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01/1F, Modern International Building, No.3038 Jintian Road, Futian District, Shenzhen, China

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17-2 Beier East Road, Tiexi District, Shenyang, China

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Porsche Centre Xiamen Lujiang

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105-107 Xinlong Town (phase2), 16# Xidi Nanli, Xiamen, China

Porsche Centre Xiamen Xiang'an

Tel: +86 592 7166 911
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Porsche Centre Xi'an

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

Porsche Centre Zhengzhou

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PORSCHE

IN FOCUS 聚焦保时捷

Issue 2, 2011

- Porsche Begins Celebrating Its 10 Year Anniversary in China
- Journey of Faith: Three Cars on Tour
- Teeing Off for the 2011 Porsche Golf Cup



ONE DECADE, ONE FAITH.
The Porsche 911 "10 Year Anniversary Edition"



Dear Porsche enthusiasts

On 19 April 2011 at Auto Shanghai 2011, Porsche unveiled the next step in a model line carrying a close relationship with China. The Panamera Turbo S was unveiled by the Chief Executive Officer of Porsche AG, Mr. Mathias Mueller, exactly two years to the day when the first Panamera was unveiled at the Shanghai World Financial Centre. Since that day in 2009, the Panamera has grown to be a huge success – and last year, China was declared the world's largest Panamera market.

This appreciation of the Panamera model line exemplifies the commitment of Porsche enthusiasts around China. We are fortunate to have customers that appreciate that our customary shape, style, power and performance feature in every sports car we release. In return for their strong support during these past 10 years, we have released the Porsche 911 "10 Year Anniversary Edition" – a car exclusively made for and inspired by China.

With more models to be released in coming years, from a sporty new off-roader that will be smaller than the Cayenne, to the revolutionary new 918 Spyder, you can be certain that these will all be creations that carry the Porsche DNA loved around the world.

With summer only weeks away, I hope you get a chance to escape in your Porsche.

Porsche (China) Motors Limited

Mr. Helmut Broeker
Chief Executive Officer

2011 AUTO SHANGHAI

This year's Auto Shanghai saw seven highly anticipated Porsche premieres – highlighted by the World Premiere of the dynamic new Panamera Turbo S – setting a new benchmark for performance and efficiency. The 918 RSR also made its debut, illustrating the cutting edge developments in super sports car design from Porsche. Simply more examples of Porsche Intelligent Performance and perfectly appropriate for the exhibition theme of 'Innovation for Tomorrow'.



A MILESTONE IN THE HISTORY OF PORSCHE IN CHINA

THE 911 "10 YEAR ANNIVERSARY EDITION"

Another breathtaking masterpiece presented by Porsche: the 911 "10 Year Anniversary Edition". A highly limited edition new model, restricted to just ten vehicles to mark the Tenth Anniversary of Porsche in China, this super high performance sports car presents a rare opportunity to take part in Porsche history.

An exclusive Gold Bronze Metallic colour, complemented by a limited-edition plaque are just two features that make the 911 "10 Year Anniversary Edition" a Porsche masterpiece like no other.

EXTERIOR DESIGN

At first glance, the 911 "10 Year Anniversary Edition" is instantly recognisable as a 911 Turbo S.

With a second glance, you will realise that this is a truly rare model. The eye-catching and unique Gold Bronze Metallic exterior colour has now been strictly limited to this car only and will not be available on any future Porsche models. The exterior has been elegantly enhanced by selected items in carbon-fibre. These include the luggage compartment lid, the exterior mirrors and the upper blade of the rear

spoiler. The black-painted '911' logo on the rear stands as a final declaration of exclusivity.

Positioned low down are the daytime running lights which coupled with the Bi-Xenon headlights, offer improved safety. The Aerokit Turbo is fitted as standard, as a clear statement of its motorsports lineage, while the 19-inch Sport Classic wheels reinforce an already imposing look.





Rear spoiler with fixed-wing profile



3.8 litre flat-six engine

ENGINE

The 3.8-litre Boxer engine combined with DFI, VarioCam Plus and Variable Turbine Geometry produces an incredible 390 kW (530 hp) and a high torque of 700 Nm. Also included as standard is Porsche Active Suspension Management (PASM), offering continuous adjustment of the damping force on each wheel, based on current road conditions and driving style – ensuring a more stable drive.

The Porsche 911 “10 Year Anniversary Edition” is not only a demonstration of what is technically possible. It is above all, a symbol marking an important era in Porsche history. 10 years of Porsche in China. A milestone in our passion and, now, on the road.

The 911 “10 Year Anniversary Edition”	PDK
Engine	3.8 litre flat-six engine
Maximum Power	390 kW (530 hp)
Top Speed	315 km/h
0-100 km/h	3.3 s
Fuel Consumption (l/100 km)*	11.4
CO ₂ Emission (g/km)	268

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



INTERIOR DESIGN

The gold and black contrast is purposefully reflected in the interior as well. Black leather on the seats, dashboard, door panels and side trim panels are luxurious to the touch and contrasted against decorative gold stitching in the vehicle’s exterior colour. The black central instrument dial feature a gold 911 “10 Year Anniversary Edition” silhouette. In addition to the gold painted limited edition plaque on the right wing and glove compartment cover, the illuminated “10 Year Anniversary Edition” logo on the door sill guard pay tribute to the car’s bespoke design.

The adaptive sports seats, Porsche Communication Management and BOSE® Surround Sound System amongst other standard equipment, captures a perfect combination of performance and comfort.



Limited-edition plaque



Door sill guards in carbon with 911 “10 Year Anniversary Edition” logo



JOURNEY OF FAITH: THREE CARS ON TOUR

Beijing 2001 was the starting point for Porsche and its legendary presence in Mainland China. Porsche believes that all is achievable through strong commitment, tireless determination, dedication and excellence. It is through these beliefs that Porsche built its cars – cars that are “made in faith”, leading a decade of awe-inspiring success of Porsche in China.

To commemorate its 10 year anniversary, Porsche will tour three very special 911 “cars” around China, starting from the capital city and covering 15 different cities. Their mission: be the ambassadors of the “Made in Faith” message to the whole of China.

These three cars are not those seen on roads but rather in art galleries, for they are life-size sculptural replicas of the Porsche 911 “10 Year Anniversary Edition” car. Made out of fiberglass and reinforced plastic, the cars are engineered to be assembled and disassembled for transport, and painted in three distinct colours: one in red, one in black and one in metallic gold bronze – the colours found on the Porsche emblem.

The size of these 911 sculptures not only visually captivates viewers but also serves a very practical role. Porsche enthusiasts, employees and media will

all have the opportunity to sign or write their well wishes on the cars.

The Porsche 911 “10 Year Anniversary Edition” car which the replicas are modeled after, will make its debut at the Porsche 10 Year Anniversary Thank You Dinner in Beijing in mid-May. Porsche China CEO, Mr. Helmut Broeker, and guests will sign their names on the car to officially launch the “Made in Faith” tour. The sculpture cars will then start their individual separate tours via three different routes, making their way to various Porsche Centres where 10 year anniversary celebrations will be hosted. In September, the three cars will be reunited at a final special celebration in Shanghai – the perfect conclusion to the four-month “Made in Faith” tour.

FAITH IN PORSCHE CHINA FOR TEN YEARS

坚持不懈——保时捷中国之十年信仰

“我们制造的最后一辆保时捷，仍然是跑车。”

——费利·保时捷博士 保时捷公司创始人

自 2001 年保时捷进入中国大陆，保时捷已历经辉煌的十年。十年，是一段信仰的历程，更是一段荣耀的传奇。

十年间，保时捷在中国不断创造快速增长的销售记录。自 2001 年保时捷进入中国大陆，到 2010 年，保时捷在中国已拥有 31 家保时捷中心，取得年销售 14,785 台的傲人业绩。在取得非凡荣耀的同时，保时捷始终坚持全球服务标准，竭诚为您服务是我们始终不变的承诺。

2011 年，保时捷为进入中国大陆十周年盛典，隆重推出十台“保时捷中国十周年”911 纪念版跑车，古典金的车身，代表着运动中的完美表现更永远是胜利的象征，辉映您的极致成就，随处可见的碳纤维则无时无刻不在标榜着“保时捷中国十周年”911 纪念版跑车精致的运动基因。保时捷极致精湛的手工设计与精密



卓越的尖端工艺完美结合，让“保时捷中国十周年”911 纪念版跑车由内至外焕发奢华质感，无论动静都熠熠生辉。

进入中国十年来，保时捷始终致力于为中国社会提供更多的支持和关爱，承担更多的社会责任。四川地震后，保时捷中国设立了“保时捷溢彩心”，联合保时捷车主和保时捷各地经销商，汇集各方的资源和力量，为改善贫困儿童的教育和生活提供有力的帮助。同时，保时捷还与联合国儿童基金会携手合作，捐赠超过 1 千万人民币和四辆保时捷卡宴，用于联合国儿童基金会“移动教育资源与培训中心”项目。保时捷一直坚信，为社会创造更多美好，是自己最重要的责任。

十年是一段历史，更是另一个开始，保时捷将与杰出的您一起，传承至臻信仰，共创非凡传奇！



保时捷跑车 Mobil 1

www.porsche-faith.com

十年坚持，一个信仰

“保时捷中国十周年”911 纪念版

十年传奇历程，十年非凡荣耀，只因坚持一个信仰。自 2001 年保时捷进入中国大陆市场，始终秉持至臻至善的跑车理念。现在，更隆重推出十台“保时捷中国十周年”911 纪念版跑车，传世杰作，与卓越的您共享盛典！

信仰志造
PORSCHE IN CHINA

拾年 Porsche China
2001 - 2011



PERFORMANCE PRINCIPLES

Porsche Sport Driving School with Arnd Stollmann



Welcome to *Performance Principles*, as we look at some more questions from the Porsche Sport Driving School. In this issue, Chief Instructor Mr. Arnd Stollmann, takes a look at the way engine positioning effects the dynamics of your Porsche.

In every issue of In Focus, Arnd Stollmann answers a PSDS question from 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.

My 911 has a rear engine layout – how does this effect its driving dynamics?

~ Ms. Lu, Guangdong, China



The illustrious Porsche 911 has been the world's most famous rear-engine car since it was first released in 1963 – but few people really understand how this makes the 911 such a special sports car.

The weight of the rear engine offers more traction for acceleration and more stability while braking (reduced forward weight transfer under braking and increased rear weight transfer under acceleration). Sudden load changes while cornering, for example by abrupt throttle release, could destabilize former 911. However, Porsche has negated this issue with an intelligent mix of design and engineering. Porsche Active Suspension Management (PASM) monitors vehicle body movement and then tunes dampers to reduce roll and pitch, and optimise contact between each individual wheel and the road.

However, there are also some more simple benefits to locating the engine at the rear of the 911. By placing the engine closer to the wheels that provide the drive force (with the exception of four-wheel drive 911 variants), the drive train is shorter, adding less weight and allowing the differential to be integrated with the transmission. These are all simple features that maximise the efficiency of an automotive icon.

Each and every Porsche uses a layout that is most suitable for its drive design. The Panamera and Cayenne use a front-engine layout, while the Boxster and Cayman use a mid-engine layout. Regardless of the engine position, our engineers have more than 60 years of experience ensuring that every model offers unparalleled sports driving performance. I am sure we will offer more detail in a future issue of Performance Principles!



In order to better provide you with our full range of service offerings, updates on event activities and the latest Porsche car information, we invite you to participate in our customer survey.

Your completion and submission of the enclosed survey will automatically enter you in our raffle to win a Porsche 10 Year Anniversary Edition product, exclusively from Porsche Design Driver's Selection.

1ST PRIZE

- Model Car
- Mug
- Polo Shirt for Men (black)
- Cap for Men (black)
- Polo Shirt for Women (white)
- Cap for Women (white)

2ND PRIZE

- Mug
- Polo Shirt for Men (black)
- Cap for Men (black)
- Polo Shirt for Women (white)
- Cap for Women (white)

3RD PRIZE

- Polo Shirt for Men (black)
- Cap for Men (black)
- Polo Shirt for Women (white)
- Cap for Women (white)



PORSCHE

We appreciate your taking the time to fill out this form. Please fax it to (021) 23080311, or mail it back to us in the enclosed prepaid envelope. Thank you for your participation.

1. Contact Information

Mr. / Mrs. / Miss Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Phone / Mobile: _____ E-mail: _____

2. Employment (Check all that applies)

Chief Executive Officer / Board Director Public Servant Entrepreneur Student
 General Manager Manager Retired Freelance

3. Do you own other brands of vehicles? Yes No

Manufacturer: _____ Model: _____
 Manufacturer: _____ Model: _____
 Manufacturer: _____ Model: _____

4. If you no longer own a Porsche vehicle, please indicate the resale of the vehicle, and provide the new owner's personal data.

Porsche Model: _____
 Sold to: Mr. / Mrs. / Miss Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Phone / Mobile: _____ E-mail: _____

Porsche Model: _____
 Sold to: Mr. / Mrs. / Miss Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Phone / Mobile: _____ E-mail: _____

5. For raffle prize awards, please specify your sizes:

Polo Shirt Men Size: M / L / XL / XXL Polo Shirt Women Size: S / M / L / XL

Information submitted is kept confidential and only made available to Porsche and Porsche Centres for market research, public opinion polls, and Porsche products and services information purposes.

Signature: _____ Date: _____

Thank you again for taking the time to submit this survey. If you would like more information, please visit the official website www.porsche.cn.



RANGE EXTENDED. THE NEW PANAMERA S HYBRID.

If you would like to have more information, 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.

Please fill in your correct contact details in the box below:
First & Last Name:
City & Address:
Postal Code:
<input type="checkbox"/> Home Telephone <input type="checkbox"/> Work Telephone <input type="checkbox"/> 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 Over 24 months

I am interested in:

- Panamera S Hybrid Cayenne S Hybrid
 Panamera

Other Porsche models:

- 911 Carrera Cayman
 Boxster Cayenne

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 friend's name:

Your friend's tel. number:

PORSCHE DESIGN
DRIVER'S SELECTION

MARTINI RACING

Porsche and MARTINI RACING started their legendary success story in the summer of 1970, by winning the 24 Hours of Le Mans race for the first time. This summer they are combining their sportiness and dynamism with an impressive new collection that continues to pay tribute to the legacy of achievements. Be part of the team this summer.



Women's T-Shirt

Large MARTINI RACING logo printed on the back. Porsche badge on the front. Various racing labels. 95 % cotton, 5 % elastane. In Red. Sizes: XS, S, M, L, XL, XXL.

WAP 771 OXS-XXL OB
RMB 656.00



Women's Top

Large MARTINI RACING badge on the front and discreet label on lower back. Hem and back made of comfortable ribbed fabric. Sporty woven back-yoke panel with contrasting ventilation mesh. 95 % cotton, 5 % elastane. In White. Sizes: XS, S, M, L, XL, XXL.

WAP 671 OXS-XXL OB
RMB 656.00



Women's Beach Skirt

Various racing labels. Contrast stitching along side seams. Ultimate wearing comfort thanks to elastic strap. Cord in MARTINI RACING design. 49 % cotton, 48 % polyester, 3 % elastane. In Grey. Sizes: XS, S, M, L, XL, XXL.

WAP 862 OXS-XXL OB
RMB 568.00



Men's Polo Shirt

Porsche logo and MARTINI RACING appliqué on the front. Various racing labels. Decorative contrast stitching on the shoulders. 50 % cotton, 50 % polyester. In Grey. Sizes: S, M, L, XL, XXL, 3XL.

WAP 764 00S-3XL OB
RMB 948.00



Men's Swim Trunks

Various racing labels. Contrast piping and additional Porsche logo around left leg. 100 % polyester. In Blue. Sizes: S, M, L, XL, XXL, 3XL

WAP 860 00S-3XL OB
RMB 1239.00



Ice Cube Tray

Makes ice cubes in the shape of the Porsche models 911, Cayman, Cayenne and Panamera. The blue silicone tray has a Porsche logo and is dishwasher safe. Dimensions: (W) 20 x (H) 11 x (D) 2 cm.

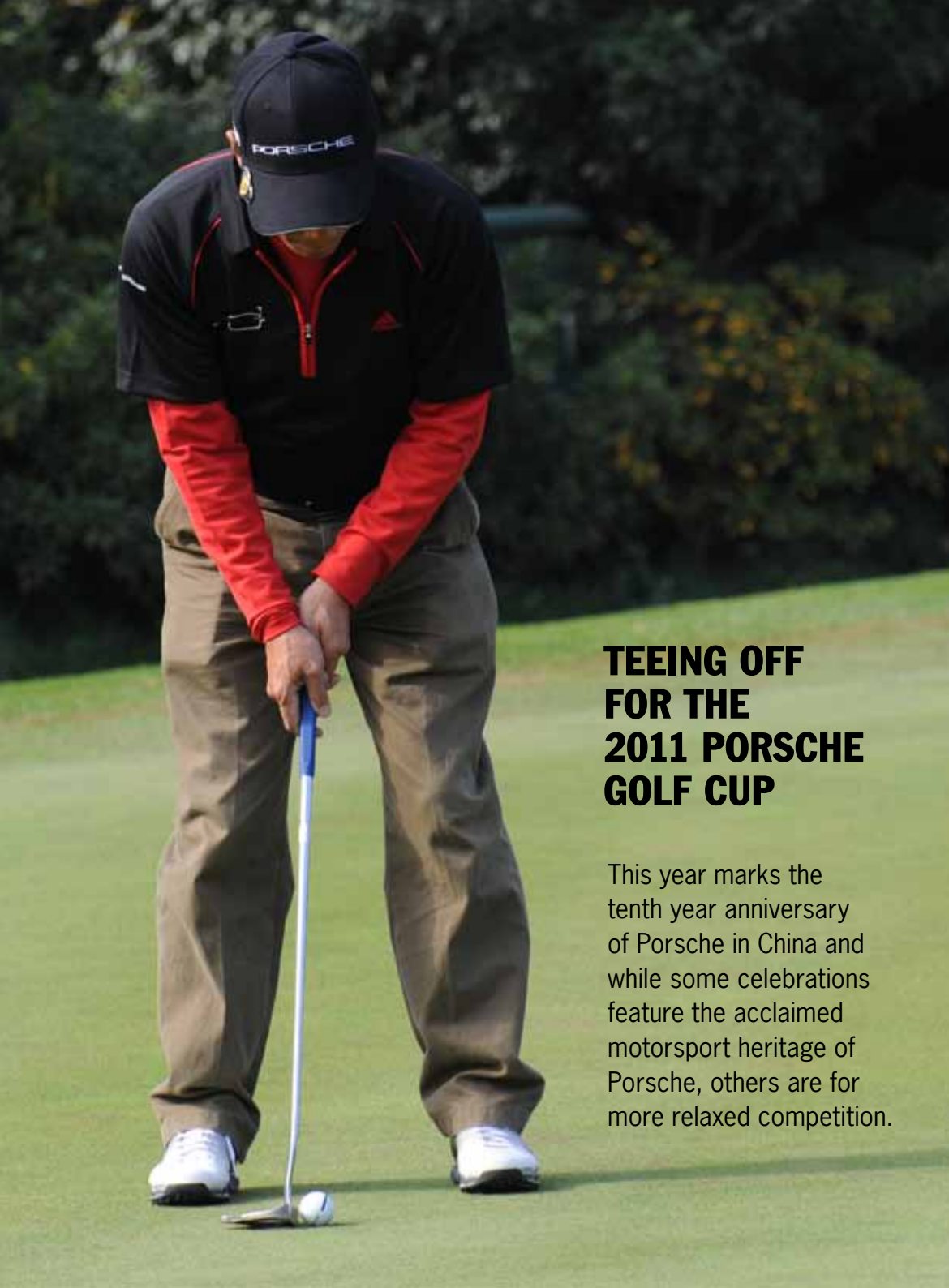
WAP 050 015 OB
RMB 146.00



Beach Ball

In MARTINI RACING colours. Soft, durable outer layer. Size: approx. 66 cm.

WAP 060 010 OB
RMB 568.00



TEEING OFF FOR THE 2011 PORSCHE GOLF CUP

This year marks the tenth year anniversary of Porsche in China and while some celebrations feature the acclaimed motorsport heritage of Porsche, others are for more relaxed competition.

2011 PORSCHE GOLF CUP



DATE	PORSCHE CENTRE	PLACE
30 April	Kunming Porsche Centre	Dianchi Lake Golf
19 May	Qingdao Porsche Centre	Tiantai Golf Club Jimo
20 May	Xi'an Porsche Centre	Xi'an International Golf Club
27 May	Hangzhou Porsche Centre	Haining Lake hill Golf Club
27 May	Hongkong Porsche Centre	The Clearwater Bay Golf & Country Club
27 May	Shanghai Pudong Porsche Centre	Tiantai Golf Club
30 May	Shanghai Puxi Porsche Centre	Sheshan Golf Club
15 June	Beijing Yizhuang Porsche Centre	Beijing Reign Wood Golf Club
16 June	Beijing Haidian Porsche Centre	Beijing Reign Wood Golf Club
16 June	Chengdu Porsche Centre	Luxehills Golf Course
17 June	Beijing Central Porsche Centre	Beijing Reign Wood Golf Club
25 August	Xiamen Porsche Centre	Orient Golf
6 September	Shenzhen Porsche Centre	Genzon Golf Club
15 September	Dongguan Porsche Centre	Hillview Golf Club
23 September	Guangzhou Porsche Centre	Peach Garden Golf Club

In appreciation of the support and loyalty offered by customers over the past ten years, the 2011 Porsche Golf Cup will bring a unique and exclusive sporting experience as well as top level golf competition.

Hosted by Porsche China and Porsche Centres around the country, every golf tournament is designed for true Porsche enthusiasts – only open to Porsche owners in China.

Qualifying tournaments are being staged at the finest 18-hole courses in Kunming, Qingdao, Xi'an, Hangzhou, Shanghai, Beijing, Chengdu, Xiamen, Dongguan, and Guangzhou, starting 30 April and concluding on 30 September. Winners of the qualifying tournaments will have the opportunity to compete in a China Final this October.

The tournament will be carried out based upon rules from the Royal and Ancient Golf Course of

St. Andrews and the PGA of America, and local rules will also apply. While the 2011 Porsche Golf Cup title will be in every golfer's mind, other novelty prizes will also be awarded. The most exciting and challenging of these is the famous "Hole-in-One" – where the first golfer to hit a hole-in-one will win a Porsche car, and much admiration from fellow competitors.

Apart from the competition, the golf tournament serves as a great opportunity to meet like-minded friends and share your love of the game and passion for Porsche. For more details on attending the 2011 Porsche Golf Cup, please contact your local Porsche Centre.



PORSCHE NEWS

CHINA RISES TO NUMBER TWO LARGEST MARKET FOR PORSCHE

The first Porsche Centre in China made its debut ten years ago, and sold 27 cars in its first year. After a decade of strong growth, Porsche currently has a network of 31 Centres throughout China. Porsche China sold 14,785 cars in 2010, making it the company's second largest market in the world. Local interest in sports cars and motorsport is expected to increase as Porsche China takes over the operation of the Porsche Carrera Cup Asia in 2011.

PORSCHE NEWS

10 YEAR ANNIVERSARY CELEBRATIONS UNDER WAY

To commemorate ten years in China, Porsche will host year-round celebrations this year. A 10th Anniversary celebration held in mid-May in Beijing, local anniversary parties at Porsche Centres across the country, all culminating in a final exciting event held in Shanghai – 2011 marks a decade of commitment and excellence from Porsche in China.

2011 CALENDAR

Porsche Carrera Cup Asia: Round 7 & 8

Date: 26 - 28 August 2011
Location: Sepang Int. Circuit, Malaysia

Shanghai Contemporary Art Festival

Date: 7 - 10 September 2011
Location: Shanghai Exhibition Centre

Porsche Driving School: Precision

Date: 10 - 11 September 2011
Location: Chengdu International Circuit

Porsche Carrera Cup Asia: Round 9

Date: 23 - 25 September 2011
Location: Marina Bay Circuit, Singapore

Porsche Driving School: 4D Precision

Date: 24 - 25 September 2011
Location: Shanghai International Circuit