 24 hours in extreme heat.

For its return to Le Mans, Porsche designed a new GT race car with sophisticated aerodynamics and a revised light-

weight design: the new 911 RSR. Based on the seventh generation of the iconic 911 sports car, the improved 911 RSR includes a wheelbase about ten centimetres bigger, an optimised 470 hp, 4.0-litre six-cylinder boxer engine taken from its predecessor, as well as a new wishbone front suspension and a lightweight gearbox.

Key to the design of the new model was its more evenly balanced weight distribution. With doors, underbody, wheel arches and front and rear midguards all made out of carbon fibre, it is lighter while still retaining durability.

Le Mans gives Chinese auto supporters a look into their future. China has enjoyed hugely positive changes to its racing landscape, a far cry from what it was ten years ago. And with an ever-widening support base, as well as a growing number of talented Chinese drivers coming to the fore in PCCA and other high-profile domestic series, the country's rapid ascent to the top of the racing world shows no signs of slowing down anytime soon. ●



Mr. Helmut Broeker, Chief Executive Officer, Porsche China, congratulates Mr. Patrick Chen, General Manager of Porsche Centre Shaoxing.



MARKET PAGES CHINA

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NEWS

SHAOXING OPENS FIRST PORSCHE CENTRE

On 28 May 2013, Porsche celebrated success in Eastern China with the grand opening of a new and fully integrated 4S Porsche Centre in Shaoxing.

As the 54th in China and 8th in Zhejiang, The new Porsche Centre in Shaoxing marks continued expansion in a key regional market for Porsche. Strategically Located in Paojiang Motor City off the city's main access road to the Hangzhouwan Expressway, the highly accessible new Porsche Centre stretches over a 5,400 square metre complex and houses a state-of-the-art showroom of more than 2,100 square metre in which 17 models can be displayed at one time, as well as a more than 3,500 square metre service area. Both showroom and service department are designed to maximize customer convenience while providing unparalleled service and a comprehensive brand experience on every visit.

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