

364 | PORSCHE CHINA

OCTOBER
NOVEMBER
2013

CHRISTOPHORUS



A BIRTHDAY CELEBRATED THROUGHOUT THE WORLD

THE 50TH ANNIVERSARY OF THE PORSCHE 911

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The legendary Porsche 911 celebrates half a century at the heart of the automotive industry.

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The Porsche Nations Trophy rounds off another spectacular season.

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ON THE ROAD

A BIRTHDAY CELEBRATED THROUGHOUT THE WORLD THE 50TH ANNIVERSARY OF THE PORSCHE 911

More than just three digits, this car represents a legendary sports car concept. With a heritage spanning 50 years and more than 25,000 racing successes, it's no wonder this car is still a sensation.

Text Huang Ning

A trip down memory lane: the iconic 1963 model of the 911 roams the old city streets of Shanghai.



After 50 years, it is evident that the 911 is more than just a car. It is a legendary concept which has captured the hearts of millions of enthusiasts throughout the world for half a century. Having evolved through seven generations, this model still preserves its DNA as shaped by Ferdinand Alexander Porsche in 1963 and continues to capture the imagination of millions of enthusiasts throughout the world with its unique design, outstanding performance and unparalleled practicality.

No other car in the world can look back on such a long tradition as the Porsche 911. That illustrious heritage is being celebrated across the world this year as the Porsche 911 celebrates its 50th anniversary. Right now, an original and unrestored Porsche 911 is travelling on an innovative "Follow the 911" world tour to share its proud history with Porsche enthusiasts of all ages around the globe.

A rolling ambassador for the 911 50th Anniversary campaign, the car, model year 1967, will visit 9 countries on 5 continents where it will make spotlight appearances at various international events, including historic rallies and the Concours d'Elegance Pebble Beach. It will also make its way to local historical landmarks that echo the timelessness of the 911. "No other car has travelled the whole world like this within one single year. Even to Porsche this project is a premiere," says Achim Stejskal, Director of Porsche Museum who is at the wheel of the project. "Just imagine: on behalf of all seven generations and all Porsche 911s that have been built since 1963, this anniversary car accepts congratulations from all over the globe."

This June the anniversary car came to Shanghai, an orient metropolis that is famous for its blend of modern and traditional developments and where the Bund stands against a backdrop of spectacular colonial

buildings while facing the world's largest cluster of skyscrapers across the Huangpu River. No better setting could transcend the perfect combination of tradition and innovation for the iconic Porsche 911.

A drive through the exotically old streets of Shanghai revealed more about this 1967 classic. Unlike other antique cars that have long lost their usefulness, the original 911 with its 6 cylinder boxer engine drove perfectly well and could take you anywhere. Of all the 911 cars from model years 1964 through 1989, around 150,000 vehicles are still being driven today. "This is a car that is even older than me," says Kenneth Lim, a 1977-born Porsche instructor who had the unique opportunity to test drive the car. "But it is still possible to do all kinds of active driving movements with it. It is really impressive! And what is more amazing is that for the specification of each generation, the exterior and interior style direction have always been

The 911 50th Anniversary model stands with the iconic 1963 model of 911.



kept the same, so whatever you see on the first generation, headlights, front hood, metre, dashboard, is the original design.”

While the original 911 continues its odyssey around the world, casting its spell and celebrating its 50th anniversary, Porsche is marking the historical milestone with another phenomenon: the 911 50th Anniversary edition model. Striking a perfect balance between paying tribute to the glorious past and leading the 911 family to a more phenomenal future, the car features a purposely sculpted classic design and some of the most advanced technology in the world.

Based on the current 911 Carrera S, the anniversary edition highlights the green labelling on the instruments with white pointer needles and silver caps on the instrument pivot pins, just like 50 years ago, and its special 20-inch wheels are a visual tribute to the legendary “Fuchs” wheels and are fin-

ished in matte black paint with machine-polished centres. With special tuned Porsche Active Suspension Management (PASM), the exceptional cornering dynamics of the 911 is further enhanced. It sprints from zero to 100 km/h in just 4.3 seconds, with a top speed of 298 km/h, and achieves a combined fuel consumption of only 8.7 l/100 km in the NEDC test.

Limited to 1963 cars worldwide, the 911 50th Anniversary Edition made its first appearance at the International Motor Show (IAA) in Frankfurt this September, as the original 911 did 50 years ago. A very limited number of units will arrive in Porsche Centres across China from October onwards, with the premiere of the anniversary edition, the world tour of the first generation and various activities across China, will bring enormous excitement to Porsche enthusiasts worldwide and make 2013 a year to remember.

Inside the 911 50th Anniversary edition.



The anniversary logo, Tradition: Future.



The Porsche 911 models stand out against the electrifying back drop of the Shanghai skyline.



“FOLLOW THE 911”: A BRAVE IDEA

Christophorus has the unique opportunity to catch up with Mr. Achim Stejskal, Director of Porsche Museum, to discuss the ideas behind this world tour and the delights of this legendary car.

Christophorus: What inspired you to create the project “Follow the 911”?

Stejskal: We were inspired by the 911 itself and its special anniversary “50 years of the Porsche 911”. The 50th anniversary of this iconic sports car is the central theme of 2013. Sending this authentic and unrestored 1967 model 911 on a world tour is one part of the wide variety of our anniversary events. The idea was to celebrate the 911 worldwide which is why we are sending this vintage 911 to five continents where it will be shown in places like China, USA, Great Britain, Russia, France and Australia. Now fans can follow the car’s progress at: www.porsche.com/follow-911.

Christophorus: What experience do you want to convey through this project?

Stejskal: Once Ferry Porsche said: “The 911 is the only car that you can drive from an African safari to Le Mans, then to the theatre and onto the streets of New York.” So this project underlines perfectly the approach of Ferry Porsche. At the very beginning it was just a brave idea but we believed in this idea. We still have six months ahead but already today we are very satisfied with the results.

Christophorus: Are there any memorable stories or experiences in the process?

Stejskal: There are many memorable stories. Famous race legends like Vic Elford drove that model at Goodwood. Dr. Wolfgang Porsche drove that car in Russia. At Sydney it will be part of an anniversary parade with 50 other 911s. And in

Switzerland this 911 even experienced snow-covered mountain roads. It also received an amazing response at Shanghai.

Christophorus: What is your view of the 911? Does this car represent anything special to you?

Stejskal: For five decades, the 911 has been at the heart of the Porsche brand. Only few other automobiles in the world can look back on such a long tradition and such continuity. Today the 911 is considered the quintessential sports car, the benchmark for all others. And it is also the central point of reference for all other Porsche series like the Panamera. Like no other car, the 911 reconciles apparent contradictions such as sportiness and everyday practicality, tradition and innovation, exclusivity and social acceptance, design and functionality. ●

Mr. Michael Kirsch, Chief Operating Officer for Porsche China stands with government officials at the donation ceremony.



EVENT REVIEW

BREAKING THE CYCLE OF POVERTY EMPOWERING THE FUTURE GENERATION

Now in its fifth consecutive year, the Porsche "Empowering the Future" initiative has garnered over RMB 21 million in donations, thus aiding the outreach to more and more families and children in remote areas of China.

Text Jason Miles
Photography Lei Gong

At a recent ceremony held at Porsche Centre Taiyuan, Porsche donated four Cayenne in support of the Integrated Early Childhood Development project (IECD). The IECD is a long-term collaboration between Porsche and the United Nations Children's Fund. Through the program, the goal is to improve children's survival rate as well as their growth and development by opening up access to essential health, nutrition, child welfare and early education programs. These programmes are delivered with the help of government agencies such as the National Health and Family Planning Commission, the State Council Leading Group on Poverty Alleviation and Development and the All-China Women's Federation.

The project has gone from strength to strength since its inception in 2012, already receiving an initial donation of RMB 6.32 million and creating a re-

source group of experts in health, nutrition and early childhood development. The group is now preparing for the direct outreach phase of the project, with a focus on acquiring supplies and equipment, conducting village assessments and drafting action plans.

The four specially modified Porsche Cayenne mark a major milestone in the IECD. Thanks to their exceptional off-road capabilities and ample storage room, the programme can safely deliver experts, trained professionals and a range of supplies to over 160 village communities in Shanxi and Guizhou. Supplies include nutrition packages, healthcare equipment and educational materials for early childhood development for pregnant women and children aged three and under.

But this isn't just a one off arrangement. Porsche China is committed to contribut-

Mr. Michael Kirsch handing the Porsche Cayenne keys to Mr. Dale Rutstein from UNICEF.



The Cayenne keys unlock a better future for all.



One of the four Porsche Cayennes donated.



ing more than RMB 23 million to IECD by September 2015. "Through these combined efforts we hope to be able to empower the future of 8,000 more families," said Mr. Michael Kirsch, Chief Operating Officer of Porsche China.

IECD falls under the Porsche "Empowering the Future" initiative, which was launched four years ago and is dedicated to improving the long-term prospects of young people in underprivileged regions of China. This project works alongside the Mobile Educational and Training Resource Units (METRU), which was established in direct response to the catastrophic 2008 Sichuan Earthquake. Having already donated over RMB 21 million to METRU, Porsche is extending the program to 2014 and will cover not only Sichuan and Gansu but also Yunnan. The ambitious initiative has helped train 9,100 teachers and educated a total of 147,900 children.

Joining more than 50 distinguished guests at the ceremony, Mr. Dale Rutstein, Chief of Communication and Partnership of UNICEF stated, "Improving quality and access of early childhood development opportunities is strongly linked with success in breaking inter-generational cycles of poverty. The key to quality is integration across various important domains: health, education and protection. We are impressed that a visionary alliance of different partners has come together to help demonstrate the gains possible from a truly integrated approach to fostering the best possible early development outcomes for children."

In a country as vast as China, it takes determination and immense generosity to make a difference. Porsche has accepted to take on this challenge. By September 2015, the company will have contributed a total of RMB 50 million and 10 Cayenne

to UNICEF; enough to change the lives of hundreds of thousands of people and give underprivileged children across the country a brighter and more empowered future. ●

EVENT REVIEW

THE BATTLE CONTINUES

PORSCHE CARRERA CUP ASIA 2013 TAKES ON ORDOS AND KOREA

Hot off the Zhubai International Circuits, Porsche Carrera Cup Asia 2013 headed for Inner Mongolia's Ordos Circuit and then on to the Inje Speedium International Circuit in South Korea. With more at stake than ever before, drivers were at the top of their game. The latest battles unfolded in spectacular fashion, setting an exciting precedent for the coming finale.

Text Jason Miles



Class B victory: Chao Li of Team Asia Racing, Egidio Perfetti of Team Mentos and Yuey Tan of Team Dorr McElrea share the podium for round 7.



On 6 July, the world watched as a fleet of 25 911 GT3 Cup racing cars descended on the Ordos International Circuit. Situated in Inner Mongolia, the technical track was the toughest challenge yet after a blood-pumping slew of tense pole position battles in Malaysia, Shanghai and Zhuhai.

Going in, Earl Bamber from Nexus Racing enjoyed the number 1 spot and a slim four-point margin over Team Eagle's Martin Ragginger. The qualifying session for round 6 saw Bamber maintain pole position as he took first place, just 0.115 seconds ahead of Ragginger. Team Jebesen's Rodolfo Avila took third while reigning champion Alexandre Imperatori of PICC Team StarChase came in fourth after losing his early lead to Bamber. Remarkably, all four drivers achieved lap times under 1 minute 46 seconds.

The qualifier also saw Team Mentos' Egidio Perfetti strengthen his Class B lead, setting the 11th fastest time overall. Fellow Class B contenders Alif Hamdan from Nexus Racing and Yuey Tan from Dorr McElrea Racing took second and third place respectively.

Ordos is a difficult circuit. The harsh Mongolian weather coupled with a constantly changing track surface, elevations, bumps and tricky corners means only the cream of the crop succeed.

When asked about the track, Bamber agreed by saying "There's lots of sliding around. You have to be very precise, and we were lucky in qualifying that we got a good run with no dust."

Despite this, Bamber still believes there is ample room for overtaking, "it's really good for overtaking, you just have to be

careful. It's tough on the tyres, so tyre management is going to be a big factor." In round 6, Bamber and Ragginger continued their fierce battle for pole position. While Ragginger took the lead early on, Bamber zoomed to first and kept the Austrian in hot pursuit for the rest of the race. Avila again took third and in a result sure to please Chinese Porsche fans, Ho-Pin Tung from Budweiser Kamlung Racing seized fourth place, leaving Imperatori in fifth.

Meanwhile in Class B, Egidio Perfetti increased his lead by claiming his fifth victory in six races. Team Asia Racing's Li Chao also gave an impressive performance, taking second place in both the race and the Class B scoreboard.

Round 7 saw Bamber finish the Ordos leg as he started it: victorious. As the New Zealander led from pole to chequered flag for

Full speed ahead to pole position.



the entirety of the final 14-lap round, there was no question in fans' minds that the newcomer had conquered the Inner Mongolian circuit through and through. A determined onslaught from Ragginger could not stop the inevitable, and the Austrian had to settle for second place. Imperatori returned to the podium in third, and in an unprecedented turn of events, Jason Zhang Zhiqiang from Team C&D thundered all the way from fifth row on the grid to take fourth.

Another spectacular performance from Perfetti clinched a sixth Class B victory in seven races. While Asia Racing Team's Li Chao also completed a perfect weekend with another podium finish and won the Porsche Carrera Cup Asia medal for the second time in Ordos. Undeterred by a bad start, Yuey Tan came back to take third place.

Next, drivers headed to the brand new Inje Speedium International circuit in

Korea for rounds 8 and 9; presenting Porsche Carrera Cup Asia's first time in Korea since the meeting at Taebaek Speedway in 2005. Featuring significant elevation obstacles as well as several tough corners against a backdrop of soaring mountains, the brand new circuit gave racers a chance to test their skills on a level playing field.

The 2 August qualifying session saw Bamber and Ragginger set the fastest times of the group, earning them pole position starts in rounds 8 and 9 respectively. The six top drivers all finished within one second of each other, setting a nail-biting precedent for what was to come.

In round 8, Ragginger stole the march on pole-sitter Bamber off the grid. By using the escape road to avoid the grass, he surged ahead to cross the finish line first. However, because of a false start he

was penalized 30 seconds, costing him the victory. Behind Ragginger, Imperatori came together with Bamber, spinning into the barriers while Bamber was put down the field. Adeptly avoiding multiple dramas, it was thus Ho-Pin Tung who claimed the number one spot. A delighted Tung was quick to thank his Budweiser Kamlung Racing team for their enthusiastic support as he celebrated his maiden series victory: "As they say, 'you must first finish to finish first', and I'm happy to have made it to the line." Behind Ragginger, Imperatori came together with Bamber, spinning into the barriers while Bamber was put down the field."

Team C&D's Jason Zhang Zhiqiang took second ahead of Team Jebesen's Rodolfo Avila in his best PCCA performance yet. "I am very excited to take my first Porsche Carrera Cup Asia podium

Team C&D's Zhiqiang Zhang, Ho-pin Tung of Budweiser Kamlung Racing Team and Team Jebesen's Rodolfo Avila celebrates together for round 8.



Class B winners, Alif Hamdan of Team Nexus Racing, Edigio Perfetti of Team Mentos, Yuey Tan of Team Dorr McElrea Racing and Chao Li of Team Asia Racing.



Alexandre Imperatori of PCCA Team StarChase, Team Eagle's Martin Ragginger and Team Nexus Racing's Earl Bamber cheers for round 9 victory.



finish in my first season, and on a very challenging track." said Zhang, celebrating his Korean debut.

In round 9, Ragginger shook off the loss and blasted to pole position, maintaining an unbreakable lead all the way through to the finish and earning a well-deserved victory. Second place went to Alexandre Imperatori, who valiantly fought off points-leader Earl Bamber from start to finish. Bamber had to settle for third while Porsche Carrera Cup Asia guest driver Ricardo Bruins held on to fourth.

Behind them, Zhang Zhiqiang got by Avila who then defended against Team Yongda Dongfang's Benjamin Rouget. Half-way through the race, Avila reclaimed his position from Zhang, taking the fight to Tung up ahead. On the second to last lap, Avila made a brave move

on Tung, only to spin and drop back down the order to finish 9th.

Meanwhile in Class B, Mentos Racing's Egidio Perfetti continued his remarkable victory streak in rounds 8 and 9, adding two wins to his collection. Alif Hamdan from Nexus Racing and Yuey Tan from Dorr McElrea Racing took second and third respectively in both rounds.

So far, PCCA 2013 has delivered an impressive spectacle. We've seen top tier international racing talents come to earn their stripes and test their mettle against the best of the best. It has been the most exciting iteration of the Cup yet, with multiple world-class racers all vying for the top spot. Going into Singapore, Earl Bamber leads Ragginger by 13 points while Egidio Perfetti holds a massive lead of 55 points in Class B. But with three rounds to go, the competition is still wide

open. It's anyone's guess as to what might happen when the 25-strong field descends on the Marina Bay Circuit in Singapore on 21 and 22 September to join the Formula 1 Grand Prix. ●

Porsche Club Jing members smile for the camera at Fascination Porsche Beijing.



EVENT REVIEW

BE PART OF SOMETHING GREAT THE FIRST PORSCHE CLUB IN MAINLAND CHINA

This year's Fascination Porsche in Beijing marked the beginning of something truly great: a place in China where only the most passionate Porsche enthusiasts call home. Where those who admire extraordinary performance, expert craftsmanship and cutting edge design come together in their shared love of the car marque. Enter the first Porsche Club in China.

Text Jason Miles

On 28 June, 36 members of Porsche Club Jing took the day off work and flocked to the Goldenport Circuit in Beijing. Together, they celebrated the Club's first official meeting. Members mingled and talked, admiring each others' cars and sharing their passion for the marque. These meetings, known as Porsche Parades, are a popular activity for the exclusive Clubs. Organised on either closed or open roads, they give members a chance to get together and show off their Porsche automobiles.

Porsche Club Jing is the first of its kind on the mainland. The meeting at Fascination Porsche represents a key milestone for the presence of Porsche in China. Not only that, it shows a shift in thinking of Chinese Porsche owners. No longer is ownership of a Porsche just about the car itself. It's about much more. It's about being part of something great and knowing there are thousands out there just like you.

Porsche Club Jing members enjoy a test drive on the Beijing Golden Port Circuit.



This feeling of family unity is the reason Porsche Clubs have been so successful. Owners around the world share a connection inspired by the unique sensation when driving a Porsche; magnificent machines made possible by the tireless dedication, expertise and passion of the marque's engineers. Porsche Clubs simply serve as an outlet for this enthusiasm. They aim to take the Porsche passion one step further by providing a meeting place for owners the world over.

As members of Porsche Club Jing are quickly discovering, there are many benefits to being part of a Porsche Club. Besides the ability to connect with other Porsche enthusiasts, members can explore the marque's history hands-on, attend exclusive tailor-made driving events and gain access to the latest Porsche news and updates. Other benefits include a special rate for Porsche Carrera Cup Asia

VIP packages, privileges on certain new Porsche models and an end of year offer on Porsche Driver's Selection items. But most exciting of all is an invitation to a joint event for all members of Porsche Clubs in China at the Porsche Carrera Cup Asia Finale.

While Porsche Clubs in China will be operated by Porsche Centers, they will have strong customer initiatives and involvement which means members can tailor the activities and programmes together. Clubs are officially recognised, supported and promoted by Porsche. A Club logo, special signet and the Porsche name itself give each Club a unique identity, clearly distinguishable from any unofficial Porsche Clubs. That means even though Clubs have strong links to the marque and other Clubs, each one is different, providing an authentic and exclusive experience.

The first Porsche Club was founded in

Germany by a small group of friends in 1952. Today, there are 640 Clubs in over 75 countries, with a membership of approximately 181,000 members, and the numbers keep growing. With the establishment of Porsche Club Jing, Chinese Porsche fans now also have a chance to be a part of this global community. They have an opportunity to not only share their passion for Porsche cars, but to break down the international divide by connecting with like-minded enthusiasts around the world.

Therefore, congratulations to Porsche Club Jing; this new establishment is the first of many new planned Porsche Clubs which is a testament to the Porsche brand within China and a new platform for Porsche sports car enthusiasts to unite in their passion.

If you are interested in joining a Porsche Club, then please contact your Porsche Centres for further information.

Classic Porsche cars greet distinguished guests outside Badrutt's Palace.



EVENT REVIEW

PORSCHE NATIONS TROPHY 2013 A SHARED PASSION

The Porsche Nations Trophy, a highly exclusive golfing event specially tailored to the shared passion and enthusiasm of Porsche customers, rounds off another spectacular season of golf.

Text Huang Ning

The spectacular scenery of St. Moritz, a world-famous holiday resort in Switzerland, saw the friendly yet competitive tournament take place on two prestigious golf clubs from 27 to 29 July. The competition saw the participation of Porsche customers from 12 nations including China, who not only participated in the international Porsche golf championship last year for the first time, but also brought home the Porsche Nations Trophy cup.

The participants were amazed by the magnificence of the venue the moment they arrived at the beautiful and chic Alpine town. A cable car led them uphill and over the grand valley for a thrilling evening view of the quiet surrounding mountains, before taking them to an exclusive welcome dinner at El Paradiso. Set atop the mountain, this restaurant is not only renowned for its regional delicacies and panoramic views, but is also owned by a

Porsche customer who displayed his very own Porsche 356 at the entrance.

The tournament began at the Zuoz-Madulain Golf Club with a clear blue sky. The combination of a professional golf course with the exotic and breath-taking scenery delighted all Chinese guests, who, despite being unfamiliar with the golf course, enjoyed every relaxed swing and the unique experience as a whole. "I didn't put any pressure on myself. To finish the game is enough for me," commented Mrs. Liu, a customer from Porsche Centre Dongguan who represented the China Team in the women's category. "As a result, I was able to take it easy and had so much fun throughout the day."

A shared passion for both the Porsche brand and the game of golf was strongly evident throughout the competition, which added a sense of camaraderie between players. The Porsche Nations Tro-

Mrs. Liu skillfully puts for the hole.



Chinese participants hold up their trophies after the tournament.



The Latest Porsche Cayman stands ready on the spectacular St Morritz course.



phy provided these kindred spirits with a unique opportunity to play golf with like-minded enthusiasts on one of the most challenging and beautiful golf courses in Switzerland.

The tournament continued on the second day at the renowned Samedan golf course. Boasting a history of over 100 years, this unique golf course is one of the oldest in Switzerland and one of the highest in Europe. Featuring 18 holes with small lakes and streams, this open parkland course provided Porsche customers with diverse challenges and plenty of fun. Unfortunately, sudden rain interrupted the game in the afternoon, which eventually had to end early.

After two days of close competition and outstanding sportsmanship true to the Porsche name, Mr. Hu Senjiang from Porsche Centre Dongguan was crowned champion

of the Men's Net, while Mrs. Liu emerged as the first runner-up in the Women's Net and the winner of the Nearest Pin prize. "I am very pleased with the results as well as the whole experience," says Mrs. Liu, "it far exceeded my expectation in every aspect, including the reception, accommodation and of course the organisation of the game. I've taken part in quite a few golf tournaments organised by other brands, but this is definitely the best."

As the following day happened to be Mr. Hu's birthday, everybody on the China Team waited until 12pm to celebrate this special occasion as well as his victory; a party which involved a lot of dancing and singing. "Everyone had a great time and was immensely satisfied before leaving St. Moritz," recalls Mr. Peng, Sales Director of Porsche China, who ensured every need of the Chinese Porsche customers was taken care of on this trip.

Porsche is dedicated to providing enthusiasts with unique and unforgettable experiences, whether on the road or, in this case on the green at the Porsche Nations Trophy. This premium golf tournament is just one of many exclusive programmes designed by Porsche for its loyal customers to truly reflect their lifestyle. Porsche is not just about high performance cars; it also stands for precision, style and distinction.

If you wish to take part in the Porsche golfing events, then please contact your preferred dealership for more information or visit our website: www.porsche.cn/golf-en

CULTURE AND HEALTH

DOWNHILL ADRENALINE SPURS CHINESE SKIING ENTHUSIASM UPHILL

Imagine yourself arcing crisp turns down the mountain or stomping a trick in the terrain park, or wending your way down a forest trail made magical by new snowfall; the thrill of the slopes is bound to make you feel much more alive.

Text Huang Ning

As one of the many imported sports to China, skiing has been catching on particularly fast over the last decade among the growing community of affluent Chinese. The newly wealthy have begun to develop a strong liking of adventure and have therefore devoted a sizable portion of their free time to seeking exhilarating pastimes. As a result, the 300,000 ski resort visits in 2000 soared to 10 million in 2010, and is expected to hit 20 million by 2014, according to a report from the China Skiing Association.

Driven by the increasing enthusiasm of skiing lovers, the whole industry is growing ever more popular, with huge investment poured in to build new and more advanced ski resorts across the country. Modelling on the practices and standards

of renowned international ski destinations like Whistler and Innsbruck, some of them not only feature beautiful and exciting runs that are designed for skiers of all levels, but also provide a whole spectrum of recreational and lifestyle options during the icy season. Nowadays these resorts have become some of the most popular holiday getaways among Chinese tourists in the cold winter, especially during the Spring Festival, where families often indulge in the fun of skiing together while admiring the spectacular snow-white mountain views.

Skiing vacations, a concept which originated from Europe and America, are now widely welcomed by Chinese people who share a taste for that lifestyle. It is the expe-

rience of the downhill adrenaline rush, along with the spirit of the mountains that calls for them to free themselves from the everydayness of life, and keeps them coming back year after year.

The truth is, one may easily get addicted to skiing and never get tired of it, just like one needs only to drive a Porsche car once to fall permanently under its spell. The first thrill that fires up your passion has a way of staying in your blood. When carving sprightly turns down the slope with poles in hand and skis underfoot, that undeniable thrill is irresistible and you will definitely want to do it over and over again. ●



Top 5 Ski Resorts

If you are thinking of trying out the slopes this winter, here are a few top listed destinations in China. All you have to do is pack your warm clothes and head to the slopes in your Porsche!

1. Yabuli Ski Resort

- Feature: A favoured ski resort in China where many major winter games have been held.
- Season: Mid November - late March
- Location: 90 kilometres from Mudanjiang in Heilongjiang province.

2. Yulong Ski Resort

- Feature: The alpine ski resort closest to the equator and therefore possibly the "warmest"
- Season: November to March
- Location: 20 kilometres from the famed historical town of Lijiang in Yunnan province.

3. Beijing Huaibei Ski Resort

- Feature: Neighbouring the Great Wall
- Location: In the Jiugukou Natural Scenic Area, 70 kilometres from downtown Beijing.
- Season: December to March

4. Xiling Ski Resort

- Feature: The most beautiful alpine ski resort.
- Season: Mid December to March
- Location: At Xiling Snow Mountain, 120 kilometres from Chengdu.

5. Alshan Ski Resort

- Feature: Surrounded by beautiful forests
- Season: November to April
- Location: On the border of Inner Mongolia in China and Mongolia.



Mr. Deesch Papke, Chief Executive Officer of Porsche China congratulates Mr. Rudolf Wan, General Manager of Porsche Centre Changzhou at the opening ceremony.



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

Deesch Papke
首席执行官总裁

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

NEWS

CHANGZHOU OPENS FIRST PORSCHE CENTRE

On August 19, Porsche China celebrated the opening of its newest Porsche Centre in Changzhou. As the 56th Porsche Centre in the country, it gives more Porsche enthusiasts access to the marque's exclusive sports cars, supreme after sales support and world-class customer service.

Located in Changzhou Wujin Motor City off the city's main access road to the Huning Expressway, this state of the art 4S development covers over 14,000 square metres. A 2,100 square metre showroom houses an extensive lineup which, on the opening day included a full line up of exclusive Porsche models. A separate 4,300 square metre after sales service area gives customers all the help they need after making a purchase. Designed to maximise customer convenience, Porsche Centre Changzhou will provide unparalleled service and a comprehensive brand experience to customers on every visit.

*Porsche Centre Changzhou
No.6 E Zone Wujin Auto mall,
Changzhou, Jiangsu Province
Telephone: +86 519 81234 911*