



PORSCHE

IN FOCUS 聚焦保时捷

Issue 2, 2013

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**THE NEW 911 GT3
LIMITS PUSHED**



Dear Porsche Enthusiasts,

As the new Chief Executive Officer for Porsche China, I am delighted to present you the second issue of In Focus for 2013. The new 911 GT3 has finally arrived. Having made its stunning Asian premiere at Auto Shanghai 2013, this latest innovation from Porsche, an epitome of the 50-years heritage of the iconic 911 and the core of our DNA, now promises to push the boundary of what is possible. With improved aerodynamics, a sleeker design and more power, it guarantees every sports car enthusiast more thrilling driving experiences, on a daily basis.

Back to its birthplace – the racetrack, we also have exciting news from its sister model: the new 911 RSR which triumphed in the GT class at the 24 Hours Le Mans. On the other battleground, the 2013 Porsche Carrera Cup Asia has completed 7 action-packed rounds and will deliver more exhilarating races as it builds toward the final showdown.

For customers who have longed to experience how Porsche performs on the racetrack and improve their driving skills, Porsche Sports Driving School provides an array of new driving modules tailored to their every need. While on the open road, more breath-taking tours are offered by Porsche Travel Club to explore the scenic wonders both at home and abroad.

Finally, I am delighted to announce that the 55th Porsche Centre has opened. The brand new Porsche Centre Nanchang is evidence of our commitment to providing premium and accessible service to the ever expanding community of Porsche enthusiasts in China.

I look forward to sharing more good news with you and wish you a season of safe and pleasant driving.

Best Regards

Porsche (China) Motors Limited

Mr. Deesch Papke
Chief Executive Officer



MR. DEESCH PAPKE APPOINTED AS CHIEF EXECUTIVE OFFICER FOR PORSCHE CHINA

A planned exchange of senior positions within the Porsche organisation took place this June as Porsche China announced that Mr. Deesch Papke would succeed Mr. Helmut Broeker as the new Chief Executive Officer as of 1 July.

Receiving the Porsche steering wheel, a symbol of the handover, from Mr. Helmut Broeker, at the ceremonies, Mr. Deesch Papke stated: "To work in China is a very, very exciting prospect for me and one I am extremely proud to have been asked to be a part of. It is a great honour to join these outstanding teams at Porsche China and across the dealer network. I am totally committed to supporting the continued growth of Porsche China and I am looking forward to the challenges ahead."

Under the leadership of Mr. Deesch Papke, we are confident that Porsche will continue to write more phenomenal chapters in the dynamic market of China.

THE NEW 911 GT3: LIMITS PUSHED.

Over ten years ago, the then-new 911 GT3 took the world by storm when it completed the fastest ever production car lap of the Nürburgring-Nordschleife, setting a bench-mark for all future sports cars. It has rewarded Porsche enthusiasts ever since, pushing the boundaries of design, performance and power.



Design

Now in its fifth generation, the all-new GT3 comes fresh on the heels of the iconic 911's 50th anniversary and two GT class wins at Le Mans. Having long ago established a reputation as the definitive circuit-bred sports car, it is set to take pole position in the marque's lineup of naturally aspirated performance autos with an entirely refitted engine, transmission, body and chassis.

Gazing upon the new 911, one feels a sense of awe and wonder. The car's design is based on the light, yet sturdy body of the current generation 911 Carrera with its hybrid steel-aluminium construction. Its wide frame, larger wheels and special front and rear design give the car greater aerodynamic performance while retaining a sleek and functional outlook. The new LED

headlight option allows various functions such as dynamic cornering lights, country light and high beam.

Engine

Beauty is one thing, but what about power? Take a peek under the hood of the new 911 GT3 and be amazed. The sports car boasts a six-cylinder 3.8-liter boxer engine capable of reaching up to 9000 rpm, accelerating from zero to 100 km/h in 3.5 seconds and reaching a top speed of 315km/h. The new powerhouse is a synthesis of the previous GT3 and current 911 Carrera series engines. Featuring direct petrol injection, demand-controlled oil pump and lightweight design and materials, it weighs 25 kg less than its predecessor while delivering a bigger punch. Combined with a dual-clutch transmission system specially developed to emulate the characteristics of a motor racing sequential

gearbox, the GT3 will take you on the ride of your life and elevate your heart rate to untold heights.

Drive

Power is nothing without control. That is why for the first time ever Porsche is using active rear wheel steering, allowing greater precision and lateral dynamics. Further improving handling and stability are the electronically controlled, fully variable rear differential lock, and dynamic engine mounts. Take full control of your car even at break-neck speeds. Just like its engine, the chassis of the new 911 GT3 fuses the strengths of the previous design with those of the current 911 Carrera. An extended wheelbase and wider track width mean additional increases in longitudinal and transverse stability.

Together, these features give you the ultimate sports car. Whether on the track, or for everyday use, the new 911 GT3 is an exemplary automobile. A true testament to the ingenuity of Porsche. It takes the spirit and drive of its classic predecessors, and with the help of cutting-edge technological innovations, creates something far greater.



PORSCHE

Dear Porsche car owner,

To help us to offer you the best possible service and the hottest products and event news from our Porsche family, we invite you to answer the questions below. Please fax to: +86 (0) 21 6090 5377 or use the postage paid envelope enclosed.

Thank you for your cooperation!

1. Would you like to update your current contact details provided to Porsche China?

Yes No

If yes, please provide your contact detail below:

Mr./ Mrs./ Ms. Name / Last name: _____

Address: _____

Town / City: _____ Postal Code: _____

Telephone / Mobile: _____

E-mail: _____

2. My occupation:

Freelancer / self-employed CEO / Managing Director Student

General Manager Civil Officials Pensioner, housewife/ househusband

Business Owner Manager

3. Do you own a car with other brands? Yes No

Make: _____ Model: _____

Make: _____ Model: _____

4. If the ownership of any of your Porsche car has change, please inform us of the car model sold and provide the new car owner's contact details.

Porsche model 1: _____ Name: _____ Title: _____

Address: _____ Postal Code: _____

Telephone / Mobile: _____

Porsche model 2: _____ Name: _____ Title: _____

Address: _____ Postal Code: _____

Telephone / Mobile: _____

All personal details supplied will be stored in the Porsche central database and will be used solely by Porsche China and your local Porsche Centre for information about products, services and opinions. No other party will have access to his information.

Customer's Signature _____ Date _____

Thank you for taking the time to fill in the form. Please visit www.porsche.cn for more information.



THE NEW 911 GT3

If you would like to have more information, please provide your contact details below and return to us via fax 021 6090 5377, 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:

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 3 months
- In 3 – 6 months
- In 6 – 12 months
- Over 12 months

I am interested in:

- 911 GT3
- 911 Turbo S
- 911 Turbo
- 911 50th Anniversary Edition

Other Porsche models:

- Boxster
- Cayman
- 911
- Cayenne
- 918 Spyder

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:



HOW TO DRIVE LIKE A PRO: PORSCHE SPORT DRIVING SCHOOL

Owning a Porsche sports car is one thing. Learning how to drive one like a pro is another. Want to take your driving skills to the next level? The Porsche Sport Driving School offers you the opportunity to do so in a safe, controlled environment and under the guidance of highly trained instructors.

Aimed at beginners, our Precision training will teach you how to safely negotiate bends, steer with accuracy, and avoid the dangers of everyday road traffic.

Further improve your vehicle control with our Performance course. As the first level with free driving on the entire track, we give you ample time behind the wheel to put your knowledge to the test. We also include a detailed video analysis of your driving line and skills.

Or, for those confident racers among you, we offer a chance to prove your skills with our Master level training.

Under the watchful eye of VIP instructor Ho Pin Tung you will learn the theory behind what makes a racing champion and get a chance to qualify for the International C-Class Racing License – allowing you to compete in international motorsport, such as the PCCA.

Our final and most exclusive level is the intense one-day Telemetric course. With hours of free driving, in-depth video and data analysis, two instructors per person – one local and one international, Telemetric training is the ultimate tool to define and elevate your driving skills to the next level.

The Porsche Sport Driving School has something for everyone, whether you are a novice driver or expert racer. Come along and the join the fun.



SURGING AHEAD AT BREAK-NECKSPEED: PORSCHE CARRERA CUP ASIA 2013

The epic Porsche Carrera Cup Asia has earned a sizable following in the time since its grand inception in 2003. Now in its 11th year, the series brings together the top tier of racing talent from around the world to earn their stripes on challenging tracks throughout Malaysia, China, Korea, and Singapore.

The first leg of PCCA 2013 saw a sizzling opener on the Malaysian circuit of Sepang in which Martin Ragginger stormed to victory. The Austrian kept his lead throughout the Shanghai and Zhuhai legs amidst fierce competition.

Next, drivers headed to Inner Mongolia where they faced the technical challenges of the Ordos circuit. New Zealander Earl Bamber clinched an early Class A maiden victory in the qualifying round, taking pole position just 0.115 seconds ahead of Ragginger.

Bamber maintained the lead through rounds 6 and 7, putting him 9 points ahead of the Austrian at final count.

In a feat sure to please Chinese fans, drivers Ho Pin-Tung and Jason Zhang Zhiqiang both achieved fourth place results, missing the podium by a hair's breadth in rounds 6 and 7 respectively. While Egidio Perfetti of Team Mentos soared to victory in the class B category, ending the Ordos leg with a comfortable 42 point lead over China's Li Chao and Singapore's Yue Tan.

With a world-class lineup of participants and an onslaught of exhilarating races ahead, PCCA 2013 promises to maintain the breath-taking pace seen in the first legs right up until the next stages in Korea and Singapore.



SWING IN THE SPIRIT OF PORSCHE 2013 PORSCHE GOLF CUP



Having kicked off on 11 May at the picturesque Xi'an International Golf Club, the 2013 Porsche Golf Cup is now in full swing. The friendly but intense competitions are taking place from May through to October, with more than 2,000 participants taking part in this exclusively tailored tournament hosted by Porsche Centres across Greater China.

An exclusive event tailored to Porsche customers who share a common passion for the sports car marque and golf, the Porsche Golf Cup offers a unique opportunity for them to meet and compete against fellow Porsche enthusiasts with similar aspirations. In the 20 rounds of qualifying tournaments already completed until the end of June, we have not only seen plenty of amazing golfing moves and outstanding sportsman-

ship, but also the hearty exchanges of passion and easy births of friendship.

Building on its success from the past two years, the third annual amateur golf tournament has drawn an increasing number of avid participants across the country. Those who top in the categories of Men's Gross, Men's Net and Ladies' Net in each tournament will advance to the China Final held in Sanya in November to compete for the championship.

More than just emerging as grand final champions, the top category winners will also come away with an ultimate award: a chance to move on and represent China at the 2014 Porsche Golf Nations Trophy held in Europe, where they will compete against teams from other nations.

Porsche is dedicated to providing enthusiasts with unique and unforgettable experiences, whether on the road or, in the case of the Porsche Golf Cup, on the green. This premium golf tournament is just one of many exclusive programmes designed by Porsche, further underlying that the marque is not just about high performance cars; it also stands for style, performance and precision.





A PERFECT JOURNEY ALONG THE PACIFIC OCEAN PORSCHE TRAVEL CLUB EXPLORES AMERICA

Exhilarating driving tours through magnificent landscapes, experiencing rich cultures and heritages while driving one of the world's most innovative cars – this is what Porsche Travel Club China has always offered to travel-loving Porsche customers. And along with that come more thrills: a total sense of freedom and a pure connection to the natural surroundings, this could have not been more prominent for participants than on the USA Highway No.1 Tour this June.

Known as the most scenic highway in the world, this route allows Porsche customers to drive along the beautiful winding west coast of America while exploring the cultural heritages and tourist attractions on the way. Starting from Los Angeles, the journey immediately proved to be an eye-opening experience to the group. With the vast Pacific Ocean on the left and lofty Rocky Mountains on the

right, a poignant sense of the grandeur of nature struck the Porsche customers as they spun along the endless curves of the coastline, enjoying the wide open view while indulging in the superlative sportiness and smooth handling of the latest Porsche masterpieces.

After a night stay at the charming little town of Santa Barbara, the fleet departed the next morning for a visit to the Hearst Castle, a 150-year-old architectural wonder, where they relived the rich American history, amazed at the opulence of one of the largest private antique and art collections in the world. Later that day, the motorcade sped through the varied landscape of the famous Big Sur National Park, which featured a drive across the Bixby Creek Bridge over a massive gorge that afforded an inclusive bird's eye view of the awe-inspiring blue sea.

The third day of the trip saw Porsche customers embark on one of the world's most renowned scenic drives – the 17-Mile Drive. The much famed coastal landmark runs through picturesque Pacific Grove to Pebble Beach, with a series of breath-taking vistas and legendary sites along the way. The invigorating drive brought them to the quaint little town of Carmel, where they had a unique dining experience at the prestigious Portabella's Restaurant. Savouring gourmet food in the comfort of a full glass room atop a slope that overlooks the ocean in the sunset, every Porsche customer was filled with pleasure and satisfaction.

The next day, the group continued to meander down the spectacular west coast on the Highway No.1, passing by the historic Pigeon Point Lighthouse and the gorgeous Half Moon Bay before arriving at San Francisco, the last stop of the journey.

For every Porsche customer, the four-day driving tour along the Pacific coast brought not only relaxation but also utter freedom. The uninhibited, free-spirited sea wind and the inviting open road left them filled with a

thirst for more exciting adventures, which Porsche Travel Club China will offer throughout the second half of the year. Join us, for a life-time journey in the company of like-minded Porsche enthusiasts!

For more detailed information about the tours, please call your local Porsche Centre or visit the Porsche Travel Club website: www.porsche.cn/travelclub.





PERFORMANCE PRINCIPLES

Porsche Sport Driving School with Chief Instructor Arnd Stollmann

Welcome to *Performance Principles*, as we look at some more questions from the Porsche Sport Driving School. In this issue, Porsche China Chief Instructor, Arnd Stollmann, takes a look at the proper position of the seat.

How can I properly adjust the driver's seat?

Miss Su, Beijing

The seat position is crucial to both the comfort and the performance of the driver. A good driving posture could not only alleviate the driver's fatigue, but also improve safety should an accident occur.

To position yourself properly into the seat, first sit straight in front of the steering wheel and make sure your back and bottom are square and completely fit into the seat. This position helps support your body and avoid back pain during long drives. To properly adjust the distance between your seat and the steering wheel, press the brake pedal fully with your right foot and adjusting your seat distance so that your knees should be bent about 160 degrees. Then adjusting your seat height to make sure your sight is at 2/3 of the front windshield. It gives you the most open view when driving. Now for your seat back, it should be as parallel as possible to the steering wheel. Normally the suitable angle should be an upright 110 degrees, but depending on your own stature, you can adjust the seat back to a relatively upright position and then adjust the steering to be as parallel to your back as possible.



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



911⁵⁰ Tradition Future

911. No extra fanfare is needed when these 3 digits come into play. This iconic sports car has graced the roads for precisely 50 years now, evoking the same youthful excitement in all who are lucky enough to drive one as it did in 1963. This is why our 50 Years of 911 Collection celebrates the eternal youth of this classic sports car, both inside and out of its natural habitat.

Limited Edition



NEW. Women's leather jacket.

Limited to 350 units.

WAP 853 OXS-XXL OE | ¥ 12,686.00

Limited Edition



NEW. Men's leather jacket.

Limited to 650 units.

WAP 854 00S-3XL OE | ¥ 12,686.00

Driver's Selection

by Porsche Design



Limited Edition

NEW. 50 Years of 911 chronograph and Porsche 911 [1963].

Limited to 1,963 units.

WAP 911 005 OE | ¥ 8,410.00

Limited Edition



NEW. Men's polo shirt – 50 years of 911.

WAP 855 00S-3XL OE | ¥ 1,126.00

Limited Edition



NEW. Trolley case – 50 Years of 911.

Limited to 911 units. Made of Aluminum. Dimensions: 55.5 x 36.5 x 18.5 cm. Capacity: approx. 35 l.

WAP 911 006 OE | ¥ 12,985.00



TAKE CONTROL WITH PTV PLUS

As a manufacturer that strives for innovation through cutting-edge technology, Porsche is known not only for pushing the boundaries of speed and performance, but also the drive and control of a car. We understand that when it comes to tight corners and narrow roads, all the power in the world won't help if you have a braking system anything short of world-class. That's why in the new 911 GT3, we include our Porsche Torque Vectoring (PTV) Plus as standard.

Adapted specifically for the 911 GT3, our revolutionary PTV system consists of electronically controlled, fully variable locking rear differential and selective braking interventions at the rear wheels. This gives you higher traction when driving on changing road surfaces such as rain or sleet, providing more precise cornering and increased driving stability. We also modified our steering system for the challenges of high-performance sports car driving so that steer-

ing the 911 GT3 feels the same regardless of weather conditions.

However, we could not have accomplished all this without a change of wheels. At 20 inches, the new GT3 wheels are a full inch bigger and half an inch wider than those of its predecessor. They are forged from aluminium which means not only are they stronger, but also lighter than the previous model's. Furthermore, we improved the braking system with larger breaking discs and more brake cooling ducts at the rear axle, giving you more dynamic driving performance.

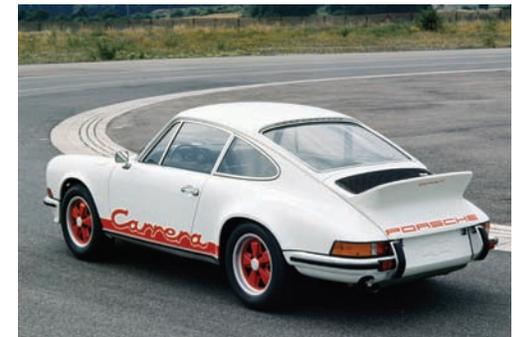
Thanks to these advances, the 911 GT3 experience is better than ever. You can take it out for a spin in rain or sunshine and sail along the highway at cruising speed, knowing our PTV system is there to back you up every step of the way.



PURE RACING LINEAGE

911 GT3 is called the "highway race car" by its fans today. Its heritage can be linked to the 911 Carrera 2.7 RS in the 1970s. Due to the racing rules in France at that time, only 500 of the 911 Carrera 2.7 RS were produced. Since then, it has been a dream car for Porsche fans all over the world. Followed by the 911 Carrera 3.0 RS and the 911 Carrera 3.8 RS, more powerful engines were applied to the 911 Carrera RS models. They have brought incredible racing experiences to that generation of Porsche fans.

In 1999, Porsche developed the first 911 GT3 based on the 911 Carrera 2.7 RS model to race in the FIA GT3 category. The engine of the first 911 GT3 was based on the original Metzger Engine design from the famous 911 GT1. With its professional engine technique and its adjustable sport chassis technology, the 911 GT3 has not only won many great races during the years, but also the hearts of many racing enthusiasts ever



since it was born. Today, the newly developed 911 GT3 is equipped with a 3.8-liter boxer engine that could accelerate from zero to 100 km/h in 3.5 seconds and attaining a top speed of 315 km/h.

Born to race, the new 911 GT3 has inherited the purest racing genes of Porsche. No matter whether it's on the race track or on the road, the new 911 GT3 will bring the most thrilling racing experience to the world.



PORSCHE GLOBAL CERTIFICATION SYSTEM ENSURES PREMIUM CUSTOMER SERVICE CARE EVERY STEP OF THE WAY.

Porsche stands for more than just the world's best sports cars. It is a synonym for taste, distinction, and a premium lifestyle, which defines our customers for whom our service is fittingly tailored to ensure their full and utmost satisfaction.

A comprehensive, meticulous system has been long in operation at Porsche to guarantee that the service is consistent and reliable. Known as the Porsche Global Certification System, it cultivates with methodical training Porsche certified sales consultants and service advisors who are committed to supporting the Porsche service standards in China as well as the rest of the world.

To become one of these Porsche Brand Ambassadors, a Porsche employee has to first participate in a series of recommended online and classroom trainings organised by the Porsche Academy before being equipped for the Certification Assessment, where he/she must demonstrate the requirements derived from the competency profile in the areas "Knowledge", "Behaviour/Skill", "Personality" and "Performance". Only when participants have successfully passed the Assessment will they be awarded the title of "Porsche Certified Sales Consultant" or "Porsche Certified Service Advisor". And after a maximum of three years, they need to renew the title by participating in a Re-Certification.



Thus educated, a Porsche Brand Ambassador will not only be a trustworthy expert in Porsche sports cars, but also adequately equipped to advise and communicate with our customers in a range of lifestyle interests, such as jewellery, fine wine and golf.

As part of the unremitting effort of Porsche to perfecting its customer service, the Porsche Global Certification System and its Porsche Brand Ambassadors, serve to bring excellence into every aspect for Porsche customers, and epitomise the commitment of the world-renowned sports car marque to continuously enhance its relationship with the ever growing community of Chinese Porsche enthusiasts.





SUCCESSFUL ROLLOUT FOR NEW PORSCHE LMP1 SPORTS PROTOTYPE

The new Porsche LMP1 sports prototype, which will compete in the sports car World Endurance Championship (WEC) and in the 24 Hours of Le Mans from 2014, successfully completed its first rollout on the Porsche test track in Weissach. Since the decision in mid-2011 to return with the LMP1 racer to top motorsport as a works effort, the Motorsport Centre at Weissach has grown significantly. A workshop and an administration building were built and accommodate around 200 employees who are responsible for the design, assembly and deployment of the LMP1 car. From the 2014 season, the racer will be fielded by a Weissach-based works squad.



NANCHANG OPENS ITS FIRST PORSCHE CENTRE

As the first authorized dealership in Jiangxi Province and the 55th Porsche Centre across the country, Porsche Centre Nanchang was established in order to serve a growing interest in the Porsche brand and a rapidly expanding customer base across the region. It is located on Gaoxin Avenue in the Gaoxin Economic and Technological Development Zone. It has a capacity of over 8,100 square metres, incorporating a 1,900 square metre showroom where up to 14 models can be displayed, in addition to a service area of over 2,700 square metres which will accommodate 8 work bays. Porsche Centre Nanchang demonstrates the marque's ongoing commitment to bringing its legendary sports cars and world-class customer service within reach of local customers and Porsche enthusiasts.

FORMULA 1 PILOT MARK WEBBER TO CONTEST LE MANS FOR PORSCHE

The Australian Formula 1 pilot Mark Webber has signed a contract with Porsche that extends over several years. From the 2014 season he will compete in the Porsche LMP1 sports prototype at the Le Mans 24 Hours and in the sports car World Endurance Championship WEC. The 36-year-old Australian has already raced at Le Mans twice. In 1998 he finished runner-up in the FIA GT Championship at the wheel of a sports prototype. Over the course of his Formula 1 career from 2002 until today, Webber has achieved 36 podium places, nine race victories and has started from pole position eleven times.



2013 CALENDAR*

PORSCHE CARRERA CUP ASIA - ROUNDS 8 & 9

Date: 2 - 4 August

Location: Autopia International Circuit, Korea

PORSCHE SPORT DRIVING SCHOOL - PRECISION

Date: 31 August – 1 September

Location: Shanghai International Circuit, China

PORSCHE TRAVEL CLUB - MONGOLIA

Date: 1 - 5 September (Wave 1)

7 – 11 September (Wave 2)

Location: Mongolia, China

PORSCHE SPORT DRIVING SCHOOL - PERFORMANCE

Date: 7 - 8 September

Location: Shanghai International Circuit, China

PORSCHE SPORT DRIVING SCHOOL - MASTER

Date: 9 - 10 September

Location: Shanghai International Circuit, China

PORSCHE SPORT DRIVING SCHOOL - TELEMETRIC

Date: 11 September

Location: Shanghai International Circuit, China

PORSCHE CARRERA CUP ASIA - ROUND 10

Date: 20 – 22 September

Location: Marina Bay Circuit, Singapore

PORSCHE TRAVEL CLUB - TUSCANY

Date: 26 September – 1 October

Location: Tuscany, Italy

* Please note the calendar above is not final and may be subject to change.

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