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IN FOCUS 聚焦保时捷

Issue 1, 2010

- Auto China 2010: Special Edition
Your guide to all the latest models to feature in Beijing
- Stunning surprise in Geneva: Porsche 918 Spyder
- New Challengers Await - Porsche Carrera Cup Asia 2010
- The 'Baby' weighing 750kg: Porsche 935



Witness the Technological Revolution Porsche at Auto China 2010

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

Dear Porsche enthusiasts,

The past months at Porsche have seen some remarkable developments for Porsche and the wider world of automotive technology. At the Geneva Motor Show on 1 March 2010, Porsche launched the concept of 'Intelligent Performance' by unveiling the 918 Spyder, 911 GT3 R Hybrid and Cayenne S Hybrid. Each model provides an exceptional example of the innovative products that our engineers continue to develop.

At Auto China 2010 on 25 April, we have assembled a fine display of this cutting-edge technological revolution now underway at Porsche. The coming pages of *In Focus*, provide an insight into each model on display. I hope that many readers have the opportunity to witness the Intelligent Performance at Auto China 2010.

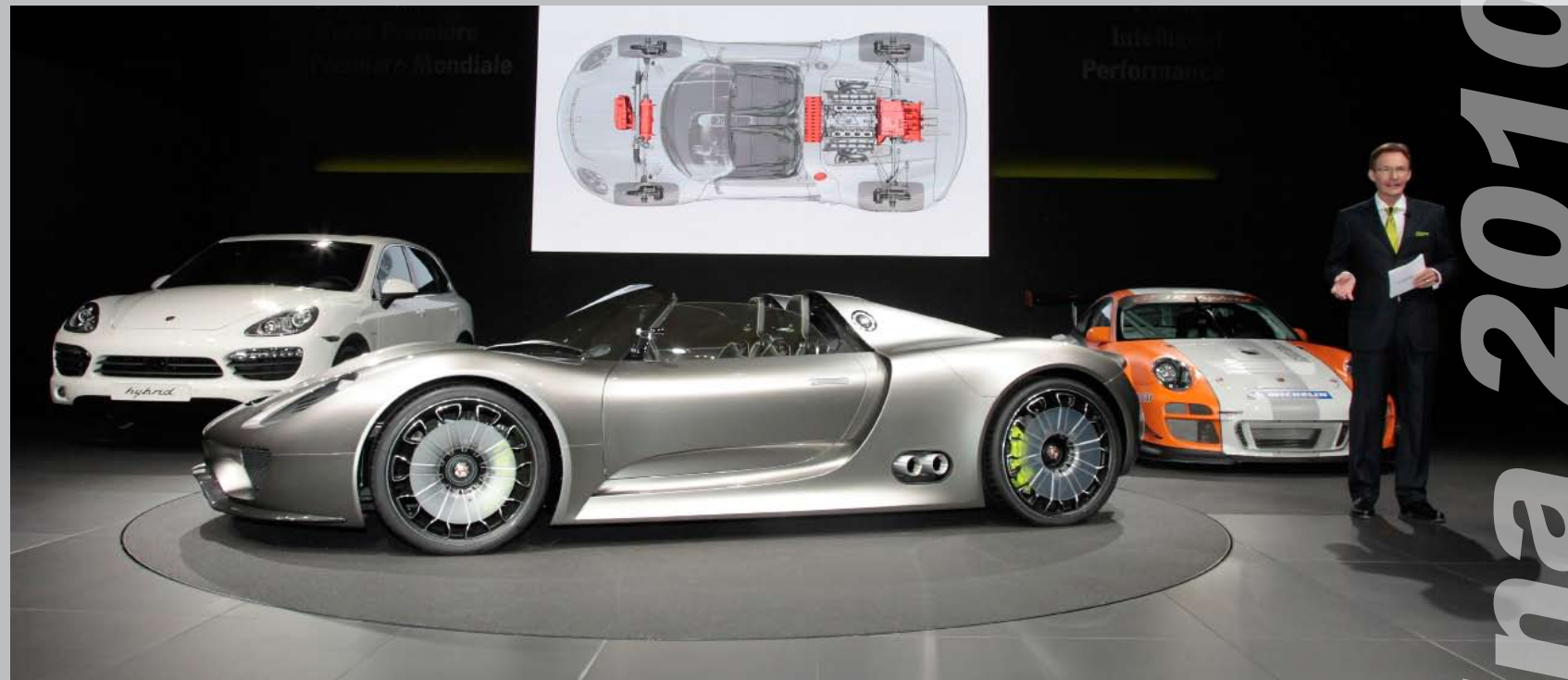
This month also brings the return of the Porsche Carrera Cup Asia at the Shanghai International Circuit. With 23 teams entered the 2010 series will feature the largest starting grid of GT3 Cup cars ever assembled in Asia. The Porsche Sport Driving School also returns, with the new Master level adding even more advanced options for developing safer driving skills.

I wish you enjoyable driving throughout the spring.



Best regards
Porsche (China) Motors Limited

Helmut Broeker
Chief Executive Officer



Showcasing Intelligent Performance

In recent years, heads have been turned by the phenomenal growth in China's auto industry, but when Porsche arrived on the mainland less than 10 years ago, exhibitions such as Auto China were still in their early stages. Not so today. The 11th Auto China, opening to the public on 25 April 2010, is one of the undoubted highlights of the automotive year, providing an ideal platform to showcase what is meant by Porsche Intelligent Performance, the official slogan that will drive the German marque in the new decade.

Guests visiting the Porsche exhibition will see evidence of Intelligent Performance everywhere they turn. From the World Premiere of the Panamera and Panamera 4, to the Asia Premiere of a further seven Porsche models – the bar

has been raised still further in Beijing, and more than 650,000 enthusiasts will arrive to see it.

Visitors from all corners of the globe will come to explore the innovative strength, technological leadership and strong attention to safety that have become hallmarks of the Porsche brand. These are tenets of Porsche Intelligent Performance. And with the overall theme for Auto China being "Greener Tomorrow", Porsche has placed the environment at the forefront once again.

Two models that enjoyed recent world premieres at the Geneva Auto Show in March – the new 911 GT3 R Hybrid and the Cayenne S Hybrid – will also be on display, reflecting this focus on the environment as much as any Porsche.

Distinguished by beautiful silhouettes and pioneering technology, these new models mark out the future for Porsche – achieving enhanced performance through intelligent design. Presented alongside the other 13 cutting-edge models on display, this is precisely the message that will be conveyed at Auto China, and we look forward to welcoming you.

Auto China 2010

25 April – 2 May 2010

China International Exhibition Centre

Tianzhu, Shunyi District, Beijing

www.porsche.cn/autochina2010

Auto China 2010

Porsche Exhibition Auto China 2010

918 Spyder

A modern day pinnacle of automotive technology. Unprecedented performance for a hybrid drive - and a stunning milestone in the history of Porsche. (Only presented on Press Days - 23/24 April 2010)

1. Panamera World Premiere

A sports car for four with a new 3.6-litre V6 engine. Efficient and dynamic thanks to Porsche Doppelkupplung (PDK), direct fuel injection, and VarioCam Plus.

2. Panamera 4 World Premiere

Porsche Traction Management (PTM) all-wheel drive allows the Panamera 4 to sprint to 100 km/h (62 mph) in just 6.1 seconds, with a top speed of 257 km/h.

3. Cayenne S Asia Premiere

Even at first glance: pure dynamism. A flowing coupé silhouette, blending into lines that run square to the observer. A Porsche design masterpiece. To the point.

4. Cayenne Turbo Asia Premiere

A striking front reminiscent of the Porsche racing cars of the 1960s. A pronounced power dome sheltering an engine offering the finest in SUV performance.

5. Cayenne S hybrid Asia Premiere

A new hybrid drive. Reduced fuel consumption, reduced CO₂ emissions and a significantly reduced weight. Advanced technology for even greater day-to-day usability.

6. Cayenne Asia Premiere

All the dynamism of the new Cayenne, with one difference: A cutting-edge new V6 engine. The result: Less fuel consumption and improved performance.

7. Boxster Spyder Asia Premiere

Taking an idea back to the basics, reforming a vehicle even though it has forever been deemed a classic. No concessions to comfort, just sports driving essentials.

8. 911 Turbo S Asia Premiere

Acceleration from 0 to 100 km/h in 3.3 seconds. More power, more technology, more exclusivity. And no increase in fuel consumption or emissions.

9. 911 GT3R hybrid Asia Premiere

Electric front-wheel drive geared towards performance or fuel consumption depending on the racing situation. That's how we challenge critics - and ourselves.

10. Panamera S

Dynamic without being overbearing, elegance without extravagance. 19-inch wheels, silver-coloured brake callipers and performance only found in a Porsche.

11. Panamera turbo

Fitted with a 4.8-litre twin-turbo charged V8 engine producing a top speed of 303 km/h, this Panamera has redefined what can be achieved in the luxury class.

12. Boxster

High performance, lightweight construction, sporting agility and pure driving pleasure. With a convertible hood and mid-engine layout - the Porsche Boxster.

13. Cayman

Low centre of gravity, high degree of agility and an extremely sporty drive. With a constant interaction of convex and concave curves, the Cayman blends beauty and performance.

14. 911 Carrera S Cabriolet

Uncompromised sports performance since 1963. There is no way to enjoy a weekend like a drive in an open-top Cabriolet. A Porsche 911 to enjoy in style.

15. 911 Targa 4

Unsure whether your 911 will be a Coupé or Cabriolet? Why not both? An integrated electric glass roof giving a sensation of infinite width - open or closed.

畅想绿色未来 Auto China 2010



In the following pages you will find the key information for each cutting-edge Porsche model featured at Auto China 2010. Please keep this guide with you when visiting the premier Auto Show in China in 2010. For additional copies, please speak to an attendant at the Porsche exhibition, or contact your local Porsche Centre.

Zero compromise. The new Panamera & Panamera 4.



Panamera	
Engine	3.6l V6
Max. Power	220 kW (300 bhp)
Top Speed	259 km/h
0-100km/h	6.3 seconds
Fuel consumption (l/100 km)*	9.3
CO ₂ emissions (g/km)	218

Panamera 4	
Engine	3.6l V6
Max. Power	220 kW (300 bhp)
Top Speed	257 km/h
0-100km/h	6.1 seconds
Fuel consumption (l/100 km)*	9.6
CO ₂ emissions (g/km)	225

Sure, responsibility comes first. But who said you can't listen to your heart – and act responsibly at the same time? We don't see it as a conflict.

diffusor. And the visual hallmark of the new Panamera 4: titanium finish double slats and rear diffusor with fins.

Inner values include plentiful comfort and plentiful space. Two single rear seats which can each be folded down to provide up to 1,263 litres of rear space. Embossed and smooth-finish leather available in three colour options, three-spoke sports steering-wheel, black instrument dials and interior trim in high-gloss black, accentuate the class of the Panamera range. Comfortable, luxurious, ideal for long journeys – and Porsche in every way.



Air suspension is standard in both models, blending excellent comfort with sports tuning. Porsche Stability Management (PSM) provides stabilisation when driving dynamics are pushed to the limit – improving traction and safety.

The Design.

The external features: 18-inch Panamera wheels, black brake callipers and two single tailpipes. The Special features: black double slats in the front-end lateral air intake grilles, and black grained rear apron with

To the point. The new Cayenne models.

Versatile. Impressive performance. Extraordinary handling. Factors such as these have made the Cayenne the SUV of choice for the people of China.

So you will be glad to know, we have continued to hone these characteristics in the Cayenne. The result? Never before has the Cayenne been available in so many different variants. Some of the most outstanding examples are proudly on display at Auto China 2010.

When performance and sacrifice go hand in hand, the result is efficiency. Thanks to lightweight construction throughout and the use of the latest engine and drive technologies, fuel consumption is up to 23% lower and CO₂ emission levels are up to 26% less than previously. Epitomising the basic principles of this efficient drive is the Cayenne S Hybrid.

The Technology.

Around the world, people are asking “how?” With Porsche Intelligent Performance. Weight-optimised

materials have made the Cayenne up to 185 kg lighter. A new and more efficient 8-speed Tiptronic S has been specially adapted to the demands of a sporty Cayenne driving and is available as standard in all Cayenne models in China. Additional fuel-saving technologies such as Auto Start Stop function and Direct Fuel Injection (DFI) make this the most cutting-edge SUV ever.

The Design.

The Cayenne still represents the finest way to enjoy an SUV drive. State-of-the-art audio and communication options include the customised new Burmester® Surround Sound System. The largest ever choice of exterior colours, interior options, trim materials, wheels and other personalisation features help to ensure that you can make this Cayenne truly your own.

Performance, dynamism and driving pleasure have been increased, but the fact remains – this is unmistakably still the Cayenne. Quintessentially Porsche.

Cayenne		Cayenne Turbo	
Engine	3.0l V6	Engine	4.8l V8 Bi-Turbocharged
Max. Power	245 kW (333 bhp)	Max. Power	368 kW (500 bhp)
Top Speed	239 km/h	Top Speed	278 km/h
0-100km/h	7.0 seconds	0-100km/h	4.7 seconds
Fuel consumption (l/100 km)*	10.8	Fuel consumption (l/100 km)*	11.5
CO ₂ emissions (g/km)	257	CO ₂ emissions (g/km)	270
Cayenne S		Cayenne S Hybrid	
Engine	4.8l V8	Engine	3.0l V6 Supercharged Plus, electric motor
Max. Power	294 kW (400 bhp)	Max. Power	279 kW (380 bhp)
Top Speed	258 km/h	Top Speed	242 km/h
0-100km/h	5.9 seconds	0-100km/h	6.5 seconds
Fuel consumption (l/100 km)*	10.5	Fuel consumption (l/100 km)*	8.2
CO ₂ emissions (g/km)	245	CO ₂ emissions (g/km)	193

* Fuel consumption figures are for combined average of urban and extra-urban driving

Efficiency demands performance. Charged. The new 911 Turbo S.



911 Turbo S	
Engine	3.8l 6-cyl. Boxer
Max. Power	390 kW (530 bhp)
Top Speed	315 km/h
0-100km/h	3.3 seconds
0 to 200 km/h:	10.8 seconds
Fuel consumption (l/100 km)*	11.5
CO ₂ emissions (g/km)	268 (Coupe) / 270 (Cabriolet)

The new 911 Turbo S is the epitome of a pioneering Porsche virtue: satisfaction is not an option, because standing still is inconceivable.

The 911 Turbo S stands for pure performance – expressed unmistakably in the ultimate drive. Combining Porsche Double-Clutch Transmission (PDK) and the Sport Chrono Package Turbo with dynamic engine bearings, the 911 Turbo S breaks through the 100 km/h barrier from a standing start in a mere 3.3 seconds – the fastest time ever achieved by a Porsche standard model.

The Technology.

The addition of Porsche Torque Vectoring (PTV) and Variable Turbine Geometry (VTG) allows the 3.8-litre boxer drive system to deliver power output of 390 kW (530 bhp). In other words, 30 bhp more than the 911 Turbo. But efficiency is always in our sights: fuel consumption and emissions are unchanged – despite the increased performance.



The design.

Daytime running lights feature LED technology for extra brightness and characteristic style, while dynamic cornering lights enhance safety. Forged aluminium wheels in RS Spyder design with central locking, surround a flash of yellow brake callipers from Porsche Ceramic Composite Brakes (PCCB). 19-inch Turbo II wheels are available as an optional extra – free of charge.

Change gear like a racing driver using the three-spoke sports steering wheel with paddle shifters – ergonomically positioned behind the spokes. Adorning the interior, are exclusive two-tone leather selections in black and cream or black and titanium blue.

This is the most powerful interpretation of the 911 Turbo principle. Turbo-charged with the urgent aspiration to outperform. Again and again.

Unleashed: The new Boxster Spyder.



Porsche Boxster Spyder

Engine	3.4l 6-cyl. Boxer
Max. Power	235 kW (320 bhp) at 7,200 rpm
Top Speed	265 km/h
0-100km/h	5.0 seconds
Fuel consumption (l/100 km)*	9.3
CO ₂ emissions (g/km)	218

This is a sports car that stands for the authentic driving experience. 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.

Our goal: throw out the comfort that holds you back. The result: a manual hood instead of an electrically operated folding top. No air-conditioning, no radio, no cupholder - unless you request it. Two luggage compartments represent the greatest concession to comfort and convenience.

Other features: aluminium doors. Special 19-inch

wheels in lightweight design and a chassis lowered by 20 mm. Mechanical rear-differential lock. And a design featuring power, dynamism, purism and efficiency.



* Fuel consumption figures are for combined average of urban and extra-urban driving

Porsche Cayman

Engine	2.9l 6-cyl. Boxer
Max. Power	195 kW (265 bhp)
Top Speed	263 km/h
0-100km/h	5.7 seconds
Fuel consumption (l/100 km)*	9.1
CO ₂ emissions (g/km)	214

Go Your Own Way: The Porsche Cayman.



Inspired by the 'Le Mans Coupe', a model based on the 550 Spyder, the Cayman has achieved incredible acclaim around the world. Uncompromising performance generated by a mid-engine layout

featuring lightweight construction, power output and efficiency. A coupe that defies convention and draws driver's under its spell, forever.

Porsche Boxster

Engine	2.9l 6-cyl. Boxer
Max. Power	188 kW (255 bhp)
Top Speed	263 km/h
0-100km/h	5.9 seconds
Fuel consumption (l/100 km)*	9.1
CO ₂ emissions (g/km)	214



Inner Fire: The Porsche Boxster.

An extraordinarily powerful mid-engined sports car with an extremely low centre of gravity, outstanding agility and dynamic handling: all the characteristics that make the Boxster a clear descendent of the 550 Spyder,

one of the greatest racing cars of all time. Today, the Boxster is powered six-cylinder Boxer engine with VarioCam Plus, offering all the pleasures of a roadster – and the excitement of a Porsche.

Porsche 911 Carrera S Cabriolet

Engine	3.8l 6-cyl. Boxer
Max. Power	283 kW (385 bhp)
Top Speed	300 km/h
0-100km/h	4.7 seconds
Fuel consumption (l/100 km)*	10.3
CO ₂ emissions (g/km)	242

Inner Strength: The Porsche 911.

The car that has been stirring emotions since 1963. The hallmark of the 911 has remained the same from the beginning: distinctive design and aggressive engineering. A recipe that continues to achieve a harmonious blend of sports car performance and everyday practicality to this day.

Technological innovation remains central to the enduring success of the 911. Powered by engines featuring

Direct Fuel Injection (DFI), with Porsche Doppelkupplung (PDK) and Porsche Traction Management (PTM), every model in the 911 range is an example of how our engineers are constantly redefining what is possible in a sports car.

An icon forty-seven years in the making – and now proudly on display in Beijing.

Porsche 911 Targa 4

Engine	3.6l 6-cyl. Boxer
Max. Power	254 kW (345 bhp)
Top Speed	282 km/h
0-100km/h	5.0 seconds
Fuel consumption (l/100 km)*	10.3
CO ₂ emissions (g/km)	242



* Fuel consumption figures are for combined average of urban and extra-urban driving



Porsche 911 GT3 R Hybrid

Engine	4.0l rear-mounted 6-cyl. Boxer Plus, permanent-magnet synchronous electric
Max. Power	Combustion: 353 kW (480 bhp) Front Axle Electric: 120 kW (162 bhp) Flywheel Storage: 120 kW (163 bhp) continuous output
Top Speed	295 km/h

Porsche Intelligent Performance. The new 911 GT3 R Hybrid.

Porsche Intelligent Performance. That's our commitment to sportscar design. Races aren't won by simply piling on the horsepower. Intelligent ideas, are what power the way forward. More performance – but with lower consumption.

You might call it a historic event. We call it the future of sports car design: a 911 with additional electric front-wheel drive. In addition to its rear combustion engine, the 911 GT3 R Hybrid has two front electric motors powered by recovered kinetic energy – stored by a cutting-edge flywheel located next to the driver.

How do these elements work together? Electric motors situated directly on the front axle, generate energy whenever the driver reduces speed or brakes. This recovered energy powers a third electric motor integrated into the flywheel, which moves the rotor. At up to 40,000 1/min. In other words, the rotor mechanically stores the braking energy – hence the term “flywheel energy storage” – removing the need for the typical heavy batteries of standard hybrid systems. Once the flywheel is charged after braking, the

procedure is reversed, enabling the driver to access the stored energy. The result: More acceleration. More speed. And load reduction for the combustion engine – thus more efficiency.

Writing another new chapter in motorsport history. Something Porsche has been doing since the very beginning.



A revolutionary flywheel beside the driver collects kinetic energy then injects again for additional power and performance.

Auto China 2010

Stunning surprise in Geneva

The Porsche 918 Spyder arrives.

Porsche stunned the world on 2 March 2010, presenting a revolutionary high-performance mid-engined concept sports car with ultra-efficient, low-emission drive technology. The highly-innovative Porsche 918 Spyder combines the latest in Porsche Intelligent Performance technology, the finest in motorsport expertise, and a blend of classic and modern design styles – to create a truly convincing statement.

The 918 Spyder offers a fascinating range of qualities. Emission levels of just 70 grams CO₂ per kilometre on fuel consumption of three litres/100 kilometres are truly outstanding even for an ultra-compact city car. Defying conventional belief that performance is sacrificed for efficiency, acceleration to 100 km/h in

just under 3.2 seconds, top speed of 320 km/h plus, and a Nürburgring lap time of less than 7.30 minutes, make the stunning new 918 Spyder faster than even the famed Carrera GT.

The launch of the 918 Spyder represented the culmination of the first step in a Porsche revolution in hybrid technology. The new supercar was just one of three Porsche models with hybrid drive to debut at the 2010 Geneva Motor Show – along with the new Cayenne S Hybrid SUV with parallel full-hybrid drive and the 911 GT3 R Hybrid racing car with electric drive on the front axle and a flywheel mass battery.

The open two-seater is primarily powered by a high-speed V8 combustion engine derived from the the highly successful RS Spyder racing car, developing

more than 500 bhp with a maximum engine speed of 9,200 rpm. But it is the electric motors on the front and rear axle, with combined output of 218 bhp (160 kW), that really imbue the 918 Spyder with awe-inspiring credentials.

Electric energy is stored in a fluid-cooled lithium-ion battery positioned behind the passenger cell, which can be charged on a regular electrical network. Providing a constant source of electric power, the car's kinetic energy is converted into electrical energy when applying the brakes, providing an additional surge during acceleration.

In a glimpse of the sports car of the future, the driver and passenger are perfectly embedded in contoured sports bucket seats and wrapped in a modular monocoque bodyshell made of carbon-fibre-reinforced plastic (CFRP). The use of magnesium and aluminium reduces weight to less than 1,490 kg and creates a very high level of torsional stiffness.

Inside the cockpit, the centre console rises towards the front dashboard with a touch-sensitive surface for intuitive control of car functions, reducing the number of visible controls and maintaining a clean user interface. Instrument illumination, varies from green for low-consumption running modes to red for performance-oriented driving programmes.

Reminiscent of legendary racing cars such as the Porsche 917 and the current Porsche RS Spyder, the 918 Spyder carries a powerfully emotional design concept that is typical of Porsche. With a unique combination of extremely low fuel consumption, supreme performance and long electric range, the Porsche 918 Spyder proves that performance and efficiency are not contradictory – and represents a historic milestone on the road to genuine electro-mobility.

A button on the three-spoke multifunction sports steering wheel allows the driver to choose from four different running modes:

'E-Drive' mode:

Allows driving with electric power alone, to a range of up to 25 km or 16 miles.

'Hybrid' mode:

Uses both electric motors and the combustion engine, offering a range from particularly fuel-efficient all the way to extra-powerful.

'Sport Hybrid' mode:

Uses both drive systems, with a focus on performance. Most drive power runs to the rear wheels, with Porsche Torque Vectoring (PTV) improving drive dynamics.

'Race Hybrid' mode:

Focuses on pure performance. A push-to-pass button feeds additional electrical power (E-Boost), allowing spine-tingling performance during overtaking and other manoeuvres.

Always among the first

Porsche 918 Spyder



Every revolution needs pioneers to drive it. People like you.

The Porsche 918 Spyder concept car is a high-performance hybrid achieving groundbreaking fuel efficiency and CO₂ figures – and record-breaking lap times on the Nürburgring Nordschleife. It's our answer to the pressing environmental issues of our times. And you can be part of it – today.

We, Dr. Ing. h.c. F. Porsche Aktiengesellschaft ('Porsche'), are delighted that you share the enthusiasm of everyone here at the Porsche Group for the Porsche 918 Spyder. By completing and returning this form, you can express your interest in acquiring such vehicle.

Currently, no final decision has been made on whether to build a series sports car version ('derived production sports car') of the Porsche 918 Spyder. No definite sales date or recommended price has been set. Based on preliminary interest, it seems likely the derived production sports car will be offered as a limited edition.

In return for your interest, and to enable you access to purchasing a derived production sports car despite the – anticipated – limited number that will be available, we hereby grant the addressee the right to request from Porsche an offer for one derived production sports car. This offer is subject to the Porsche terms and conditions on the following page.

Personal data:

Form of address: Mr./Mrs./Ms.	Title:
First name:	Last name(s):
Street, house number/name:	
Postal code/town/country:	
Email:	Mobile:
I hereby accept the terms and conditions listed below.	
Date/Signature:	

Consent to use of data: I would like to receive news from Porsche in future. I consent to the personal data provided here being stored in a central database administered by Dr. Ing. h.c. F. Porsche AG, and merged with other data held by the Porsche Group. Porsche may use the data provided for individual customer/potential customer management activities, customer satisfaction surveys, and for information about vehicles and vehicle-related services from Porsche.

By signing above, I hereby permit Porsche to use the email and mobile details I have supplied to contact me for the purposes listed above. I may revoke my declaration of consent at any time by notifying the responsible Porsche representative.

When you have completed your information, simply fax your completed form to (021) 2308 0311, or return in the postage paid envelope included with this edition of In Focus.

Terms & Conditions:

(1) As soon as delivery scope, price and trim versions have been decided, you will be notified by Certified Mail with Return Receipt. We wish to emphasise that Porsche is free to define any and all characteristics of the derived production sports car as it sees fit. Porsche is not obliged to include any specific characteristics.

(2) Please submit this letter to Porsche via fax or the enclosed postage paid envelope. Porsche (or a Porsche sales company or dealer commissioned by Porsche) will then make you an Offer for a derived production sports car. This Offer will be based on the valid list price at the time (plus delivery costs, registration fees and other sundry costs as appropriate), and on the colour and trim version of your choice, as far as available.

(3) Please note, Porsche is not obliged to make an Offer should we decide not to build a series sports car version of the Porsche 918 Spyder.

(4) The rights and obligations inherent in this letter may not be transferred without the prior written consent of Porsche.

(5) The addressee understands that this letter does not mean a sales contract has been agreed for a derived production sports car. For any such contract to be agreed, the addressee would first need to accept an Offer as defined in Section (2) of the Terms and Conditions.

(6) All rights and obligations arising out of or in connection with this letter are subject to the material laws of the Federal Republic of Germany. The sole court of jurisdiction for any and all disputes with merchants regarding this letter is Stuttgart. This likewise applies to addressees who have no natural forum in Germany, addressees who relocate their permanent/usual place of residence to a place outside Germany after signing the contract, and addressees whose permanent/usual place of residence is unknown when the complaint is filed.

A lifetime of sports car enjoyment

Porsche has united apparent contradictions for more than 60 years – creating cutting edge designs that continue to offer functionality, sportiness and day-to-day usability. Porsche Design Driver’s Selection mirrors these attributes – giving you the Porsche feeling at every moment – even when you are too young to drive one of our sports cars.

[1] Motorsport Bear

High-quality plush teddy bear with moving arms and legs. Features genuine embroidered Porsche Motorsport racesuit, including cap and numbered racing pass. Approx. 40 cm high. Washable at 30°C. Suitable for ages 3+ years. WAP 040 004 0A / 947 RMB

[2] Plush 911 Car

The Porsche for kids. Embroidered and featuring short, high-grade plush material. Washable at 30°C. Length: approx. 35 cm. WAP 040 002 0A / 510 RMB

[3] Baby Porsche

Children’s push-along car in characteristic Porsche design, featuring horn and tyres made of soft, low-noise rubber. Ergonomically optimised and recessed seat for small children, with knee indentations for larger children. New steering with improved turning circle. Exclusively designed by the Porsche Design Studio. Suitable for ages 1-3 years. Made in Germany. WAP 040 003 0A / 1,100 RMB*

* Reduced from 1,297 RMB (Offer only available in April)



Performance Principles

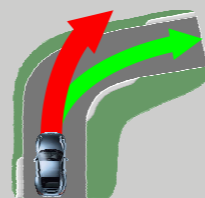
Porsche Sport Driving School with Arnd Stollmann

Welcome to the return of Performance Principles in 2010, as we take a look at some more questions from the Porsche Sport Driving School. In this issue, Chief Instructor Mr. Arnd Stollmann, takes a look at the complicated matter of oversteer and understeer. Whether on the racetrack or the road, this is an important issue for every driver with a performance vehicle such as Porsche.

What is oversteer and understeer? What is the recommended method of correction?

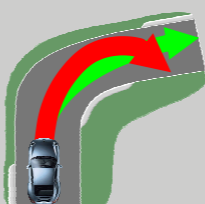
Mr. Shen, Dongguan, China

Oversteer and **understeer** are two opposite outcomes of a similar problem. If your car passes its limits of grip on a corner, understeer or oversteer will inevitably result.



Understeer occurs when your front tyres have less grip than the rear tyres, causing the car to continue driving straight while you are attempting to turn. Slipping of the front tyres can be caused by too much braking, too much speed into a corner, or excessive or sudden acceleration while turning. A fact that confuses many drivers is that during understeer, the natural reaction of turning the steering wheel more will only make the problem worse!

The best way to avoid understeer is to enter the corner at an appropriate speed with smooth application of the throttle. However, if the problem has already arisen, the best way to correct understeer is to reduce speed to allow more tyre grip.



Alternatively, **oversteer** occurs when your rear tyres have less grip than your front tyres, causing rear traction loss and the car beginning to “rotate” around the front wheels. Oversteer is caused by rear wheelspin from excessive throttle, trailing throttle, abrupt throttle lift, or excessive braking.

To correct oversteer we recommend the use of the “CPR” technique – correction, pause and recovery. To correct, you must steer and focus your attention in the direction you wish to drive. To pause, you must have patience and wait for the car to correct. Finally, for recovery you must straighten the wheel. But if in doubt – remember – always brake hard!

In every issue of *In Focus*, Arnd Stollmann answers a PSDS question from a participant around China. 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.



Porsche Sport Driving School Registration Form

Experience the thrill of your Porsche on an international racing circuit - while improving your speed, skills and safety on the road. Don't miss this great opportunity to take your Porsche driving skills to the next level.

Step 1: Enter your Personal Information

Please fill in the following necessary information.	
Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Driving License No.:
Tel:	Email:
Fax:	Address:
Porsche model you will use for the event:	
VIN number:	
Have you participated in other driving trainings in the past?	
Have you participated in other Porsche Driving Experience events in the past?	

Step 2: Choose your Porsche Sport Driving School session

Precision RMB 17,000	<input type="checkbox"/> Shanghai International Circuit, 2010.03.20 – 03.21
	<input type="checkbox"/> Shanghai International Circuit, 2010.09.11 – 09.12
	<input type="checkbox"/> Chengdu International Circuit, 2010.10.23 – 10.24
Performance RMB 20,000	<input type="checkbox"/> Beijing Goldenport Circuit, 2010.05.08 – 05.09
	<input type="checkbox"/> Shanghai International Circuit, 2010.09.25 – 09.26
	<input type="checkbox"/> Zhuhai International Circuit, 2010.11.20 – 11.21
Master RMB 23,000	<input type="checkbox"/> Shanghai International Circuit, 2010.09.28 – 09.29
g-Force RMB 24,400	<input type="checkbox"/> Shanghai International Circuit, 2010.05.29 – 05.30

Step 3: Do you wish to hire a Porsche model with the “All-in-One” programme?

Please select the model you prefer to use during the event. Allocation of cars is subject to availability and First-come, First-serve principle.					
All-in-One Prices with Model	Boxster	Cayman	911	Cayenne	Panamera
All-in-One Precision	RMB 31,600	RMB 31,600	RMB 34,800	RMB 34,800	RMB 36,900
All-in-One Performance	RMB 38,000	RMB 38,000	RMB 41,300	RMB 48,800	RMB 52,800
All-in-One Master	RMB 50,000	RMB 50,000	RMB 53,000	N/A	N/A
All-in-One g-Force	RMB 51,000	RMB 51,000	RMB 55,200	N/A	N/A
Your first choice	<input type="checkbox"/> Boxster	<input type="checkbox"/> Cayman	<input type="checkbox"/> 911	<input type="checkbox"/> Cayenne	<input type="checkbox"/> Panamera
Your second choice	<input type="checkbox"/> Boxster	<input type="checkbox"/> Cayman	<input type="checkbox"/> 911	<input type="checkbox"/> Cayenne	<input type="checkbox"/> Panamera

I accept the Porsche Sport Driving School “Conditions of Participation” and undertake to fully comply with them. I confirm that the details provided in this form are correct.

Signature:

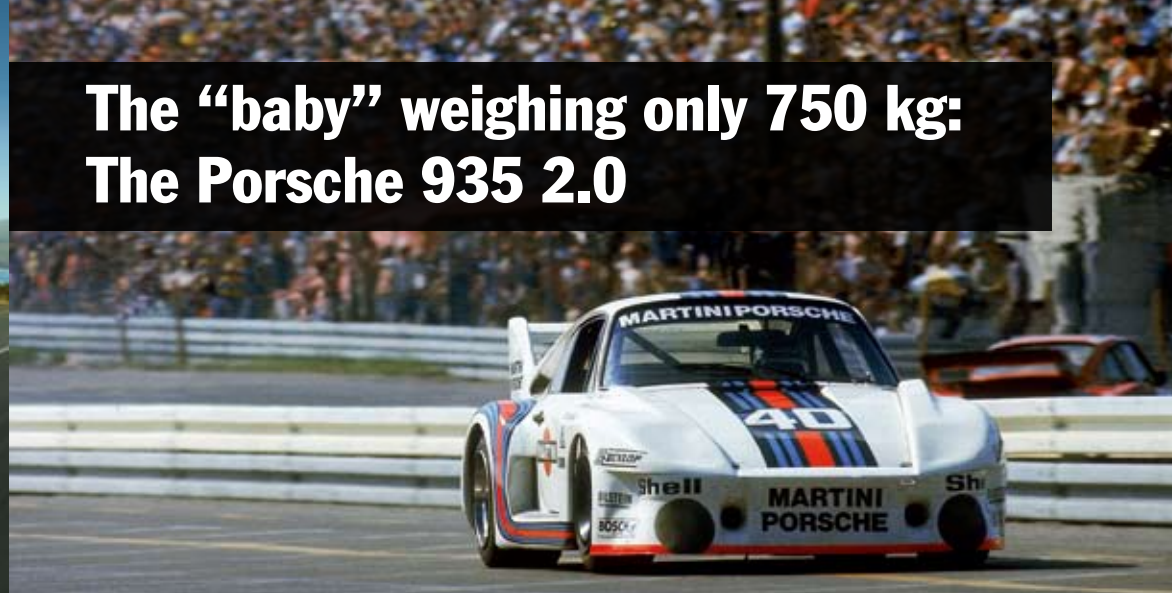
Date:

All prices are inclusive of tax. Please fill out the form and hand it to your local Porsche Centre, and arrange the payment.

Inner strength. The Porsche 911.



The “baby” weighing only 750 kg: The Porsche 935 2.0



Get Ready for the Starting Grid: Porsche Track Check



The 911 stirs emotions in many. Timeless emotions that have been experienced by generations since 1963. For many years, the 911 has been the legend, voted ‘Best Sportscar’ by the readers of magazines around the world. Why? Distinctive design and the finest in Porsche engineering – building an emotional bond with the driver since the very beginning.

Would you like more information about the new Porsche 911?

If so, please provide your contact details below and return to us via fax (021) 2308 0311, or the postage paid envelope enclosed. Alternatively, simply visit your local Porsche Centre.

First & last name: _____

City & address: _____

Postal Code: _____

Home Telephone Work telephone Mobile: _____

E-mail (please note: email address is compulsory): _____

Preferred Porsche Centre: _____

I am planning to buy my next car:

- In less than 6 months
- In 6 – 12 months
- In 13 – 24 months
- In over 24 months

Along with the 911, I am interested in the following:

- Boxster
- Cayman
- Cayenne
- Panamera

Tell a friend:

If you have a friend or family member who is interested in buying a new Porsche, please fill in their details below and we will contact them to arrange an appointment.

Your name: _____ Preferred Porsche Centre: _____

Your friends name: _____ Your friends tel. number: _____

The decision came in the spring of 1977. In the future, Porsche would tackle its rivals in the smaller racing classes too.

It was with this in mind, that the ultra-light Porsche 935 was born. Scheduled to take part in the two-litre class of the German Racing Championships, class specifications required a 1.4-litre turbo engine and approved total weight as near as possible to the mandatory minimum weight of 735 kg.

After only three months of research and development, came success: the champion Porsche 935 had metamorphosed into the small-scale Porsche 935-2.0 Coupé, affectionately known as “Baby” at its birthplace, the Weissach Development Centre. Powered by an air-cooled six-cylinder turbo engine reduced to 1.4 litres cc and packing 380 hp, at a mere 750 kg, this was the lightest 911 that had ever existed.

The first trial at Norisring racetrack was imminent, and time for optimum preparation was at a premium. Unfortunately, coordination problems resulted in racing driver Jacky Ickx having to drop out while in sixth place due to engine overheating.

But only three weeks later Porsche came back with a bang. At Hockenheimring, Jacky Ickx achieved the best time in the training rounds and beat the second-placed vehicle by 52 seconds.

This enabled Porsche to demonstrate its competitive edge, even in the lower cc class (up to 2000 cc) that was so atypical of Porsche. After only two races, however, “Baby” was put to bed in the museum. Today, the Porsche 935 is on show in the Porsche Museum at Zuffenhausen, Germany.

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





Old Friends and New Challengers Await: Porsche Carrera Cup Asia 2010

With the classic finale to the 2009 season still fresh in the memory, motor sport fans from across Asia have eagerly welcomed the dawn of another year of outstanding racing action from Asia's premier one-make series in 2010.

Amongst the leading contenders again this year is a number of Chinese teams in the A-Class and B-Class, with all teams keen to capitalise on their dominance of the series since its launch in 2003. Reigning champion Christian Menzel of Team StarChase has

stated his determination to hold on to his hard-earned title, although he will face yet more competition from two-time champion Darryl O'Young, now driving with LKM Racing.

New challengers also await. Following an impressive first season in the PCCA last year, Macanese racer Rodolfo Avila will start his second season with Team Jebsen – a powerful combination of talent and expertise that is certain to make its mark over the coming months. Former Porsche Carrera Cup Australia champion Craig Baird

also arrives for his debut season in Asia, while the B-Class has more challengers than ever before.

With 23 exciting teams forming the strongest ever field of contenders in PCCA history, we can only be sure of one thing: Another thrilling season of the Porsche Carrera Cup Asia in 2010.



Upcoming Rounds:

- Round 1 & 2** April 16 – 18, 2010 Shanghai International Circuit
- Round 3 & 4** May 21 – 23, 2010 Beijing Goldenport Circuit

Porsche News

Porsche launches Service Satisfaction Survey in China

Constantly striving to improve service quality and customer satisfaction has been a central focus of Porsche in China, and this was proved further with the recent launch of the Porsche China "Service Satisfaction Survey (SSS)". Under the new programme, randomly selected customers will receive a service satisfaction survey after their visit to a Porsche Service Centre. Customers will have the opportunity to complete the questionnaire by mail or online.

Geneva: Porsche unveils Intelligent Performance

Under the eyes of the world at the Geneva Auto Show, Porsche revealed three new models for the first time – the 918 Spyder, the 911 GT3 R Hybrid and the Cayenne S Hybrid. Each model features the next step in the evolution of the world's most popular sports car marque: Porsche Intelligent Performance. A principle that is found in every new Porsche. More power with less fuel, more performance with lower CO₂ emissions – on the track and on the road.

Hong Kong celebrates a new Showroom and the new 911 Turbo

On 8 March 2010, over 100 VIP guests and media gathered to celebrate the relocation of Porsche Centre Hong Kong to a new state-of-the-art Showroom in Wan Chai. Invited speakers included Director Sales of Porsche AG, Dr. Andreas Offermann, and Mr. Hans Michael Jebsen, Chairman of the Jebsen & Co. Ltd. Also in attendance were Mr. Helmut Broeker, Chief Executive Officer of Porsche (China) Motors Ltd. and Mr. Derek Tong, General Manager of Porsche Centre Hong Kong and Macau. The moment was made even more special by the arrival of the new 911 Turbo (997 series), displayed alongside previous generations of the illustrious model from the 964, 993 and 996 series'.



Calendar 2010

Date	Event	Location
17 Apr - 18 Apr	Porsche Carrera Cup Asia, Rounds 1 & 2	Shanghai International Circuit
17 Apr - 18 Apr	Porsche Travel Club: Erzgebirge Weekend	Germany
23 Apr	Porsche Travel Club: Zuffenhausen	Germany
25 Apr - 02 May	Auto China 2010	China International Exhibition Centre, Jinganzhuang, Beijing
08 May - 09 May	Porsche Sport Driving School, Performance Level	Beijing Goldenport Circuit
22 May - 23 May	Porsche Carrera Cup Asia, Rounds 3 & 4	Beijing Goldenport Circuit
23 May	Fascination Porsche	
08 May - 09 May	Porsche Sport Driving School, g-Force Level	Shanghai International Circuit
20 May - 24 May	Qingdao Auto Show	Qingdao
19 Jun - 20 Jun	Porsche Carrera Cup Asia, Rounds 5 & 6	Zhuhai International Circuit