

Porsche Centre Directory



Porsche Centre Beijing Central

Phone: +86 10 65211 911
Ground Floor, Chang An Club,
10 Dong Chang An Avenue, Beijing Tower,
Beijing, China, 100006

Porsche Centre Beijing Yizhuang

Phone: +86 10 67869 911
No.A1, East Ring North Rd, BDA
Beijing, China, 100176

Porsche Centre Beijing Haidian

Tel: +86 10 58739 911
No.35, Wukongqiao, Balizhuang Street,
Haidian district,
Beijing, P.R. China 100039

Porsche Centre Changsha

Phone: +86 731 84091 911
No.B03, Central-South Automobile World,
Jinxu Road, Xingsha Town,
Changsha, China, 410100

Porsche Centre Chengdu

Phone: +86 28 87592 911
173 Shuxi Road, Yangxi Xian,
Chengdu International Automobile Yard,
Chengdu, China, 610091

Porsche Centre Chongqing

Phone: +86 23 63674 911
2F Platinum Times Building,
60 Yangtze River 1st Road, Yuzhong District,
Chongqing, China, 400014

Porsche Centre Dalian

Phone: +86 411 82883 911
219 Zhong Nan Road, Zhong Shan District,
Dalian, China, 116001

Porsche Centre Fuzhou

Phone: +86 591 87105 911
Gaoshi Road, Gaishan Investment Area,
Cangshan District, Fuzhou, China, 350000

Porsche Centre Guangzhou

Phone: +86 20 37199 911
No.923, West Zhongshan Avenue,
Tianhe District,
Guangzhou P.R. China 510075

Porsche Centre Hangzhou

Phone: +86 571 87088 911
218 Nan Shan Road,
Shang Cheng District,
Hangzhou, China, 310002

Porsche Centre Harbin

Phone: +86 451 82328 911
No.60 Huashan Road,
Harbin, China, 150090

Porsche Centre Jinhua

Tel: +86 0579 82728 911
No.889, Dong Yang Street,
Wucheng District, Jinhua, 321013

Porsche Centre Kunming

Phone: +86 871 4589 911
The crossing of Shili Long Street
and the Luguang Road
Kunming, China, 650228

Porsche Centre Nanjing

Phone: +86 25 52458 911
22 Ningnan Road, Yuhuatai District,
Nanjing, China 210012

Porsche Centre Ningbo

Phone: +86 0574 87721 911
G/F, Haijing Garden
No .76-88 Yanwu Street,
Ningbo, 315040

Porsche Centre Qingdao

Phone: +86 532 85977 911
40 Xianggang Middle Road,
Qingdao, China, 266071

Porsche Centre Shanghai

Phone: +86 21 23214 911
Ground Floor, Chong Hing Finance Centre,
No.288 Nan Jing Road West, Huang Pu District,
Shanghai, China, 200003

Porsche Centre Shenzhen

Phone: +86 755 82580 911
01/1F, Modern International Building,
No. 3038 Jintian Road, Futian District,
Shenzhen, 518026

Porsche Centre Shenyang

Phone: +86 24 25120 911
17-2 Beier East Road, Tiexi District,
Shenyang, China, 110025

Porsche Centre Tianjin

Phone: +86 22 24359 911
No.59 Autopark Middle Road,
Tianjin Airport Industrial Park,
Tianjin, China, 300308

Porsche Centre Wenzhou

Phone: +86 577 86911 911
Building D, NO.23,
Gao Yi Road, Hi-tech Area,
Wenzhou, China, 325000

Porsche Centre Wuhan

Phone: +86 27 82669 911
Panlong Auto City,
Panlong City Economic Zone,
Wuhan, China, 430312

Porsche Centre Xiamen

Phone: +86 592 2393 911
105-107 Xinlong Town (phase2),
16# Xidi Nanli,
Xiamen, China, 361001

Porsche Centre Xi'an

Phone: +86 29 86289 911
No.30 Side Road South,
Hi-Tech Development Zone,
Xi'an, China, 710075

IN FOCUS 聚焦保时捷

Issue 4, 2009

- Truly Unique. The new Cayenne Special Editions.
- Unleashed. The new Boxster Spyder.
- Latest in Leather from Porsche Design Driver's Selection.
- Menzel claims dramatic Championship title.



Some models or equipment items are not available in various countries due to country-specific regulations and requirements. For more information about the exact equipment specifications, please consult your Porsche Centre/dealer or your importer. Porsche reserves the right to alter design, equipment and delivery package without prior notice. Colours may differ from those illustrated. Errors and omissions excepted.
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Porsche China

Porsche (China) Motors Ltd.
18/F, Chong Hing Finance Centre
No.288 Nan Jing Road West,
Shanghai, P.R. China 200003

The Panamera has arrived



Dear Porsche enthusiasts,

I hope you have enjoyed a successful 2009. With the arrival of the new Panamera and the launch of many more new Porsche products, we have seen an exciting finish to the year at Porsche China. Why not bring your family and friends to witness the new Porsche dimension? We look forward to welcoming you.

In Xiamen in November, we were delighted to stage the National Launch of the new Porsche Panamera. Revolutionising the automotive market around the world, the Panamera is making sports car technology available in a car that comfortably seats four passengers.

The Guangzhou Auto Show saw the Asia Premiere of the new Porsche 911 Turbo, representing the finest in motorsport technology and innovation, and another sign of the importance of China to the worldwide success of Porsche. Also on debut were two new Cayenne Special Editions, with a truly unique range of colours and options, and exclusively designed for the Porsche enthusiasts of China. These exciting new models will ensure that Porsche remains the world's leading sportscar marque in 2010 and beyond.

The close of 2009 brings us another thrilling finale to the Porsche Carrera Cup Asia and we take a look at the breathtaking Championship victory from Team Starchase's Christian Menzel. Finally, we are delighted to announce the founding of the Porsche China "Empowering the Future" programme. In our first project, Porsche will be cooperating with UNICEF to provide mobile education units to the children of Sichuan and Gansu provinces. I am sure that this will be the first of many opportunities for Porsche to give back to the people of China.

I wish you safe driving this winter.

Best regards
Porsche (China) Motors Limited

Helmut Broeker
Chief Executive Officer

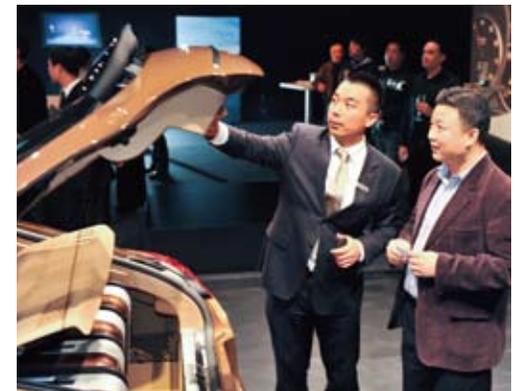
The Panamera Arrives in Style



At Porsche Centres across China this December, a new dimension was ushered into the world of Porsche China. A star of gala celebrations of fine cuisine and dazzling entertainment, the new Panamera shone brightly.

The new Gran Turismo from Porsche has been eagerly awaited. From the factory halls of Leipzig, to the glittering heights of the Shanghai World Financial Centre, the Panamera began building towards a dramatic debut in China. The recent National Launch on the picturesque coastline of Xiamen heralded the arrival of the new dimension – then Porsche Centres around the nation presented the newest member of the family to Porsche enthusiasts.

The Panamera is more than just a new dimension for Porsche, creating a lofty new luxury class of sports performance car. Owning the latest evolution of Porsche design and technology will be an unrivalled experience. There was an excitement in the air as guests contemplated a drive in the latest creation from Porsche.





Porsche Cayenne Special Editions

Truly Aesthetic, Truly Unique.

Recently released at the Guangzhou Auto Show, the Porsche Cayenne Special Editions skilfully blend the art of beauty and science of sports. With cutting-edge technology and an elegant exterior design, each new Cayenne is designed to reflect your relentless pursuit of luxury and individuality. Exclusive to the Porsche enthusiasts of China.

Porsche Cayenne Edition Exclusive

A striking car by any standards. A Cayenne that befits your status.

Designed as a shimmering pinnacle of exclusivity. Gold metallic trims on air intakes and rear-view mirrors creating a Cayenne of incomparable beauty. Smooth-finish black leather interior with brown leather inlays, the latest PCM 3.0 China navigation, and 19-inch Cayenne Design wheels, in a Porsche with a rare personality complemented by unrivalled elegance.



Available in a wide variety of exterior colours, including Basalt Black Metallic, Meteor Grey Metallic, Macadamia Metallic

Porsche Cayenne Edition SportDesign

Giving it everything – but always leaving something extra in reserve. That's what being a top athlete is all about.

Aesthetic physique clearly displaying Porsche power and performance. A unique SportDesign package and 20-inch Cayenne SportDesign wheels, with four tube tailpipe sports exhaust creates a unique level of

Porsche dynamism. Adding style to physical prowess are aluminium alloy trims, and leather sports seats – skilfully merging the art of beauty with the science of sport. Rarely found on the racetrack.

Available in a wide variety of exterior colours, including Black, Sand White, GTS Red Metallic, Nordic Gold Metallic, or Marine Blue Metallic.



For more information on the Porsche Cayenne Special Editions, please contact your Porsche Centre or visit us online at www.porsche.cn



Unleashed. The new Boxster Spyder.

A sports car that stands for the authentic driving experience? More striking, more sinewy and more sporty than ever. The primary goal was naturally to increase performance. But with intelligence. Not simply by adding horsepower, but by making sure that every ounce pulls its weight.

The drivers' needs were always paramount. Their demand: throw out the comfort that holds you back. The result: a manual hood instead of an electrically operated folding top. Even the cupholder has been sacrificed. Two luggage compartments represent the greatest concession to comfort and convenience.

Other features: aluminium doors. Special 19" wheels in lightweight design. 320hp. Chassis lowered by 20mm. Sleek, sporty bodywork. Mechanical rear-differential lock. And a design that perfectly captures the combination of power, sporty dynamism, purism and efficiency.

235 kW (320 hp) at 7,200 rpm
0 to 100 km/h (with PDK): 5.0 seconds
Top speed (with PDK): 265 km/h



No illusions. No compromises. The new Porsche 911 GT3 Cup.

The Porsche 911 GT3 Cup has been reborn for the 2010 season. Adopting the motto "More power, more muscle, more speed", the engineering division has produced a racing model based on the 911 GT3 RS that packs a whole 30 hp more, delivering 450 hp (331 kW) for its 1,200 kilograms of weight.

As an exclusive group of Porsche Carrera Cup Asia guests discovered on 7 November in Shanghai, the new 911 GT3 Cup is easily identified from a glance at

the front, borrowing the striking daytime running lights from the current generation 911. The newest addition to the Porsche Motorsport lineage then moved on to its Asia Premiere under the bright lights of Auto Guangzhou from 23-30 November.

Exclusively available to elite competitions such as the Porsche Carrera Cup Asia, this fast and furious new racing car will ensure that this mythical 911 loses none of its fascination even after 20 years.



The new 911 GT3 Cup made its first Carrera Cup Asia appearance at the Shanghai International Circuit on 8 November 2009.



Find out more in the Web special at: www.porsche.com/classic

1969: Porsche is finally world champion. With the Porsche 908.

1969 was a memorable year for motorsport: the 24-Hour Races at Daytona and Le Mans, the Sebring 12-Hour Race, the Targa Florio and the 1,000-Kilometer Races at Monza, Spa and Germany's Nürburgring. Classics that attracted hundreds of thousands of fans and spectators. And finally a World Championship for Porsche and the famed driver Jo Siffert.

Although Porsche had amassed the highest scores in the world championships of 1967 and 1968, the victories in those years went to Ferrari and Ford because only the best five races were evaluated.

The pressure piled on. After Daytona and Sebring, the Porsche score was almost nil, despite the new Porsche 908. Drivers were crazy about Hans Mezger's three-litre, V8 design, but the last 908 limped out of the race at Daytona after 18 hours. All four 908s had suffered a broken cam chain gear, their light metal alloy insufficiently rugged for the demands of the racetrack – after Daytona a steel gear was used instead.

Sebring in 1969 was the most powerful range in the history of World Championship racing: 70 vehicles crammed the starting grid, with six teams sharing the lead 14 times over. This time the 908s' chassis frames cracked – but mechanics improvised by using flat iron bars as “splints” and managed one third place.

Before Brands Hatch the frame was redesigned, but only Jo Siffert's 908 could keep pace with the Ferrari. Could it be the tyres? After a trial lap the Firestone tyres proved to be 1.5 seconds faster than the Dunlops previously used, Siffert roared away from the starting line and Porsche celebrated a precious triple victory.

This proved the catalyst: Siffert was again victorious in Monza, and the team dominated at the Targa Florio in Sicily, capturing a quadruple win. In Spa, Siffert also drove the 908 to victory against the Ferraris. At last the 908 was claiming its triumphal success.

With three races to go, Porsche had already won the stable championship. And many more would be won in the years to come.

Finest leather goods from Porsche Design Driver's Selection

Looking for gifts in the New Year? Look no further than the latest leather products from Porsche Design Driver's Selection. Featuring the finest natural cowhide, each product exhibits an attention to detailed craftsmanship that is the hallmark of Porsche around the world. In a tribute to the latest addition to the Porsche family, each product includes an interior of the celebrated Panamera Espresso colour.

[2] Purse/wallet

With two note compartments, coin pouch, nine credit-card slots, mesh compartment and two additional slit pockets, this wallet is a perfect gift for him or her. Featuring Porsche crest embossed inside and outside. Made of cowhide and available in Panamera Espresso interior colour with contrasting quilted



seam in Luxor Beige. Exterior dimensions: 12 x 10.5 cm.

WAP 030 002 0A | 1,443 RMB

[1] Handbag

An elegant and sporty, soft shoulder bag featuring magnetic fastener, removable cosmetics bag and convenient mobile phone compartment. Embossed Porsche crest on the side of the bag. Made of soft, naturally-tanned cowhide. Panamera Espresso interior colour with contrasting quilted seam in Luxor Beige. Made in Germany.

Exterior dimensions:

41 x 33 x 16 cm.

WAP 030 007 0A | 5,378 RMB



[3] Credit card holder

With eight credit-card slots, two additional slit pockets and money clip. Made of cowhide and embossed with Porsche crest on the inside and outside. In Panamera Espresso interior colour with contrasting quilted seam in Luxor Beige. Exterior dimensions: 11 x 9 cm.



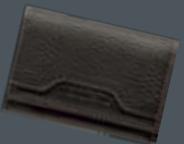
WAP 030 004 0A | 1,239 RMB

[4] Business card case

With a main compartment, three other interior compartments as well as an additional slit pocket and outside slit pocket. Embossed Porsche crest on the inside and outside. Made of cowhide. In Panamera Espresso with contrasting quilted seam in Luxor Beige. Exterior dimensions: 10.5 x 7.2 cm.

WAP 030 003 0A

WAP 030 003 0A | 860 RMB



For more information about the leather goods featured in this issue, please contact your Porsche Centre or visit us online at www.porsche.cn.



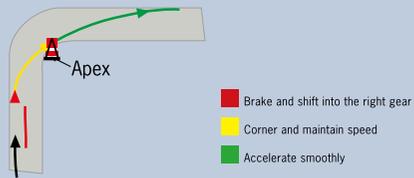
Performance Principles

Porsche Sport Driving School with Arnd Stollmann

Welcome to our second edition of *Performance Principles* at the Porsche Sport Driving School, where your questions are answered by the Chief Instructor at Porsche China, Mr. Arnd Stollmann. In this edition, we look at the art of cornering. Whether on the racetrack or the road, negotiating a turn is an essential skill for all drivers.

What is the correct combination of braking, acceleration and steering when turning a corner?

From Ms Zhang, Shanghai, China



Safely taking your car around a corner is more than just turning the steering wheel. Whenever driving through a corner, the most important task is to keep the car balanced. If weight is biased to the front or rear, then the car will be more likely to skid and lose control. The best way to safely keep your car balanced is with controlled movement and a correct driving line.

Whenever you are driving, all movement – acceleration, braking and steering – should be done steadily and progressively. When you brake the weight is transferred forward, when you accelerate the weight is transferred to the rear. Sharp movements upset the balance of the car, reducing

the ability of all four tyres to provide simultaneous traction on the road – and reducing safety.

Before entering the bend, your car must be prepared for the turn. Ensure that you are in the correct gear and speed before you begin to corner. The direction of your eye sight is also important. Where you look is where you drive. Finally, be aware of other cars around you at all times.

Keep your eyes focused on the road ahead. Turn the wheel smoothly, maintaining the balance of the car. As you pass the apex of the turn, smoothly apply more acceleration in a progressive manner, and begin your move towards the exit of the turn.

The key to safe turning is to always follow the maxim "slow in, fast out." Enter a turn slowly to avoid getting into trouble, and speed up as you exit the turn. Combine this with steady movements and the correct driving line and you have a recipe for maximum safety.

In every issue of In Focus, Arnd Stollmann will answer a question from a PSDS participant around China, addressing the finer points of Porsche driving. To find out more about advanced driving and safety, join the Porsche Sport Driving School. For more information, please feel free to contact us at sportdrivingschool@porsche.cn

PIWIS brings latest information to Porsche Centres nationwide



Porsche is always striving to reinforce its reputation for efficiency and innovative thinking – and not just in sportscar design. Now with the new generation of Porsche Integrated Workshop Information System (PIWIS), we have moved one step closer in offering the ultimate standards in customer care worldwide.

Developed in Stuttgart for Porsche Centres globally, PIWIS connects every Porsche technician to a central database of information covering all Porsche models and the recommended guidelines for comprehensive maintenance and servicing. Furthermore, the new system also offers direct and instantaneous transfer of information between your Porsche Service Centre, Porsche China and Porsche manufacturers in Stuttgart.

With such remarkable resources at their fingertips, only Porsche technicians offer the quickest, best-informed and skilled service for Porsche owners anywhere in China. The PIWIS system is durable and lightweight, allowing mobile operation by technicians as they work on your car, meaning problems are diagnosed quickly and repair times cut dramatically. In a matter of seconds, technicians can access the latest workshop manuals, repair guidelines, technical information, product updates and much more.

By introducing the next generation PIWIS to Porsche Service Centres worldwide, we are affirming once again our commitment to providing the best automotive maintenance services to the Porsche owners of China. With Porsche, your investment is returned to you in a lifetime of memorable driving experiences and outstanding service.



Porsche technician utilising the new PIWIS tester during a Pre-delivery inspection of a Panamera Turbo.

Battery power: whatever the weather

Dropping temperatures mean proper vehicle maintenance is essential to ensuring optimum performance levels in your Porsche. This is especially true of maintaining a long battery life. On chilly mornings, you may find that dim headlights or a slow starter motor are indicating the battery in your Porsche is not operating at full capacity. It is important to know why this is, and how to keep your Porsche running as efficiently as possible at all times of the year.

If you notice some of the symptoms above, there is no cause for alarm. The battery in your Porsche recharges during use, so driving less frequently during

winter - or any time of year - will naturally lead to a reduction in power. Chemicals within the battery also mix at a slower rate in low temperatures, delaying its ability to reach optimum performance after a long standing period.

Should starting times prove exceptionally long, there are measures that can be taken to counteract the effects of the cold. Run the engine for a short duration before turning on your headlights or radio to allow the battery to reach optimum performance temperature. In emergency cases, the Porsche Roadside Assistance team can be promptly dispatched to your location.

To avoid further inconvenience, here is a list of tips to prevent a sluggish start to your mornings this winter.

- 1 Keep your Porsche under cover or indoors to protect it from the worst effects of the damp and cold.
- 2 Drive for longer distances regularly. Driving short distances will not allow the battery in your Porsche sufficient time to recharge.
- 3 Have your battery checked at the beginning of the winter season by the qualified technicians at your local Porsche Service Centre.
- 4 Recharge your battery with the Porsche Charg-o-mat II remote charger available through Porsche Tequipment.

Following these guidelines will ensure that you enjoy this winter with your Porsche. For more information, simply contact your local Porsche Service Centre.



Porsche Tequipment Battery Charger with charge maintenance and monitoring function. Please note, an adapter is required for vehicles without a cigarette lighter.



Menzel Claims Inaugural Title in Sepang



The Porsche Carrera Cup Asia 2009 enjoyed a thrilling finale at the Sepang International Circuit on the weekend of 5-6 December 2009, as Team StarChase driver Christian Menzel, claimed his first ever Porsche Carrera Cup title. It was only his second year on the tour – but with a title victory margin of only one point, winning this one-make series was anything but easy.

As with last season, 2009 has been dominated by Chinese talent, with a total of five teams flying the red flag in pursuit of the esteemed title. Drivers pushing for victory at the penultimate rounds at the Shanghai International Circuit included reigning champion Darryl O'Young of Team Jebesen, double-champion Tim Sugden from Team Betterlife, and championship leader Christian Menzel.

Shanghai Tim Sugden arrived in Shanghai just one point adrift of Menzel, but it took all his guile to defend second place from the relentless Darryl O'Young in both exhilarating rounds. It was Menzel who stormed to victory in both races to leave Shanghai with an even greater points advantage.

Sepang As the attention moved to Malaysia, it seemed that the six-point lead held by Christian Menzel would be difficult to challenge. But after victory to O'Young

in Round 12 and with a ten second penalty against Menzel placing him fourth, suddenly Sugden was back in title contention. In a thrilling final round of the championship, Sugden took victory – but despite the best efforts of O'Young, Menzel held onto second place to claim his first title by a single point.

It was a fitting finale to a year that has again displayed the finest in competitive racing spirit. Congratulations to Jacob & Co Racing Team's Philip Ma for a stylish victory in the B Class, and to the new Championship victor, Christian Menzel and Team StarChase. It has been another memorable year and we look forward to seeing you in 2010.

To find out more about the riveting series finale, please visit www.porsche.cn.





Empowering the Future

On 12 May 2008, an earthquake measuring 8.0 on the Richter scale struck Sichuan and Gansu provinces, bringing widespread devastation to the beautiful region. The earthquake was felt more than 1,500 kilometres away, by residents in Shanghai and Beijing – and within several days of the earthquake, people across China had donated more than RMB 10.7 billion to national relief funds. Since the disaster, Porsche China has remained a dedicated supporter of the ongoing relief effort – a fact reinforced by the first “Empowering the Future” program, launched in cooperation with UNICEF in Chengdu on 7 December 2009.

“Empowering the Future” programme is another opportunity for Porsche to give back to the people of China.



Representing a donation of approximately RMB 10.2 million over three years, the first step in the

unicef
联合国儿童基金会

Porsche News

Panamera premiere for China's media

The luxurious Seaview Resort on the Xiamen peninsula hosted the spectacular national launch of the new Porsche Panamera from 7-11 November 2009. More than 100 journalists from around China witnessed the gala unveiling of the new Gran Turismo, followed by a Panamera test drive on picturesque coastal roads. Distinguished visitors also flew in to witness the occasion, including Dr. Michael Steiner, Director Model Line Panamera, and Mr. Michael Baumann, Head of International Press.



Porsche Panamera awarded the Golden Steering Wheel

The Porsche Panamera has been awarded the prestigious Golden Steering Wheel as the Best New Car of the 2009 in the Luxury Performance Class. Other contestants in the category included the Maserati Quattroporte Sport GTS, the new BMW 7 series, the new Mercedes S-Class and the Lexus LS. With its combination of supreme comfort, outstanding sportiness, and unique design, the Panamera convinced a 50-man jury made up of racing drivers, engineers, celebrities and the senior editors from the Auto Bild Magazine Group.

Motorsport Veteran joins Porsche Carrera Cup Asia

Respected Asian motorsport expert Mr. Ian Ross Geekie will take the reigns as Series Manager of the Porsche Carrera Cup Asia next season. Mr. Geekie was instrumental in establishing the region's premier sports car series, setting new benchmarks in the level of professionalism in the sport. The Porsche Carrera Cup Asia takes significant steps forward in 2010, with the new Porsche 911 GT3 Cup car and a change to regulations allowing the entry of private teams.

Calendar 2010

Date	Event	Location
16 Apr – 18 Apr	Porsche Carrera Cup Asia, Rounds 1 & 2	Shanghai International Circuit
23 Apr – 02 May	Auto China, Beijing	New International Exhibition Centre
21 May – 22 May	Porsche Sport Driving School, Performance Light	Beijing Goldenport Circuit
22 May – 23 May	Porsche Carrera Cup Asia, Rounds 3 & 4	Beijing Goldenport Circuit
23 May	Fascination Porsche	
29 May – 30 May	Porsche Sport Driving School, Performance	Shanghai International Circuit
18 Jun – 20 Jun	Porsche Carrera Cup Asia, Rounds 5 & 6	Zuhai International Circuit

Please note: Some dates may be subject to change.