

IN FOCUS 聚焦保时捷

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911 50TH ANNIVERSARY EDITION

RELIVE THE HISTORY



Dear Porsche Enthusiasts.

Exciting times are ahead for us at Porsche. To celebrate the 50 year anniversary of the iconic 911, Porsche is releasing a special 50 year anniversary model based on the 911 Carrera S. More than just three digits, this car represents a legendary sports car concept, with its iconic design and unmistakable contour. Limited to 1963 models worldwide, this special edition pays tribute to an iconic legend.

Next in the line of events is the National Launch of the new Panamera, taking place from 8 to 18 September in Foshan. Premiered at Auto Shanghai in April, the new Panamera features greater dynamic performance and now even more comfort. Staying true to the Porsche name, this car unites thrilling contradictions to offer you something truly unique.

Back to the race track, on 20 September we see Porsche Carrera Cup Asia 2013 head to Singapore for round 10 on the Marina Bay street circuit. The 25-strong fleet will battle for pole position on the Singapore track before heading back to Shanghai for the season finale.

Off the track, if you wish to set off on a new adventure this autumn, the Porsche Travel Club is offering its first tour to Shangri-La, where you can experience the beautiful vistas, local delicacies and charming culture of Western Yunnan in true Porsche luxury.

Last but not least, with the new opening of Porsche Centre Changzhou, the Porsche network is steadily growing across China. Now with 56 Porsche Centres across China, I am confident that Porsche will bring its premium vehicles and unique vision to more and more Chinese enthusiasts.

I wish you a safe and enjoyable journey in your Porsche!

Yours sincerely

Porsche (China) Motors Limited

Mr. Deesch Papke Chief Executive Officer



The new generation of the Porsche Panamera is soon coming to China. Following it's world premiere at Auto Shanghai this April, the new Panamera model range is celebrating its National Launch in Foshan from 8 to 18 September, after which it will be introduced in a series of local events in Porsche Centres across China.

Greater dynamic performance is evident with the new 3-litre bi-turbo engine, while 15 cm added to the length of the body guarantees added comfort for the Executive models. With improved seating comfort, enhanced standard equipment and a sharper design, the new Panamera will fulfill one's true desires without compromising on one's needs. The model range includes the pioneering new Panamera S E-hybrid, the world's first plug-in hybrid in the luxury class, which allows a maximum speed of around 135 km/h and a range of approximately 36 km in all-electric mode.

For more information, please call your local preferred Porsche Centre or visit our website: www.porsche.cn



Based on the newest 911 Carrera S, the anniversary edition highlights a range of features immediately reminiscent of the proud history of Porsche: special 20-inch wheels are a visual nod to the legendary "Fuchs" wheels and are finished in matte black paint with machine-polished centres. Step inside and you will see a design just like 50 years ago; the green labelling on the instruments is instantly striking with white pointer needles and silver caps on the instrument pivot pins.

The exclusiveness of the car is also reflected in other telltale design elements. A two-tone 3D-effect badge on the rear lid with the numbers "911 50" shows its unique identity, which is repeated in three colour tones on the headrests and in two colour tones as a logo on the tachometer and the aluminium door sill plates. Two special

colours are available for the anniversary model, a darker graphite grey and a lighter geyser grey metallic. In addition black monochrome is also available.

Perfectly balancing tradition with innovation, the 911 50th anniversary edition pays tribute to the classic design while pushing the boundaries of performance. The 400 hp (294 kW) coupe with a flat-six rear engine and rear wheel drive features the Porsche Active Suspension Management (PASM) with special tuning to complement its increased track width and enhance the exceptional cornering dynamics of the 911.

With the standard PDK transmission, it sprints from zero to 100 km/h in 4.3 seconds and can reach a top speed of 298 km/h while its NEDC combined fuel consumption is only 8.7 I/100 km.

Limited to 1963 models worldwide, the 911 50th Anniversary Edition will be presented at the International Motor Show (IAA) in Frankfurt this September, the same show that witnessed the legendary birth of the original Porsche model 50 years ago. The special model will then be presented in Local Porsche Centres across China in October, where it is bound to cause quite a stir among sports car enthusiasts.



911 50th Anniversary Edition		
Engin	e:	3.8-litre Boxer engine
Maximum Power:		294 kW (400 hp)
0-100) km/h:	4.3 seconds
Top s	peed:	298 km/h
Price	:	CNY 1,932,000 incl. VAT



TAKE YOUR PORSCHE TO THE LIMIT: PORSCHE SPORT DRIVING SCHOOL

No doubt you have seen professional racers do amazing things with Porsche cars: taking corners at high speed and zooming past the competition, all while maintaing perfect control of their vehicles. At Porsche Sport Driving School, you can learn how to do this in a safe and controlled environment and under the guidance of highly trained instructors.

Our entry-level Precision training will teach you how to take on bends, steer with accuracy and avoid the many dangers of everyday road traffic.

Next, our Performance course lets you free drive and lap on the entire track. With plenty of time in the driver's seat, you will use everything you have learned to fine tune your driving skills. We also include a detailed video analysis of your driving and skills.

Or, if you consider yourself a true racer, we offer a chance to prove your skills with our Master level training. Here, you will learn what makes a racing champion from

PCCA racing driver and VIP instructor Ho-Pin Tung. In cooperation with the FASC, we also offer a chance to qualify for the International C-Class Racing License – allowing you to compete in international motorsport, such as the Porsche Carrera Cup Asia.

Finally, our exclusive Telemetric course provides an intense one-day driving experience for those at the top of their game. Hours of free driving in our Porsche sports cars, in-depth video and data analysis and two instructors per person — one local and one international, makes the Telemetric training the ultimate tool in any serious Porsche driver's arsenal.

At Porsche Sport Driving School, you will learn something new regardless of your driving skill level.

For more information please contact your preferred Porsche Centre or please visit our website: www.porsche.cn/sportdrivingschool



COMING UP ON THE HOME STRETCH PORSCHE CARRERA CUP ASIA 2013

Now in its 11th year, Porsche Carrera Cup Asia 2013 features an even stronger grid of drivers and a level of competition unlike any other in Asia. We have seen racers fight tooth and nail across China, Malaysia and Korea. Pole positions have been won and lost. Legacies made and broken. Now drivers take the fight to Singapore, going head-to-head on the unpredictable Marina Bay circuit with the Formula 1 Grand Prix, then back to Shanghai for the penultimate leg of the competition.

As the first circuit to host a round of the FIA Formula 1 World Championship at night, the 5.073km Marina Bay street circuit holds an important place in Asian auto racing. Its combination of tight chicanes, fast corners and long straights cutting between residential areas and the harbour has earned the circuit the moniker "the Monaco of Asia". With virtually no runoff areas, drivers must be more vigilant, as a single mistake on any of the fast straights or 23 turns can cost them the race.

Next, racers return to the Shanghai International Circuit from 25 to 27 October for rounds 11 & 12 of the competition. Designed by Herman Tilke, the 5.5km F1 track features his trademark long back straight followed by a hairpin turn. The circuit's technically-challenging layout and various elevation changes will prove tough for even the most experienced drivers.

Porsche Carrera Cup Asia will also make a triumphant return to the Macau Grand Prix on 9 and 10 November as an invitational race to celebrate the 60th year of the famous event, as well as the 50 years of the iconic Porsche 911.

As it stands, Earl Bamber of New Zealand leads the field with 157 points, followed closely by Austrian Martin Ragginger and Rodolfo Avila. In class B, Egidio Perfetti from Team Mentos continues to lead with 55 points. With these racing giants within a hair's breadth of one another, the final legs of Porsche Carrera Cup Asia 2013 are shaping up to be a gripping spectacle of racing bravado.





PORSCHE TRAVEL CLUB SHANGRI-LA: HEAVEN ON EARTH

For some people, long car rides are the dread of any holiday. But for those who join the Porsche Travel Club, the journey is the best part. Participants travel together in exclusivity and luxury, dining in renowned restaurants, staying at the best hotels and enjoying breath-taking routes through exotic landscapes – all behind the wheel of a Porsche. Now for the first time, Porsche Travel Club is offering Porsche enthusiasts a chance to explore heaven on earth with a four day driving trip to Shangri-La in China's Yunnan Province.

Equipped with a fleet of Porsche Cayenne, the Porsche Travel Club heads to South China's Yunnan Province from 11-16 October and 21-26 October 2013. Towering mountains dot the untouched landscape as it makes its way towards the westernmost edges of the province. Stopping at Tengchong, participants can experience the romantic and picturesque cities of Dali and Lijiang before exploring the enchanting paradise of Shangri-La. The breathtaking landscape forms a perfect backdrop for the long stretch of the winding highway; full of exciting twists and turns. Along the

way, tasty local delicacies are readily available together with relaxing natural hot springs to cleanse and rejuvenate your senses. Participants also have a chance to visit ancient towns and appreciate the charming ethnic customs. With Chinese guides on hand, participants can connect with the local traditions at their own pace. Your evenings will then be spent in serenity at beautiful and charming hotels, where you can relax and unwind after an adventurous day.

The Shangri-La tour promises a blissful journey through one of China's most mysterious regions. Five days of breath-taking landscapes, local delicacies and time to relax in one of China's most beautiful regions; all at the helm of Porsche. What more can one ask for?

For further information or to register your interest, please visit: www.porsche.cn/travelclub.

Dates	Price
11.10 16.10.2013	RMB 45,000 / per person
21.10 26.10.2013	RMB 45,000 / per person



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 tire security.

How do I properly take care of my tires?

Mr. Zhang, Shanghai

Malfunctioning tires is one of the main causes of car accidents. In order to reduce any risks, you need to not only choose the right tires for your car, but also know how to take care of them.

First, you need to choose your tires depending on your car model, local weather and road conditions. For example, in the snow season, you should change your tires to snow tires for both safety and comfort. They need to be the right size for your vehicle and have a tread depth of at least 6/32-inch. When spring comes, remember to remove the snow tires since they can be noisier than all-season tires and will wear down more quickly in warm weather.

Secondly, you should regularly check the tire pressure during daily use. If you think the pressure is reducing faster than usual, check immediately to see if there is a puncture or if the valve is malfunctioning. The proper tire pressure range of your car is provided by the car manufacturer, which you can always find in the Owner's Manual.

Last but not least, have your tires rotated every 10,000 to 20,000 kilometres to ensure that they wear evenly, as this helps to further extend the mileage you get from them.



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.

Driver's Selection

Plush toys are among a child's first and closest confidents. They provide companionship throughout childhood, and sometimes beyond. What adult would not feel sentimental to suddenly find a long-lost, somewhat ragged-looking playmate from years passed? A playmate with whom many adventures were shared, and who was never just a toy.







NEW. Plush 911 car. Length: approx. 35 cm. WAP 040 002 0E | RMB 556

Children's 911 Carrera electric car.

Top speed approx. 4 km/h [2.5 mph]. Dimensions: approx. 114 x 54 cm. Suitable for ages 3–5. WAP 041 000 0D | RMB 5,687

Baby Porsche RSR.

Suitable for ages 1–3. WAP 040 032 0D | RMB 1,411



Motorsport bear. Height: approx. 40 cm.

Suitable for ages 3+.
WAP 040 004 0A | RMB 927



Mini Motorsport bear.

Height: approx. 12 cm.
WAP 040 012 0C | RMB 214





MORE POWERFUL THAN EVER THE NEW BOXER ENGINE

A boxer engine is an internal combustion engine with multiple pistons which move horizontally. It got its name because each pair of pistons moves simultaneously in and out rather than alternately, like boxers clashing their gloved fists together before a fight. Unlike many engines, boxer engines do not need to balance weights on the crankshaft, which is instead made lighter and enables fast-accelerating. Because of its flat layout, it offers a low centre of gravity and enables the engine to rev more smoothly. Due to these characteristics, the six-cylinder boxer has been a part of the Porsche 911 series from the very beginning.

With a perfect combination of performance and efficiency, the new 3.8-litre Boxer engine is a remarkable piece of machinery. While staying the same displacement as its predecessor, it has greater power and torque, which means increased performance in an environmentally friendly way. Everything about the new engine is unmistakably Porsche. From the sound it makes when it roars into gear to the SPORT mode,

which delivers a sharper response and more direct engine dynamics at the push of a button.

Efficiency is key in the new Boxer engine. Constructed from light-alloy materials, its lightweight yet rigid structure results in comparatively low fuel consumption and a long service life. Improved air flow and extremely effective direct fuel injection increase efficiency even further. Meanwhile, an advanced thermal management system intelligently regulates heat, allowing the engine to reach optimal operating temperatures sooner to save fuel and reduce harmful emissions. Thanks to these advances, fuel consumption and CO2 emissions are at record lows, down 15% from the previous generation.

With the formidable new Boxer engine, the 911 50th anniversary edition is much more than just a show car. It is a powerhouse that symbolises Porsche's commitment to performance and efficiency.

Tradition Future

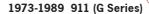
THE 50-YEAR EVOLUTION OF THE PORSCHE 911

With a tradition of leading innovations, each of the seven generations through the past half century represents the most advanced technology of its time, yet none of them deviate from the unmistakable design crafted by Ferdinand Alexander Porsche in 1963. Here is a glimpse of the design enhancements with a perfectly preserved Porsche DNA.



1963-1973 911 (901)

The first generation 911 introduced the 6-cylinder engine and a sleek all-new body. Later enhancements included the Targa roof, an S model, Sportomatic transmission and larger engines.



The second generation is identified by the extended bumpers developed to meet new safety regulations. This longest running model saw the introduction of the Turbo in 1974, and the Cabriolet in 1982.



1988-1994 911 (964)

A thorough revision to the platform changed the suspension from torsion bars to coil springs. The Carrera 4 all-wheel drive model is also introduced.

1993-1998 911 (993)

The last of the air-cooled 911 models has become a highly collectable item due to its carefully styled design. Its newly designed light alloy chassis continued to hold down the weight whilst adding overall strength.



1997-2005 911 (996)

A new water-cooled engine enabled enhancements in emissions, power and durability. The entire car had an all new design, with new body work, novel lighting and improved comfort.

2004-2012 911 (997)

Many technology enhancements were added to this more traditional looking 911, including the dual-clutch automatic transmission, direct fuel injection and Porsche Active Suspension Management.





Since 2011 911 (991)

With most of the components redesigned or improved, the newest 911 is noticeably more advanced. A longer wheelbase, wider track and larger tyres have significantly enhanced its performance and control.





Your Porsche says a lot about you as a person. Its dynamic driving capability demonstrates the value that you place on performance while its sporty lines illustrate your appreciation for unique design. At the same time there is its finely engineered body which meets your highest safety expectations.

Your Porsche uses "active safety" systems such as the cutting edge Porsche Stability Management (PSM), to assist you in avoiding accidents by providing exceptional road handling. In the unlikely event that an accident should occur, a high level of "passive safety" is ensured through the body structure which absorbs and diverts energy away from the passenger cell.

This exceptional level of passive safety can be re-es-

tablished even after an accident. To ensure this, Porsche only uses experienced, well-trained technicians that apply the latest factory repair techniques and only use modern equipment.

How can this high level of car repair be achieved?

Porsche Certified Technicians

In order to handle the most complex damages, your Porsche Centre only employs certified specialists that are trained to high demanding Porsche standards. Within the Porsche certification programme, body and paint technicians are trained in body repair and paint techniques. Experienced technicians participate in different training modules where they get trained in utilising Porsche manufacturer repair methods directly



from the factory. Only when passing the final assessment will they be certified. Solely Porsche certified body and paint technicians can ensure the highest standards for the preservation and restoration of Porsche vehicles.

Porsche Tools and Equipment

Besides the most basic tools and equipment required for vehicle repair, there is a range of highly sophisticated tools and equipment that can vary greatly in usability and quality. Porsche only approves the most suitable, up-to-date and highest quality equipment for body repair in each Porsche Centre. This system guarantees the continued safety of your Porsche.

Porsche Standard Facilities

Porsche Body and Paint facilities in China are a showcase for some of the best facilities in the world and are moreover seen as the global benchmark for all the markets. These state of the art facilities ensure that only the best results are achieved, every time.

Protecting People and the Environment

Although not required by law, Porsche Body and Paint workshops only use water based paint – the very same paint that is used in the Porsche factories in Germany. Water based paint is better for the environment and safer for our staff. As always, we demand the best in every respect.



CHANGZHOU OPENS FIRST PORSCHE CENTRE

On August 19, Porsche China celebrated the opening of its newest Porsche Centre in Changzhou, the 56th Porsche Centre in the country. It gives Porsche enthusiasts access to the marque's exclusive sports cars, supreme after sales support and world-class customer service. Located in Changzhou Wujin Motor City off the city's main access road to the Huning Expressway, this state of the art 4S development covers over 14,000 square metres, including a 2,100 square metre showroom and a 4,300 square metre after sales service area. Designed to maximise customer convenience, Porsche Centre Changzhou will provide unparalleled service and a comprehensive brand experience to customers on every visit.



NEW PANAMERA PRICE ANNOUNCED

Following an overwhelming response to the world premiere at Auto Shanghai in April, Porsche China has announced the price list for the second generation Panamera model range. Delivering superb efficiency, comfort and sportiness, the new Panamera sets new standards in luxury and performance. Second generation prices range from RMB 1,138,000 for the

new Panamera, RMB 1,618,000 for the new Panamera S Executive and go up to RMB 2,688,000 for the new Panamera Turbo Executive. Prices are effective as of 12 July 2013.

For further information please visit your preferred dealership or visit our website: www.porsche.cn



2013 CALENDAR*

PORSCHE TRAVEL CLUB - SHANGRI-LA

Date: 9 - 14 October (Wave 1) 19 - 24 October (Wave 2) Location: Yunnan, China

PORSCHE SPORTS DRIVING SCHOOL - PRECISION

Date: 19 - 20 October Location: Chengdu, Sichuan

PORSCHE CARRERA CUP ASIA - FINALE

Date: 25 - 27 October

Location: Shanghai International Circuit

PORSCHE CARRERA CUP ASIA - MACAU GRAND PRIX INVITATIONAL RACE

Date: 9 - 10 November Location: Macau

PORSCHE GOLF CUP FINALE

Date: 8 - 10 November Location: Sanya, Hainan

PORSCHE TRAVEL CLUB - YANGSHUO

Date: 11 - 15 November (Wave 1) 17 - 21 November (Wave 2)

Location: Guilin, Guangxi

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

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请登录 www.porsche.cn 了解详情

继往 开来

保时捷 911 秉承 50 年经典传奇历程,不断追求至臻跑车境界, 更以开拓之势,继续创领未来。

