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

Better than ever before: The new Porsche 911 arrives in China.

One's defining essence can never be changed, but in the case of a Porsche 911, why would you want to? With such a history of success on the race track and the road, Porsche knows the 911 is as close as one gets to the ultimate sports car. But the good news is it keeps on improving, as seen at the national launch in Zhuhai, where the new 911 more than lived up to its illustrious name.

By Steve Thomson



China greeted the new 911 as you would an old friend; striking familiarity does that to people. For many, this iconic sports car is precisely what comes to mind when they think of a Porsche - its style is unmistakable; its performance, unparalleled. Yet it's also worth remembering the 911 is still relatively new to China, arriving in Shanghai just four years ago. That was what made this recent national launch so special, with the motto for the event, "To the core", affirming once again the central importance of the 911 to all that Porsche strives to achieve.

From October 30 - 31, media representatives were invited to Guangdong Province to find out how the new 911 sets itself apart from the generations that have come before. For

those lucky enough to attend, it was clear this was no ordinary Porsche launch, the glint in their eyes betraying that sense of excitement. The reason was simple; not only would they be among the first to see the new 911 in China, they would have the chance to drive it on the race track as well.

Settling in to the grandeur of the five star Lexington Plaza hotel, a unique structure that resembles the unfurled pages of an ancient book, guests had the chance to relax before walking across to the specially-designed Porsche exhibition space, located right next to the Zhuhai beachfront.

Mr Helmut Broeker, Managing Director for Porsche China, was the first to welcome

The themed dance performance for the evening





Guests taking the opportunity to scrutinize the new 911's features up close

Mr Helmut Broeker, Managing Director of Porsche China on the evolution of the 911

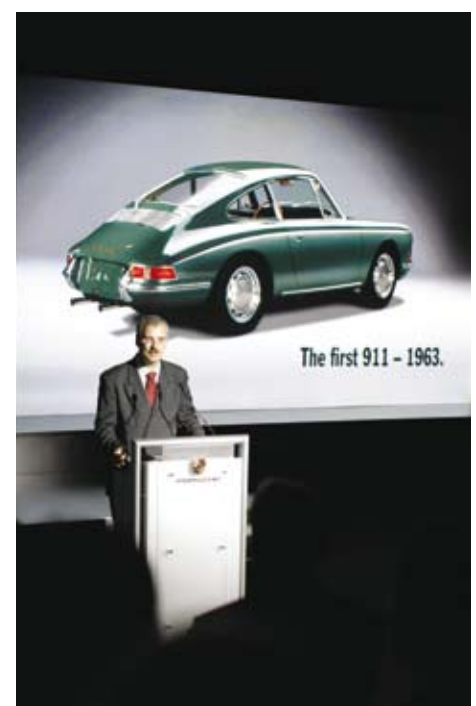
the guests that evening, as they wandered freely through photo displays of the 911, and watched classic footage of how this legendary sports car has evolved since it first appeared some 45 years ago.

Everyone then took their seats for a spectacular dance routine, a unique performance that incorporated Chinese elements with the resonant beat of ancient drums. The final image was equally striking, as dancers contorted their bodies to form the Chinese character for "To the core", reflecting the values that have made the 911 the leading sports car in the world today, right down to the finest detail.

As the dancers left the stage, Mr Broeker stepped forward to address the crowds, highlighting the launch as a genuine milestone for Porsche, and expressing

his delight that the new 911 would now be available to Chinese enthusiasts across the country. It was then time for the most welcome of introductions, as the signal was given for the new 911 Carrera models to be unveiled in China for the very first time. Understandably, their presence sparked a mood of celebration, as conversations turned with time and again to what it would be like to sit behind the wheel of these Porsche cars.

Everyone was up early the following morning, beginning their day at the Zhuhai International Circuit with an insightful presentation from Mr Benno Brandhuber, General Manager of Development Quality Management and International Vehicle Testing. Having flown over from Germany especially to attend the launch, Mr Brandhuber's explanations served to whet the appetite still further, whereupon his



conclusion, it was time for the day's driving to truly begin.

The Porsche instructors took over proceedings from there on in, leading the participants out onto the race track. First on the agenda was an exercise aptly named Launch Control, intended to display the breath-taking acceleration that can be achieved with the Porsche Doppelkupplung (PDK) transmission, a fantastic technology that has been offered to the new generation of Porsche models.

This innovative double clutch system, originally used in the Porsche racing cars of the early 1980s, not only lowers fuel emissions through greater efficiency, but also provides instantaneous gear shifting without any interruption. Participants experienced this at first hand, unleashing the potential of a 385 hp engine of a Carrera 4S along the home straight, before effortlessly shifting in times that would normally only be achieved after years of practice.

With excitement levels at an all time high, the participants moved on to the second exercise, the Moose Test, where they would



A close up of the 911's features, including the Porsche Doppelkupplung (PDK), steering wheel (top left) and gear shifter (top right)



Participants eagerly taking their turn with the 911



A rewarding experience on the track



Guided tips from a Porsche instructor

accelerate to 70 km/h, before swerving suddenly from one side of the track to the other with minimal margin for error. The aim was to simulate an unpredicted lane change, thus showing how stable yet agile the new 911 is, even at higher speeds.

The participants completed the exercise like seasoned professionals, aided by the Porsche Stability Management (PSM) system that comes as standard in each of these Porsche cars. Delighted with the performance, many commented the new 911 felt as if it was sitting on rails, staunchly refusing to surrender control.

Guided driving was the final exercise of the day, offering a more all-round experience to participants as they completed multiple laps and experienced what makes the

new 911 such a rewarding car to drive. There was even time for the Porsche instructors to do what they do best, driving the participants around the track at near top speed, and thus demonstrating the performance of the new 911 when placed in the hands of professionals.

Porsche can look back on the launch with great satisfaction. As Mr Broecker thanked everyone for attending, it was clear the new 911 had made an impression in keeping with the proud tradition on which it is based. All the participants left Zhuhai with more than a few stories tell, but if you ask any of them about the experience, they will almost certainly tell you the very same thing - the only way to appreciate the new 911, is to actually drive it.



The essence of driving:

Out on the track with the new 911

By
Steve Thomson

Photos by
Derryck Menere



Their bonnets glistening in the afternoon sun, the new 911 Carrera Cabriolet and Carrera 4S wait patiently for the next move, entirely at ease in the environment they were designed for.



Equally at home on the race track and the road, the enlarged air intakes and specially-designed light units distinguish the new 911 from its predecessors, seen here as it corners effortlessly once again.





After another fantastic day out on the track, there's still time to admire the design features that make the new 911 so uniquely Porsche, regardless of the angle you wish to choose.



Named after celebrated chef David Laris, Laris offers a truly cosmopolitan concept restaurant offering contemporary New World cuisine in stylish surroundings with fantastic views of the city from Three on the Bund's sixth floor. Includes an elegant dining room, the decadently designed Vault Bar, the stylish L Lounge, the acclaimed Fins, Claws and Wings seafood bar and the Chocolate Room. 位于外滩三号六楼的陆唯轩是世界名厨David Laris全球首家以其名字命名的个性餐厅，为新世界菜肴融入了其充满激情与创意的天赋和理念，包含一个集合现代与经典餐饮享受的餐厅、珍藏了世界顶级佳酿的保险库酒吧L Lounge、精选海鲜吧和巧克力工房。



Testdriving your perfect Porsche

By Steve Thomson



The best way to understand Porsche is to experience it for yourself, and that's where China's Drive to Excellence programme comes in. To find out more about this exciting test-drive event, Christophorus spoke with Mr. Wu (吴任哲), a young entrepreneur from Zhejiang Province, about his experiences when Drive to Excellence came to Shanghai on June 20, 2008.

So, what first led you to take part in Porsche Drive to Excellence?

Well, it all started around April or May when I decided I wanted a new car. I've always known I would buy a Porsche at

some point in my life, and with business going well, it was finally time to fulfill that childhood dream. Driving is something I really enjoy, so I visited the showroom in People's Square (Shanghai) to have a look at what was on offer.

And what did you think of the cars on display?

I knew before that when I went for a Porsche, my best choice would be the Cayenne. For one, my family and I like to go for drives on Sundays - you know, to escape the bustle of Shanghai, so whilst I loved the look of the 911, I'm not sure my wife would have

agreed to it. Maybe in the future, but for now, because her parents often come with us, the Cayenne was definitely our best option.

That makes a lot of sense, but how did you move closer to making a decision?

I was actually quite surprised at the number of options available with the Cayenne. At the time, there was a Cayenne V6 in the showroom that seemed to suit my requirements - a sporty SUV with great performance, but practical for my needs as well. Anyway, as I was talking with the sales advisor, I began to take more of an interest in the larger Cayenne models - the

performance figures she showed me were particularly impressive. It was then that she suggested I join the Drive to Excellence programme that was running in Shanghai the following month.

As a newcomer to Drive to Excellence, did the event live up to your expectations?

To be honest, I didn't really know what to expect, but it turned out to be a very relaxed day of driving. The weather was beautiful as well, so after a short presentation on the different models, the instructors gave us a safety briefing and handed us the keys to the cars.

Did you feel that, overall, enough time was allocated for driving?

Much more than I thought - the first drive lasted about 30 minutes, and because we were heading away from the centre of Shanghai, there were no major hold-ups. That was a great relief; I mean, obviously we didn't want to spend the morning stuck in traffic. I remember there were four driving sessions in total, and after each one we would have a quick pit-stop, either to change cars or just have some refreshments. It was funny as well - when you have eight Porsche cars driving in a line, you get a lot of attention, and we were

all smiling at the number of people taking photos as we drove past.

I suppose it's not something you see every day. Which of the Cayenne models did you decide to drive?

Well, it had all been arranged beforehand with that first visit to the showroom. I wanted to test drive the Cayenne V6, but also have the chance to compare it with the Cayenne S. The sales advisor made sure both cars were available for the event, and I'm so glad she did, because it really helped with my decision, and as a result, the Cayenne S is the car I am driving now. ▶





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What was the main reason for you settling on the Cayenne S?

There were a few reasons, but the one that stood out for me was the engine. The Cayenne S also had a sports exhaust system fitted that day, something the instructors told me was not available with the smaller engines. Of course, there were the extra design features - the larger wheels, the twin dual-tube tailpipes on the rear, these really made the Cayenne S stand out - but that feeling of extra power right at your fingertips, it's difficult to put into words. I remember when I turned the key for the first time, the sound was just incredible - you really knew you were sitting in a sports car. I'm currently planning to get involved in Porsche Sport Driving School next time it comes to Shanghai, so it's going to be fantastic to experience that kind of acceleration on a race track.

We've heard people say that about the Cayenne in the past, but out of interest, did you drive any of the other Porsche cars?

Actually I was very lucky, because at one of the pit stops I spoke with a participant who was driving a 911, and we agreed to talk to the instructors about switching cars for the next session. This turned out to be another great experience, and one I'll certainly think more about in the future.

So how did you round off your morning?

After the sessions, the whole group drove back to the Porsche Service Centre for lunch with the instructors, before the event came to a close. I stayed back a little longer to ask a few more questions. You see, the Cayenne S I had been driving had a panoramic roof and this was not something I had really considered before. Anyway, I wanted to ask about having this fitted in my new car as well, so we arranged a time for me to come back the following week to finalise the details. Overall, I felt the whole experience was really worthwhile.

That's great to hear, but most importantly, were you happy with the final decision you made?

Absolutely delighted, and what is more, my wife and her parents are happy with it as well.

The Drive to Excellence programme is running in Porsche Centres across China throughout 2009. Participants have the chance to drive the Cayenne, Boxster and Cayman models alongside the brand new 911. If you are interested in taking part, please contact your local Porsche Centre or check the Porsche website for more details.



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PORSCHE

The final stretch

The heat is on in the final rounds of the most exciting PCCA season ever.

By John Lynch

In the world of motor racing, there are few that can be described as genuine icons. Champions may come and go, but only a handful live on in history as legends. Great racers alike are not born overnight; their reputations are forged through the feats of designers, drivers and engineers. The Targa Florio, the 24 hours of Le Mans, the Monaco Grand Prix: their greatness is testament to generations of competitors, striving to ever-higher levels of excellence.

For fans and drivers, the 2008 Porsche Carrera Cup Asia has already surpassed all previous seasons for thrilling action on the track. For rounds 9 to 12 of this great year, observers were in no doubt that they were watching history in the making. The PCCA had never been so closely contested, and going into the final stages of the season, no one expected this grid full of champions to let the pace drop for a moment. ▶





Around Marina Bay on September 28, throngs of motor racing fans crowded the street circuit in eager anticipation of the first Singapore Grand Prix. Their excitement was palpable. Not only was this the debut of this special event, but also the first night race in the history of Formula One. As an early evening gloom crept in, the crowds thrilled at the ranks of Porsche 911 GT3 high-performance racers, gleaming under the flood lights.

Leading the pack were a clutch of drivers within reach of topping the standings. Reigning champion Tim Sugden of GruppeM, Team Jebson's Darryl O'Young and Christian Menzel from Team Starchase were all aiming to produce their best

form with the eyes of the sporting world watching. Meanwhile, the ever-threatening Christian Jones was looking to impress new backers Clarksons.

From the first instant it was clear that this would be a spectacular encounter. Sugden's eagerness to leap ahead of the pack from pole led to him jumping the flag, incurring a penalty that would later cost him dearly.

As drivers vied for position throughout, Team Betterlife's Marcy Lee turned in an outstanding performance that looked certain to cement a podium finish. However, a last minute puncture meant he could only watch in despair as O'Young,

Menzel and Jones crossed the finish line ahead of him.

Though Tim Sugden completed his twelve laps well ahead of the pack, his celebrations were cut short by news that the time penalty incurred at the start would push him back into fifth place. It was a bitter pill for the Briton to swallow, particularly as a victory for O'Young opened up a 15 point lead for him at the top of the standings. Nevertheless, a first place finish for the Hong Kongnese driver was just reward for another fine display.

The pressure was on, then, for the Shanghai heat on October 10. Tim Sugden managed to put the disappointment of

Racers taking on the Singapore track in Round 9





Darryl O'Young is the first-ever double Class A champion for the Porsche Carrera Cup with Team Jebesen

Singapore behind him by claiming pole position in round ten – proof that no driver could rest on his laurels for a moment. Indeed, Sugden, Menzel, Jones, et al would need all their skill to tackle O'Young – who was backed by not only a fine run of form, but also the roar of 20,000 Chinese fans.

From the start, Sugden looked set to open up a significant margin from pole. However, whipping out of the first corner, he seemed to lose control and spun-off as the pack gained on him. The unfortunate Sugden would never again regain the lead, racing as he was against O'Young, Jones and a dynamic Christian Menzel.

Menzel dominated after Sugden's mishap, though he strained to defend the attentions of Christian Jones, who pushed him all the way from second place. While Menzel took the flag, Jones' efforts were rewarded by a points haul sufficient to leapfrog O'Young in the standings. After a disappointing showing in Shanghai, O'Young would now have to work hard to overtake Jones and see off the resurgent Menzel in the last two rounds.

Following on from this fine showing, Menzel took pole position for Round 11 in Bahrain. Though he held his own against Jones and Sugden, it was O'Young who stepped up at this crucial stage in the Championship. Displaying the technique of a true champion, O'Young passed Menzel early on. Once in the lead, he was imperious; notching up the fastest lap time and demonstrating the kind of form befitting a young master.

In their prime (from top to bottom): Racers Menzel, Jones and Lee with their cars.



At the top of the table, only eight points separated O'Young, Menzel, Jones and Sugden, ensuring a nail-biting round 12. After a flying start, this top four separated themselves from the rest of the field. This time it was Menzel's turn to shine, turning the tables on O'Young by grabbing first place from the pole sitter. Slotting in behind O'Young, Sugden turned in an intelligent performance, but was resigned to watching the front two peel away to settle their season-long duel.



O'Young probed and tested the German's defences, but Menzel held firm to take victory. Crossing the finish line first, he saluted the crowd, but behind him O'Young's delight betrayed a greater victory. Second place was enough to keep him at the top of the standings, and claim the 2008 PCCA Championship for Team Jebesen.



Graft and inspiration ensured O'Young a momentous victory as the first ever double-champion in the annals of the PCCA. At the end of a season full of inspiring performances, it seems we can start a new chapter in motor sport history: the greats of the Porsche Carrera Cup Asia. In years to come we can look forward to many more racers joining Darryl O'Young on the roll call of legends.

A weekend of thrills for Porsche's guests

It was in the auspicious surroundings of Shanghai's Bund waterfront area that the executives of Porsche China welcomed their esteemed guests. VIPs from all walks of life brought to this grand setting by their shared love of the world's greatest sports car marque.

The 115 guests were selected for their unfaltering support of Porsche China, and came to enjoy a weekend of hospitality and motor sport at the invitation of Managing Director Helmut Broeker. A gala dinner at the exclusive Lounge 18 served as a

perfect introduction to the main event of the weekend: a VIP trip to the Shanghai International Circuit to enjoy round 10 of the Porsche Carrera Cup Asia, as support to the Formula One Chinese Grand Prix.

In the bright morning light, the Porsche team accompanied the VIP guests from their city centre hotel to the bustling track. Bypassing the crowds, the group made their way to the central area via shuttle bus. After a short elevator ride they disembarked within the luxurious confines of the Sky Lounge.

Straddling the track by the starting grid, the Sky Lounge offers a stunning 360 degree panorama of the track as well as an amazing bird's-eye view of the pit lane. Guests were elated to be so close to the action, whilst enjoying the luxurious setting of the lounge. Marvelling at the sight of the crowds filing into the stands below, the VIPs made their way to Porsche private area to enjoy a sumptuous breakfast.

A trip down to the Porsche Carrera Cup enclosure soon whetted appetites of a different kind. There, amongst finely

The plush interiors of Le Meridian Hotel was the welcome venue for Porsche China's invited guests.



Trackside action: An exciting day for racers and invited VIPs


tuned Porsche 911 GT3 Cup racers, our VIPs stopped and chatted with the drivers. Whilst keeping an eye on the ever-changeable weather, the teams paused for photos before the group headed onto the track for a taste of the electric atmosphere during their own private pit walk.

With their minds firmly on the race ahead, the group sat down to a hearty lunch, though when the time came for the race to start, all hurried to the windows and open

air balconies. As the excitement reached fever pitch, the Porsche engine's roared into action, and the racers shot away beneath the feet of the ecstatic guests in the Sky Lounge.

Following an afternoon of spectacular action, guests gathered to look back on the event. For William Chen from Zhejiang Province it had been a thrilling day, though '...a bad one for Darryl O'Young!' Indeed, many of the Chinese fans were

disappointed not to see their hero record a victory on home turf.

For Yang Yu, a Porsche owner for the past three years, rated the event as one of the best he had been present at. And the best part of the day? Getting to see fine engineering in action on the track, the place where all Porsche production models originate. 'Seeing those models on the race track! They are just like the cars on the street!'

Hurun Report: A marker for success

Contentment is an elusive feeling for those with the drive to succeed. As Porsche knows only too well, no matter what you have done in the past, there are always new ways to improve, and this feeling was no more evident than at the Hurun Report's ten year anniversary celebrations held in October of last year.

By Steve Thomson

The leafy grounds of the luxurious Dongjiao State Guest House in Pudong, Shanghai, provided the ideal setting for China's business leaders to gather and mark the achievements of entrepreneurs throughout the country, with Porsche delighted to act as one of the main sponsors for this prestigious four-day event.

The Hurun Report has been chronicling the successes of China's elite ever since Mr Hurun compiled his first Rich 100 List back in 1999, and these records reflect on a decade of economic improvements that have pushed China to the forefront

of the international stage. As you would expect, the China Rich List has also grown exponentially, with the number of those listed reaching 1000 in 2008, and the cut-off point for their personal fortunes now set at 100 million US dollars.

Such extraordinary growth is a cause well worth celebrating, and throughout the four days, more than 200 of those on the Hurun Rich List enjoyed a myriad of entertainment, from traditional dance performances and fireworks displays, to a croquet exhibition match that marked a debut for the sport in China.

Porsche was the only car manufacturer sponsoring the event, arranging a special hospitality area that was a scene of bustling activity on the second day, with entrepreneurs gathering for a special awards ceremony held later that evening. Conversations flowed freely around the tables at the Porsche stand, as guests discovered just how much they all had in common, exchanging stories of business success, and appreciating the company of their peers, who reached the very top of their respective fields.

Many of those in attendance were actually Porsche owners, and there was no hiding

Hurun plays host to its 'Hurun Rich List' in a lavish banquet





the pleasure at having their photo taken alongside a classic Porsche car. With the Porsche 356 A Cabriolet, onlookers got a chance to get up close to an icon from the era of Ferry Porsche, built at a time when he was just beginning his quest to design the ultimate sports car; opposite, of course, stood the brand new Porsche 911 Carrera S, the latest step on a journey that continues to this day.

As the sun continued to fall, it was time for everyone to make their way across the grounds for the awards ceremony, the highlight of proceedings for Porsche, as it

offered a unique opportunity to acknowledge directly the successes of China's most powerful and astute entrepreneurs.

Mr Helmut Broeker, Managing Director for Porsche China, was delighted to address such a distinguished audience, praising the entrepreneurial spirit whilst reiterating the need for us all to strive for new horizons. He then had the honour of presenting the Most Respected Young Entrepreneur Award to Peng Xiaofeng, a gifted businessman from Jiangsu whose company, LDK Solar, has enjoyed phenomenal success over the past seven years.

The Hurun Report anniversary celebration was without doubt a fantastic occasion for Porsche, and by the time guests settled down to their gourmet dinner on that cool autumnal evening, you could not help but marvel at the combined accomplishments of everyone present, assured once again that the future of China remains in good hands. ◀

The Porsche hospitality area, where guests admired the Porsche 356 A Cabriolet, the new Porsche 911 Carrera S and Cayenne Turbo S (top and bottom)



Managing Director of Porsche China, Mr. Helmut Broeker, Chairman and CEO of LDK Solar Mr. Peng Xiaofeng and Mr. Hurun (From left to right)



Solar Strength: Peng Xiaofeng, Hurun's Young Entrepreneur

Peng Xiaofeng is the Chairman and CEO of LDK Solar, the company he founded back in 2001. Under his stewardship, LDK Solar has grown tremendously, with offices running successfully both in Jiangxi Province and in California, USA. Amazingly, at the young age of 32, he is already ranked No. 4 in the Hurun Rich List, and was placed No. 1 in the China Energy Rich List in 2007.

Porsche has always acknowledged the young and talented individuals of this world, regardless of their area of

achievement, and success in business is no exception. Moreover, with his company specialising in the manufacture of solar wafers, the principal raw material to produce solar cells, Peng has also made a significant contribution to developing renewable sources of energy in China.

Such efforts are particularly commendable in the current environmental climate, and Porsche was proud to present the Hurun Most Respected Young Entrepreneur Award to such a thoroughly deserving candidate. <

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