

Porsche Christophorus 331

Regional Highlights Focus on Porsche in China

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The following pages provide information on the Chinese market. Jebsen & Co. (China) Motors Ltd. is responsible for both pictures and text.

PORSCHE

Dealer Conference Harbin 2008



Harbin, Heilongjiang: Porsche's arrival in China's City of Ice

Capital to China's northernmost province Heilongjiang (Black Dragon River), Harbin is a successful coupling of historic beauty and vibrant ambience. The wintry season reaches fever pitch in the months of December to February, as tourists arrive for the world-renowned Ice and Snow Festival, for Porsche to unveil its own icy creations.





Songhua River at sunset.

Harbin in winter evokes a sense of wonder and serenity for first-time visitors. Massive ice structures and snow statues line its vast streets and shopping districts. Spacious without being desolate, one feels uplifted basking in the seemingly eternal sunshine and crisp wintry air.

Never mind that temperatures can dip as low as -40 degrees, you will not feel the cold as long as you bundle up in layers. In fact, the cold turned out to be the least

of our concerns, as we moved quickly to capture the city sights during our short stay. Harbin reveals to be a melting pot of Chinese and Russian cultures, moving forward in the Chinese economy via its wealth of natural resources, along with development in education and research.

The main artery of the city is the 1,840 km Songhua River, pleasant in the summers and an epic ice river during winter. This is where the winter action is, where the

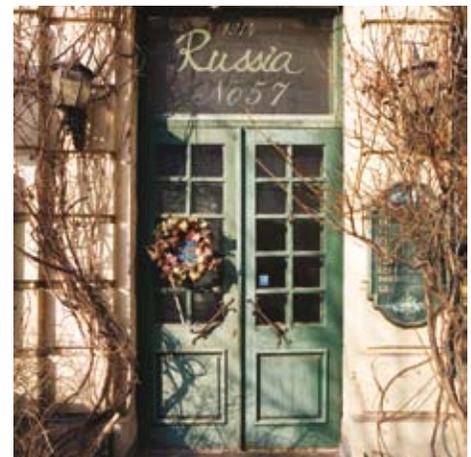


brilliance of ice and snow sculptures sparkle in the cold night sky, local folks go swimming in icy cold waters, just for the fun of it and the people of Harbin are happy to share with you their memories of the old city and its new changes.

One way to get around Harbin is to hire a taxi (around 50 RMB an hour). For a taste of local living, go to the residential district of Anding Street marketplace - the street bustles with activity, and is a great place to see locals thriving in the cold in good spirits. On the way, our taxi driver proffers his childhood memories, pointing out places with historical significance - now gone to make way for economic progress.



The sights and sounds of Anding Street market.



A Russian cafe.



The Acropolis making an appearance at the Harbin Ice and Snow Festival.

Frosted Beauties

Dusk falls and we make our way to the Ice Festival on Songhua River.

Cruising off the Songhua Expressway, one lone structure emerges, sparkling in the distance. Tall crystal buildings dazzle with sheer magnificence, as our photographer snaps into action in this mini city of over 150 neon-lit scenes, complete with donkey drawn carriages for visitors.

Made of massive ice blocks taken from the frozen banks of the Songhua River, reproductions like China's Great Wall, the Forbidden City, Indian deities and the Beijing 2008 Olympics are etched from scratch for this annual landmark festival, complemented by coloured lights glowing from within.

The festival remains the enduring appeal of Harbin as an unconventional tourist attraction.

For this year's Ice Festival, Porsche had its own exhibition stand, featuring the complete model range entirely carved from ice.



Olympic impressions.

Ice Breakers: Porsche at the Ice Festival.



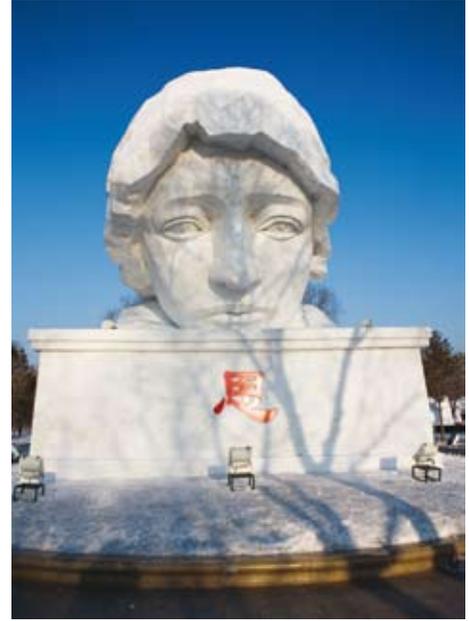
With four models on display - the Boxster, Cayman, 911 Turbo, and Cayenne, Porsche is the only car marque this year making its impression on visitors at the Ice Festival. To create these life-sized models, over 150 cubic metres of ice blocks were crafted over a 12-day period.

Working in cold conditions in almost -30 degrees is no mean feat, reveals Mr. Qiu Guanghui, a sculptor in the trade for almost 10 years. Mr. Qiu led a team of 30, with eight sculptors specially dedicated to perfecting the detail of each model. Using the right blocks of ice was also a challenge, as they need to be flawless on the surface and within, cracks and bubbles are not tolerated. To get each model right down to the minute detail, Mr. Qiu says the miniature car models provided by Porsche China were of great help during this process.

During the festival, the models are maintained through daily cleaning of snow dust from the ice, before it attaches and 'crusts' on the sculptures. Due to the high numbers (almost 5000) of visitors daily, the team also has to anticipate quick fixes - parts like mirrors get easily broken off or damaged when visitors clamber in these life-sized replicas for pictures.



Epic-scaled French creations at Harbin's Snow Sculpture Exhibition.



Carvings in snow stand up to 50 feet tall.



The Snow Sculpture Exhibition's homage to classical Chinese architecture.



Venturing to the other side of the river the next day, we arrive at Sun Island Park – home to the Snow Sculpture Contest and Exhibition, where international competitors carve giant blocks of snow into art pieces, with some of the sculptures measuring up to 60 feet wide and 30 feet tall. A collaboration between the cities - Paris and Harbin - the exhibition took on a markedly French flavour this year, welcoming visitors with a life-sized snow replica of Paris' Arc de Triomphe and sculptures of renowned French monuments. The Chinese sculptures hold their own with



Olympic-themed statues and traditional temples. Surrounded by these towering odes to man's creation, one marvels at the skills of the sculptor.



A tribute to Harbin's rail history.

A Taste of Russia

With a longstanding Russian presence dating back to the 1890s, the city remained a hub for Russian trade long after the czarist regime constructed the Chinese Eastern Railroad through the former concession town. After enduring political tussles, ravages of Japanese occupation and civil war which destroyed many historical sites, much of Harbin's Russian architecture has been restored to their original form, preserving the city's quaint east European charm.



European architecture on Harbin's Zhongyang Dajie.

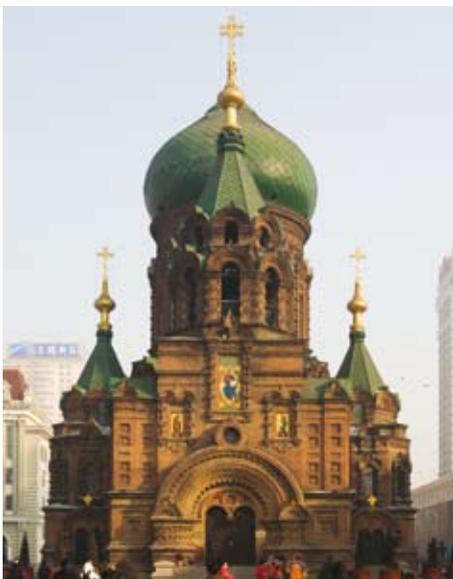


Stroll down Harbin's vast Central Street - Zhongyang Dajie in Daoli district to experience the city's most prominent Russian imprint. Offering a visual treat of European architecture styles, the historic area also boasts one of city's signature landmarks – the Church of St. Sophia.



The Wishing Tree holds well wishes from the public.

Nestled between municipal offices and department stores, the Russian Orthodox Church with its green domed baroque gothic façade remains a homage to Harbin's past, with photographs documenting its history from the early 1900s.



Harbin's monumental tribute to its Russian past.



Baroque influences feature prominently inside the church of St. Sophia.



Feline Fun

Harbin also houses one of the largest breeding grounds for Siberian Tigers, dwindling in numbers in recent years. The Siberian Tiger Reserve, set up to study, breed and prevent the big cats from extinction doubles as a major attraction. Ensconced in a bus, braver visitors can purchase slabs of raw meat, a whole chicken or even cattle for

tigers to devour in a grassy abode surrounded by a 15 feet fence.

Wintry Thrills

Harbin is the hotspot for China's winter recreations. Brave the cold for a walk along the Songhua River, and you might come across the spectacle of sprightly locals diving into the freezing waters beneath

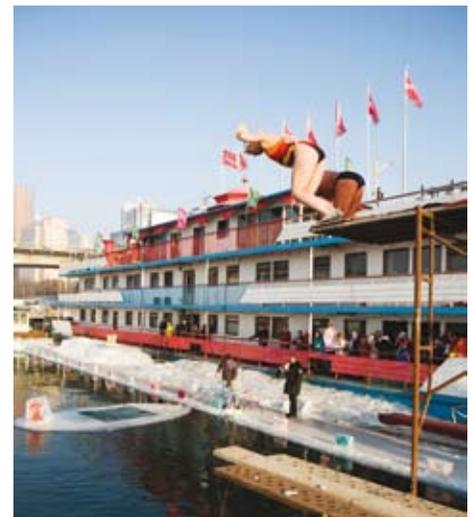
Tigers frolic in the snow.

holes cut from the river ice. This winter pastime has become a daily performance for tourists to cheer them on as they dive with flourish.

Alive in the coldest season, Harbin warms jaded hearts with its charms. Its people are keenly aware of the present, yet remain respectful of the past. As a city coming into its own in the last century, it has overcome political turmoil to become an urbanscape ready for its next transformation.



Ice swimmers take the plunge.



Drive to Excellence: Porsche Dealer Conference Harbin 2008

Porsche China hosted its dealer network to the first Dealer Conference of 2008, which took place on January 27-29. This marks the first conference chaired by Porsche China Managing Director, Mr. Helmut Broeker, since assuming the position in late 2007. Themed “Drive to Excellence”, the dealers took time to relish the scenic delights of Harbin, in between dialogues of growth figures and future business direction.



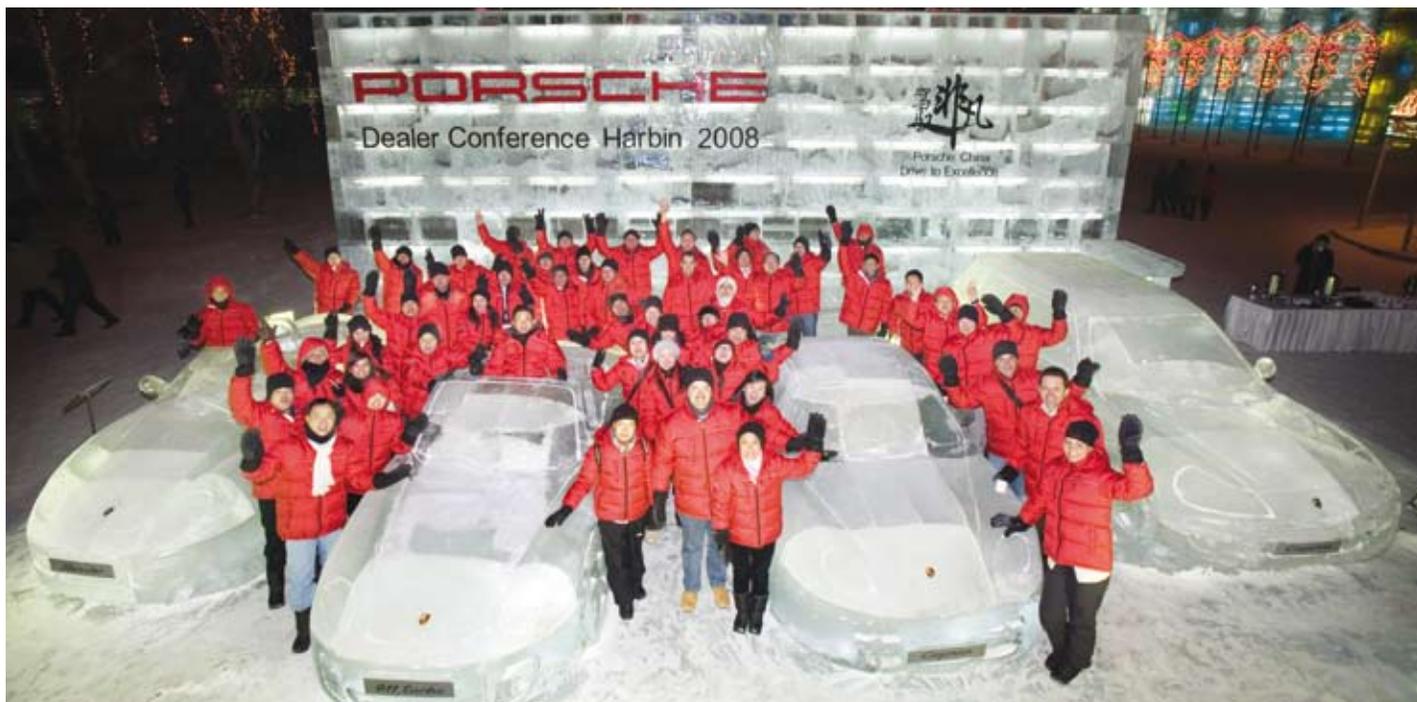
Mr. Helmut Broeker welcomes the Porsche dealer network, marking the beginning of the dealer conference.



Visiting the famed Church of St Sophia.



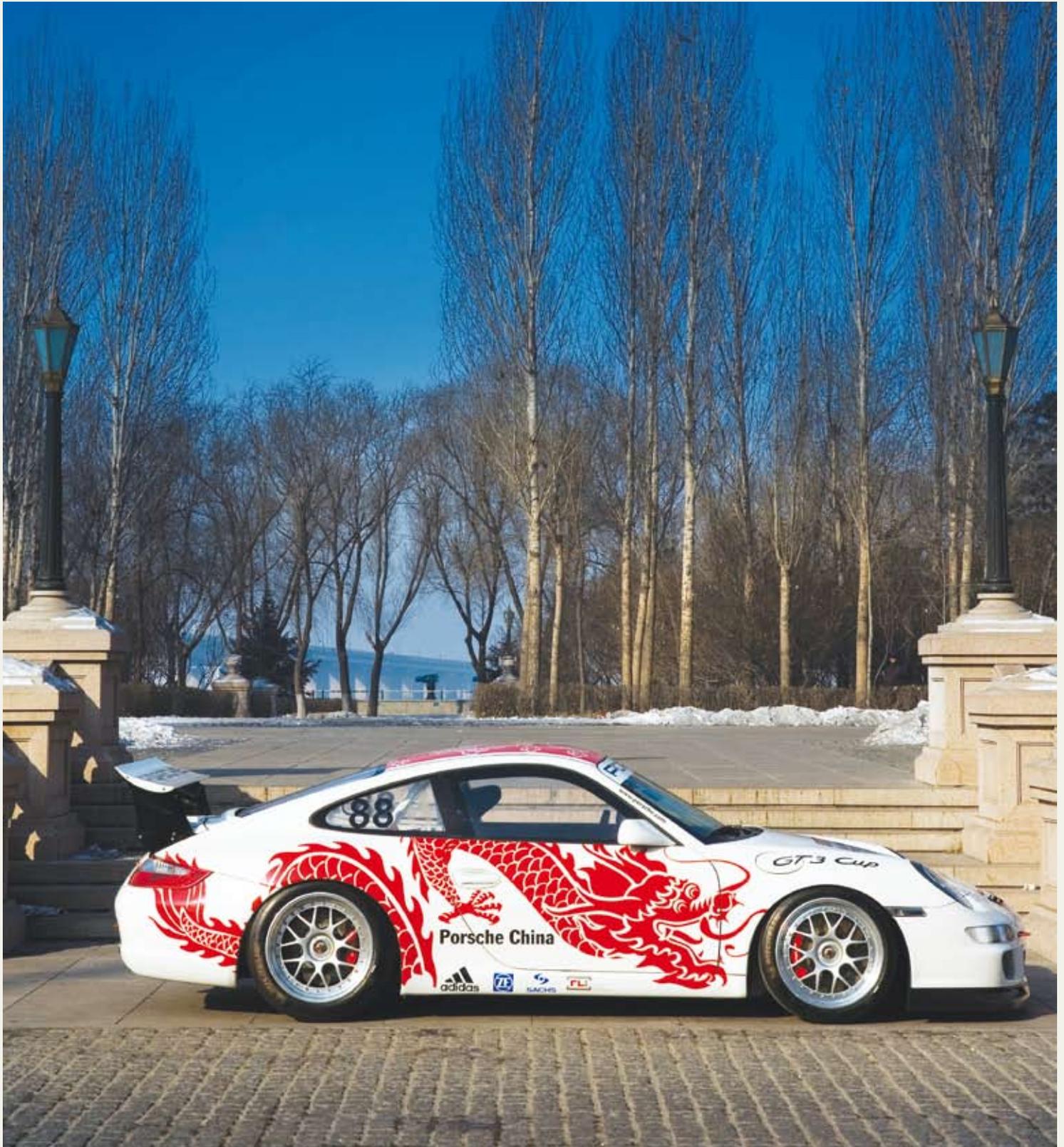
A group picture at the ice swimming competition.



The Porsche dealer network taking the time for a group photo at the Porsche Ice Exhibition stand.

Tour of Beauty: Porsche's 911 GT3 Cup Car Debuts in China

Poised to make an awe-inspiring entrance, Porsche's embodiment of motorsports makes its first China appearance in Harbin to celebrate the 2008 Porsche Carrera Cup Asia.





Kicking off the Porsche Carrera Cup 2008 season in style, a specially designed 911 GT3 Cup car, stylised with a Chinese dragon design begins a 10-month promotional tour to all Porsche Centres across China.

The car made its first appearance at the Shangri-La hotel on January 27, in Harbin – the historic capital of Heilongjiang Province – to mark Porsche’s first Dealer Conference of the year.

The design, specially commissioned by Porsche China through Hong Kong based designer Colin Tillyer, is an ode to Chinese heritage, with the image of the celestial Chinese dragon – the longstanding emblem of the Chinese nation.

According to Tillyer, “departing from traditional corporate designs and colours, the 911 GT3 Cup car commands attention of onlookers with its striking figure, with the majestic dragon draped over its rear arch, complemented by clouds on the roof”.

As the heraldic sign of the emperor and imperial power since ancient times, the strength and majesty of the Chinese dragon made it the obvious choice for its design concept. Synonymous with benevolence and strength, the grand stature of the dragon is accentuated in the design of the 911 GT3 Cup car, alluding to Porsche’s unmatched brand position among carmakers.

Equipped with an upgraded 420bhp engine, the 911 GT3 Cup car boasts thrilling design modifications and performance enhancement from a standard 911; including an ultra-light bodyshell made of galvanised sheet steel and carbon fibre fixtures.

An evolution in Porsche’s long line of thoroughbred race cars that thrived in motorsport since the 1950s, the new 911 GT3 Cup car roars into the 2008 motorsport season with unmatched style. Sure to set the tarmac ablaze with a superior engine output of 20 bhp over the previous model, enhanced performance is assured with six-speed sequential gearbox that enables the driver to shift gears in full throttle, complemented by a remarkable weight of only 1,150kg built for racing action in the Carrera Cup.

Embodying engineering excellence, the 911 GT3 Cup car hails from Porsche’s



Motorsport Legend: the 911 GT3 Cup car.



illustrious heritage in motoring tournaments. Sustaining a racing pedigree spanning half a century, the German carmaker made history at international tournaments with its iconic race cars such as the 936/77 Spyder, the 804 and the 911 GT1.

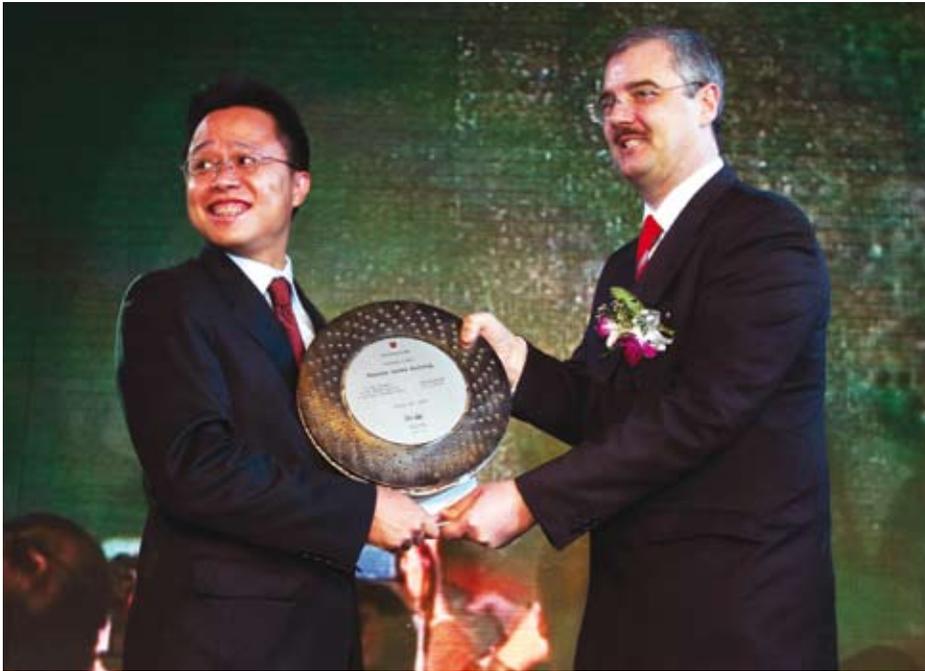
Immortalised in motorsport chronicles via 14 marques and team championships, as well as nine world titles for sports car drivers, Porsche has continued to fuel this tradition with its race car prototypes and the breathtaking Porsche Carrera Cup Asia series.

Blasting off the iron grid since 2003, Porsche Carrera Cup Asia has quickly cemented its status as the foremost professional racing series in Asia, where the skills of drivers at the wheel of identical 911 GT3 Cup cars are brought to the forefront. Encompassing some of the most exciting trackside action across circuits in Asia, the series serves as a supporting race to two rounds of the FIA Formula 1 World Championship, as well as the famed Macau Grand Prix.

The Porsche China, 911 GT3 Cup car will tour China until mid-October, making its last appearance at the Shanghai International Circuit, Round 10 of Porsche Carrera Cup Asia. Watch this space for more news of the Carrera Cup.

Porsche Centre Kunming: Making further inroads in Southwest China

Porsche is further strengthening its commitment in China, with the 19th Porsche Centre Opening in Kunming, capital of Yunnan.



Managing Director of Porsche China, Mr. Helmut Broeker (right) with General Manager of Porsche Centre Kunming, Mr. William Huang.

Yunnan is the eighth largest province in China, and boasts abundant natural resources over high mountains and rivers. It is also home to 25 ethnic minorities living in harmony, each with its different set of cultures and customs. Blending these highlights with Porsche's automotive passion, the opening night on January 10, 2008 took on the theme 'Blossom of Porsche Centre Kunming'.

The showroom was adorned with a variety of blooms- Yunnan is reputed to be a

"flower kingdom" where the constant spring-like weather yields over 1,500 floral species. Ushers in traditional tribal dress welcomed guests at their arrival, while the programme featured acrobatic performances and interactive group dance sequences. Together with specially engaged professional performance troupes well versed in Yunnan song and dance, it was a memorable evening for over 400 esteemed guests comprising government officials, valued customers, Porsche enthusiasts and media representatives.



The sights and sounds of Yunnan featured in the opening.



The Porsche model lineup.

In his welcome speech, Managing Director of Porsche China, Helmut Broeker, praised the virtues of Kunming, from its thriving tourist attractions to its rapid financial progress: "The combination of strong economic growth and a keen interest in our brand makes Kunming a very important city for us. We've made great efforts in establishing a strong local presence, and the construction of this state-of-the-art new facility is an important indicator of our commitment to Kunming and the whole of Southwest China."

Sharing his enthusiasm to be part of the Porsche family, General Manager of Porsche Centre Kunming, William Huang made the promise to commit to the brand: "We will bring premium cars from the Porsche brand and our renowned standards of service to the whole of the Yunnan area." Speaking to Christophorus following the opening, Mr. Huang notes that the event was a unique experience for customers, which was reflected in positive media coverage.

The future outlook for Porsche Centre Kunming is positive, concludes Mr. Huang. As for the predominantly SUV car buying market, Mr. Huang states: "With Porsche in Yunnan, we are confident that more people will take interest in our sports car range. We are also planning activities that combine driving passion with Yunnan's breathtaking scenery and lush terrain"

Located in the prime district crossing of the third South Ring Road and the Luguang Road, Porsche Centre Kunming is a premium showcase for the complete Porsche model range. Adhering to Porsche's worldwide commitment to customer care, the centre boasts state of the art facilities, including a comprehensive aftersales service, with maintenance by Porsche trained technicians.



To experience the new Cayenne GTS, please visit www.porsche.cn

**As builders of sportscars
we simply couldn't act otherwise.**

The new Cayenne GTS.

Typically sports car – thanks to the by 20 mm lowered suspension including PASM, 21-inch Cayenne Sport wheels and a more powerful 4.8 litre V8 naturally aspirated engine with an output increased by 20 bhp to 405 bhp acoustically accompanied by the standard sports exhaust system.



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 Porsche Centre Dalian: (0411) 82883 911
 Porsche Centre Wenzhou: (0577) 88155 911
 Porsche Centre Kunming: (0871) 4589 911

Porsche Centre Beijing3S: (010) 67869 911
 Porsche Centre Qingdao: (0532) 86679 911
 Porsche Centre Xiamen: (0592) 2393 911
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Porsche Camp4S: Thrills and Chills in Finland

Cruising on dusty snow roads through towering pine forests at the Arctic Circle is the agenda of the day for participants of Camp4 and Camp4S.

The winter season finds motoring enthusiasts flocking to Lapland, Finland, for driving fun at Camp4 and Camp4S. Both camps combine driver training with high-octane recreational activities, from tours of the Arctic Circle to exhilarating snowmobile safaris. In January this year, Porsche customers from Mainland China and Hong Kong braved the chills of the Arctic to ignite their passion at Camp4S.

The Arctic Circle is one of the five circles of latitude marking Earth's maps. At its north lies the Arctic, where ice covered oceans make up the landscape. Snowing an average of 180 days from November to April, with temperatures dipping as low as -45 degrees, the snowbound region provides the complete range of road conditions for drivers to improve their skills on ice.

Hosted by the Porsche Travel Club and now in its 10th consecutive year, the camps offer an unrivalled drive experience for participants. Located 25 km away from Rovaniemi, Lapland's capital town, the Arctic Driving Centre promises professional training courtesy of world-class veteran racers from the Porsche Sport Driving School.

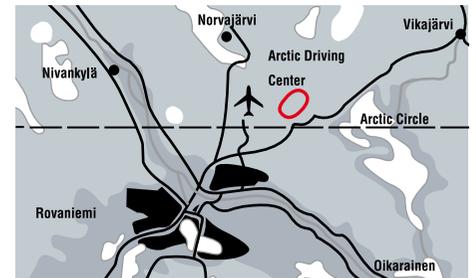


Preparing for the long drive ahead.



prepare drivers for low-traction and severe road environments.

With each camp held over five days - Camp4S in January and Camp4 in February, both programmes kick off with a meet and greet at the Sokos Hotel Vaakuna, where drivers and instructors mingle over a welcome dinner of Finnish cuisine. The elegant hotel with period architecture has its own sporting history – it was built to accommodate athletes during the 1952 Helsinki Summer Olympics. The Sokos Hotel Vaakuna is also known for its spacious rooms, decorated with Finnish art pieces.



Camp4 is about 'precision'. Drivers are taught the basics of driving dynamics and safe driving. They understand how their car handles in the winter environment, with personalised assessment of their driving style. Camp4S then takes it to the next level, challenging drivers' skills on ice and snow as they evade sharp turns on the tracks of the Arctic Driving Centre, followed by sprints on expansive snow trails in Lapland.

Practical driving instruction begins on the second day of the course at the Arctic Driving Centre, a driver training facility used for cold-weather testing by carmakers. Experiencing intense driving on icy rally courses where Finnish racers have similarly perfected their skills, drivers are taught the basic elements of vehicle dynamics and control.

Participants take on the 911 Carrera 4, 911 Carrera 4S and the Cayenne S in harsh winter conditions, from a black ice slalom to an off road circuit, all designed to

Mastering the basics of driving in winter conditions of Camp4, drivers are then ready for the more challenging Camp4S, where participants have the opportunity to rev their cars on icebound roads. With specially designed training, both in theory and



practice, Camp4S pushes the limits of drivers with advanced exercises at high speeds such as slalom driving and off-road circuits.

With two years of instructing experience, Mr. Martin Limpert, an instructor for the Porsche Sport Driving School, explains the camps often exceeds participants' expectations, "Camp4S is a specialised programme, offering three days of full driving for Porsche enthusiasts, complemented by track-focused training for advanced driving techniques on snow and ice."

One of the participants at Camp4S, Mr. Han Qi Mong, a participant from Shanghai, agrees that the Camp is definitely a unique programme, "drifting in a Carrera 4S on the ice roads was exhilarating". Having attended the Desert Camp Dubai, Mr. Han also found both tours refined his skills in vehicle control, which he puts to good use on his own 911 GT3.

As a three-time participant in the driving camps, Director of Porsche Club Hong Kong, Mr. Terence Ku describes Camp4S as requisite training for Porsche enthusiasts. "The Arctic Circle camps in Finland are a



Mr. Han Qi Mong.

must for every Porsche fan, providing the best training available for high speed driving in winter environments."

"Camp4S delights participants with the excitement of applying advanced driving techniques such as drifting and oversteering control, on breathtaking snow trails and racetracks. From the moment we arrived to our departure, we experienced non-stop thrills with the benefit of enhanced driving skills."

Aside from advanced driver training, the programme packs in sightseeing tours for participants to experience Lapland's spectacular winter landscape and unique pastimes, including adventures on quad bikes, huskies or go-karts on snowbound scenic runs. Visits to Rovaniemi's own reindeer farms are also a must, combined with stops to the Arktikum Museum and Santa Park, where travellers can purchase local handicrafts as mementoes.

Armed with an enhanced repertoire of winter driving techniques and savvy to road conditions, participants emerge from Camp4 and Camp4S Finland as safer drivers with refined vehicle control skills. Much like Porsche's thrilling sports cars, the driving camp is an experience unto itself, offering the ultimate journey of self-discovery for every discerning Porsche driver.

For more information,
please email marketing@porsche.cn
or visit www.porsche.cn



Mr. Terence Ku (right) and his son at the starting point.

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