



PORSCHE

IN FOCUS 聚焦保时捷

Issue 4, 2014

- The new Cayenne arrives in China.
- Shanghai hosts Porsche Carrera Cup Asia Finale.
- Porsche Travel Club China explores the wonders of Italy.



**THE NEW CAYENNE.
ENTHUSIAST DRIVEN.**



Dear Porsche Enthusiasts,

As we celebrate the end of another successful year for Porsche, there are still many exciting activities and events to look forward to before 2014 draws to a close. Firstly, I am delighted to announce Auto Guangzhou is taking place from 20 to 29 November, where Porsche is once again showcasing its latest innovations to enthusiasts across China. Taking centre-stage is the World Premiere of the new Cayenne, which promises an even more exhilarating driving experience both on and off the road. We also see the unveiling of the new Cayenne S E-Hybrid, which is celebrating its Asia Premiere.

Back to racetrack, the Porsche Carrera Cup Asia came to a thrilling conclusion from 17 to 19 October on the Shanghai International Circuit, where drivers competed fiercely for the championship title in a breathtaking finale. After the dust settled, talented racer Earl Bamber claimed the overall winner trophy while Alif Hamdan claimed the Class B title.

In other news, Porsche was once again the title sponsor of the exclusive Mission Hills Pro-am golf tournament. During an exciting weekend of spirited competition and camaraderie, a select group of Porsche customers had the opportunity to play against world renowned celebrities and golf professionals, with the prize money going to charity. Next, we look forward to the Porsche Golf Cup Final, which takes place from 5 to 7 December. We wish all contestants the best of luck!

With winter arriving in many cities around China, I wish you a season of safe driving for you, your family and your Porsche.

Best Regards,

Porsche (China) Motors Limited

Mr. Deesch Papke

President & CEO Porsche China



PORSCHE STEERS THE TREND AT AUTO GUANGZHOU 2014.

From 20 to 29 November, Porsche is once again demonstrating its leading role in the automotive industry with an exclusive selection of innovative new models at Auto Guangzhou. Leading the Porsche lineup is the World Premiere of the new Cayenne, which features an updated design, enhanced performance and even more driving pleasure. The latest Porsche masterpiece is joined on stage by the all-new Cayenne S E-Hybrid, which celebrates its Asia Premiere at the prestigious show. Don't miss out on this exciting chance to see what Porsche has in store for the future of sports cars.

THE NEW CAYENNE. ENTHUSIAST DRIVEN.

How can the best sports car in the SUV segment be improved even further? Easy: New design. New engine. Increased power with greater efficiency. And more enthusiasm than ever before. Welcome to the next thrilling chapter of the Cayenne success story.



Cayenne	0 - 100 km/h	Power
	6.9 s	333hp
Cayenne S	0 - 100 km/h	Power
	5.5 s	420hp
Cayenne S E-Hybrid	0 - 100 km/h	Power
	5.9 s	416hp
Cayenne Turbo	0 - 100 km/h	Power
	4.5 s	520hp



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 first thing one notices about the new Cayenne is its streamlined exterior design. With lines that run outwards instead of towards the middle and a sharper, more aggressive bonnet, it appears wider and therefore more powerful. It is also much closer to the ground. Redesigned air intakes on the sides, a new roof spoiler and dynamic 21-inch wheels serve only to further emphasize the car's sporty look. Meanwhile, the new Cayenne Turbo promises an even more exhilarating driving experience with LED lights fitted as standard and an optional sports exhaust system. Confident, dynamic and precise, the latest Cayenne models are unmistakable at first glance. It is immediately clear that this is a car for those with places to go and things to do.

Responsibilities. We all have them. Whether we're picking up

or dropping off. Taking a family trip or a Sunday afternoon drive. With five doors and plenty of room for driving pleasure, the new Cayenne is ready for anything. A spacious interior with luxurious leather seats provides an unprecedented level of comfort while an extended range of standard equipment gives you all the versatility you need. Simply strap everyone in, sit back and enjoy the ride.

Yes, the Cayenne can seat the whole family. But does it have room for your dreams? Of course. It is a Porsche after all. With a newly-developed 3.6-litre biturbo engine for 420 hp in the Cayenne S and a total of 520 hp in the Cayenne Turbo, the new Cayenne models will take you anywhere you need to go. Quickly. You've put in a hard days work. Now it's time for some fun. Why not take that

scenic drive through the city or, better yet, on the race-track? With a multifunction sport steering wheel, shift paddles and an elevated centre console, the driver's seat feels more like the cockpit of a racing car than the front of an SUV.

No doubt the new Cayenne's sleek design, increased power and versatility are impressive. But Porsche had to ask, as they always do: How do we take this one step further? The answer: efficiency. Not only are the new Cayenne models almost 10% more efficient than their predecessors, we also see the debut of a brand new Cayenne, the Cayenne S E-Hybrid. Using next generation plug-in hybrid technology, the latest addition to the Cayenne family boasts fewer emissions, a fuel consumption of just

3.4l/100km and the ability to recharge at your convenience. That means more exploring, longer adventures and less environmental impact. What more could you ask for in a traveling companion?

During an exclusive event, the new Porsche Cayenne will be showcased to customers and prospects from 20 November. Not only will each customer be personally introduced to the new models, attendees will also have a chance to discover the incredible power of the latest Cayenne with an exhilarating test drive. So whether you are a customer or simply a curious Porsche enthusiast, don't miss out. Come on down to your preferred dealership and experience the new Cayenne firsthand.



**THE NEW CAYENNE.
ENTHUSIAST DRIVEN.**

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:
<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 3 months In 3 – 6 months
 In 6 – 12 months Over 12 months

I am interested in:

- The new Cayenne

Other Porsche models:

- Boxster Cayman
 911 Panamera
 Macan

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 CARRERA CUP ASIA 2014. ROUNDS 11 & 12.

From 19 – 21 October, the Porsche Carrera Cup Asia reached a thrilling climax as racers descended on Shanghai for the final two rounds of the season. Here, on the unforgiving asphalt of the Shanghai International Circuit, the elite drivers of Asia's premiere racing series battled for the ultimate prize: the honour of being crowned champion.

As the lights went out for Round 11, LKM Racing's Earl Bamber got away like lightning off the flag, leaving Alexandre Imperatori of PICC Team Starchase, Team Porsche Holding's Martin Ragginger and Rodolfo Avila of Team Jepsen in hot pursuit. Behind the race leaders, the battle was already heating up between the two drivers who would be the stars of the show: Zheng Tong Auto's Zhang Da Sheng of China and Team Yongda Dongfang's Ro.C. Skyangel.

With Zhang piling on the pressure, Skyangel faltered allowing

his rival by, only for the Singaporean to immediately strike back. The pair went back and forth once again, engaged in a crowd-thrilling cat and mouse chase to the line. A big moment just two laps from the flag saw Zhang lose time giving Skyangel some breathing space. Meanwhile up in front, Bamber took another victory and with it the championship title after a flawless flag-to-pole run, leaving Imperatori and Ragginger in second and third place respectively.

As drivers lined up on the starting grid for the 12th and final round of the season, the competition was no less fierce. Not content to rest on his laurels, champion Bamber stormed off the grid the second the light turned green, immediately moving to the inside and blocking Ragginger.

Lap 5 saw Ragginger up the ante and headlights-ablaze he mounted his attack on the race leader but try as he might, ice-cool Bamber was not to be ruffled. A lap later,



Nexus Racing's Alif Hamdan tried to go up the inside of Zhang Da Sheng and the pair made contact, a heart-stopping moment for his legions of fans. The warning worked though, and he refocused on the main prize of the Class B title.

The Safety Car was brought out after Team Kangshun's Ringo Chong ended up in the gravel, closing up the field. At the restart on Lap 9, Bamber was away well chased by Ragginger and Imperatori, while Avila skillfully held off a challenge from guest racer Carlo Van Dam behind. Seconds later, Imperatori ran wide and Avila saw his chance to close in. The pair fought tooth and claw all the way to the flag, inches between them as they thundered across the line for the final time this season.

The finale came to a thrilling conclusion as Bamber closed out a perfect season with another victory, with Ragginger and Imperatori securing second and third place in the over-

all standings. Meanwhile, Hamdan claimed the coveted Class B title with yet another victory, putting him in good stead for his future racing career. Second and third in the Class B standings were Yuey Tan of Dorr Havelock Racing and OpenRoad Racing's Francis Tjia.

Fiery battles, heated rivalries and burning rubber. From the ever challenging Marina Bay track in Singapore to the gleaming stands of the Shanghai International Circuit. What a season it has been for the Porsche Carrera Cup Asia. Alas, all good things must come to an end. As the competition hailed its new champions, thoughts were already turning to the 2015 season. Scheduled to start early next year with a new grid of international drivers, Porsche Carrera Cup Asia 2015 promises deliver the fierce exhilaration we have come to expect from a competition of this caliber. Be sure to join us next year as we cover the next thrilling installment of Asia's premiere racing series!



UNLEASH YOUR DRIVING PASSION. PORSCHE SPORT DRIVING SCHOOL 2015.

Driving a Porsche is an exhilarating experience. But how can you bring that exhilaration to an even higher level while perfecting your driving skills? The answer is simple: exclusive and professional training offered by the Porsche Sport Driving School.

Since its launch over 40 years ago, the Porsche Sport Driving School has provided courses which are designed to enhance driving skills and safety at different levels under the guidance of professional instructors. The ultimate goal is to improve your driving skills on an ongoing basis, enabling you to drive more safely in hazardous situations and enhance your driving enjoyment. With courses clearly structured to build on knowledge from the previous level, our professional and experienced instructors are on hand to help you discover the full potential of your Porsche sports car, learn the tricks of the pros and tackle every challenge on world-class circuits in Beijing, Shanghai and Zhuhai.

Dedicated to maximising your learning achievements, Porsche instructors will guide you from the ground up, beginning with Precision, a course which emphasizes steering accuracy and reacting quickly to load changes during cornering. Higher up, in the Master and Telemetric courses, each and every one of your exercises will be monitored for analysis by our highly experienced instructors so as to keep track of your improvement every step of the way. For the first time, the Master course is also offering the exciting opportunity to qualify for the International C-Class Racing License – allowing you to compete alongside elite drivers in international racing competitions such as the Porsche Carrera Cup Asia.

So what are you waiting for? Sign up now and take your driving skills to the next level with the Porsche Sport Driving School. If you wish to join, register your interest with your preferred dealership, or visit us at www.porsche.cn/sportdrivingschool.



DISCOVER THE BEST OF FLORENCE WITH PORSCHE TRAVEL CLUB CHINA.

Known as the cradle of the Renaissance, Florence is not only famed for its incredibly rich culture but also the idyllic scenery that surrounds it in all directions. This autumn, participants in the Porsche Travel Club had a chance to see the region in its full splendour as they embarked on a fascinating driving tour across the north of Apennine Peninsula, exploring the most attractive charms of Florence from the comfort of their Porsche sports cars.

With a drive on the route of the Mille Miglia race, the 3-day trip reached a climax on the very first morning and never fell flat thereafter. Roaring along the same roads used in the famed endurance competition, participants had a chance to

experience first-hand the speed, passion and intensity for which the race is renowned. The awe-inspiring drive through the racing history led them to Chianti, a region home to some of the finest wines in the world, before returning to Florence, where a range of cultural landmarks were within easy walking distance of their hotel.

The next day, Porsche customers headed south along meandering roads to the beautiful region of Tuscany, spending an entire day enjoying the outstanding power and performance of their Porsche cars. A night's stay at Castel Monastero, a luxury hotel in a 10th-century medieval hamlet, provided an enthralling atmosphere of old world Italian culture and a welcome



rest before the final leg of the journey. The exciting drive concluded on the third day with customers navigating through a combination of village and mountain roads, experiencing the superb handling of Porsche and soaking up the untainted pastoral views all around them.

As the last international trip offered by the Porsche Travel Club this year, the Florence tour not only left every customer an unforgettable memories, but also had many of them already looking forward to more adventures next year with Porsche. Come join us in 2015 for what promises to be an awe-inspiring journey through exotic locales and beautiful landscapes.

For more information about Porsche Travel Club, please visit our website at <http://www.porsche.com/china>, or contact your preferred Porsche Centre.





PORSCHE CHINA SET TO OPEN THIRD EXCLUSIVE PORSCHE CENTRE.

Located on Jujin Road, close to the Shanghai Pilot Free Trade Zone, Porsche Centre Shanghai Waigaoqiao is scheduled to open at the beginning of 2015. This outstanding facility will become the third location in the country under the direct management of Porsche China, and reflects the growing demand for Porsche in first-tier markets.

Covering over 15,000 square-metres, the state-of-the-art Porsche Centre will offer a wide selection of impressive Porsche sports cars and equipment to Porsche customers and enthusiasts in the region. A cutting-edge digital showroom capable of displaying up to 27 Porsche sports cars will

provide access to our full range of models, while a special Porsche Exclusive Tequipment area will allow customers to design their very own customized Porsches.

A fully functional Service Centre will give customers and enthusiasts unlimited access to Porsche's worldclass customer service. The Service Center not only includes a spacious workshop with 47 work bays and warehouses with assorted accessories, it is also equipped with the most advanced PIWIS tester. Professionally trained by Porsche China to follow the highest global service standards of Porsche, the new Porsche Centre's team of experts and technicians is



Mr. Rod Wallace
General Manager,
Porsche Centre Waigaoqiao

Before joining Porsche Centre Shanghai Waigaoqiao, Mr. Rod Wallace served as Executive Director for Porsche Kingdom Saudi Arabia. From 2005 to 2010 he served as General Manager for Porsche South Africa, and then as Managing Director for Porsche India. Over the past years Mr. Wallace has proven that he, along with his team, can turn far-reaching responsibility into profitable growth for Porsche. Mr. Wallace will bring over 34 years of premium automotive experience and a proven track record in growth markets to Porsche in China.



Mr. Chris Kemp
After Sales Manager,
Porsche Centre Waigaoqiao

Mr. Chris Kemp brings more than 20 years of experience in After Sales and Maintenance Management in the luxury sector of the automotive industry. His track record as a high-profile Executive includes past positions as Master Technician and Quality Controller in Porsche Centre Johannesburg as well as Technical Service Manager in Porsche India, in addition to passing the "Zertifizierter Porsche Techniker" (Gold) Master Technician course in 2008. Under the leadership of Mr. Kemp, the After Sales team in Porsche Center Shanghai Waigaoqiao will be dedicated to ensuring Porsche customers receive the life-long first-class service for which the Porsche marque is renowned.

dedicated to providing customers with vehicle repair, maintenance, warranty, insurance and other professional services.

Shanghai Waigaoqiao Free Trade Zone is the one of the first and largest free trade zones in China. Adapting advanced development ideas from similar regions in foreign countries to the reality of Shanghai's economy and geography, the zone has been planned carefully to incorporate international trade, advanced manufacture, modern logistics and bonded commodities trading. As one of the first 25 enterprises in the Shanghai Waigaoqiao Free Trade Zone, Porsche Centre Shanghai Waigaoqiao will serve the city's growing customer

base from its convenient location off the Shanghai Ring Expressway. Customers and enthusiasts will be able to experience the very best of Porsche from the full range display of fascinating sports cars to superior After Sales service and care.

Whether you are a seasoned Porsche owner or simply a curious Porsche enthusiast eager to discover what makes Porsche the preeminent sports car manufacturer in the world today, it will be our pleasure to welcome you to Porsche Centre Shanghai Waigaoqiao. Stay tuned for further information on our opening date.



A THRILLING WINTER ADVENTURE. PORSCHE SNOW FORCE 2015.

For some, the frozen landscapes of Inner Mongolia are truly hell on earth. But for you and your Porsche, they offer the ultimate playground. This winter, get ready to push your driving skills to the very limit in the harshest icy conditions as we take you on the next breath-taking instalment of Porsche Snow Force.

Snow Force 2015 will teach you how to master ice and snow driving like never before, instilling the fundamental principles that will not only make you a better winter driver, but a better driver overall. Throughout the thrilling two-day programme, participants will have access to the full range of Porsche sports cars where they can push their limit to the full on a combination of specially-designed ice tracks, all under the careful guidance of our highly trained instructors. Of course, all your needs will be especially cared for in our exclusive Porsche hospitality tent, where you can sample delicacies and refreshment while enjoying the views of Yakeshi Lake.

For those who yearn for more thrills and have already taken part in Snow Force, they can choose to take on the even more

challenging Snow Force S, where they will have a chance to drive a Porsche sports car fitted with 2mm stud tyres and experience phenomenal traction on snow and ice.

But the challenges offered by Snow Force 2015 don't stop there. An even higher level of extreme driving is now on offer with the all-new Snow Force RS, which aims to quench the thirst for adventure of the most intrepid Porsche enthusiasts. In this brand new course, participants will have the opportunity to navigate a Porsche 911 with 4mm stud tyres through highly treacherous conditions in the ultimate test of driving skill.

With an array of ice and snow tracks designed to get your adrenaline pumping, you will have the chance to challenge not only your driving skills but also the driving capabilities of your Porsche sports car with Snow Force 2015. So strap in and get ready for the most exhilarating driving experience of your life.

For more information, please visit us at www.porsche-event.cn/snowforce or visit your preferred Porsche Centre.

ARE YOU GETTING THE MOST OUT OF YOUR PORSCHE? INTRODUCING TWO NEW APPS THAT WILL SAVE YOU TIME AND MAKE YOUR JOURNEY EASIER.

THE NEW PORSCHE ROADSIDE ASSISTANCE APP.

When you buy a Porsche, you get much more than just a car. You also gain unlimited access to our world-class customer service. Whenever. Wherever. Introducing the new Porsche Roadside Assistance App. A quick and easy function to get the help you need. With its intuitive interface and simple functionality, the App connects you directly to the Porsche Roadside Assistance Service Center on a toll-free number, where you can speak to one of our highly qualified operators. Using GPS, Porsche tracks your exact location and comes up with a solution based on your vehicle type, break down information and the type of assistance required. No more unnecessary waiting time, just a quick and convenient way to get back on the road as soon as possible. Available now on Android, iOS & BlackBerry devices in both Chinese and English.

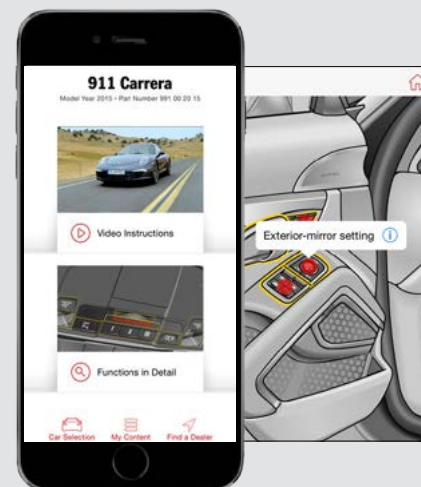


Please scan the QR code to discover more:



THE NEW GOOD TO KNOW APP.

It's one thing to drive a Porsche. It's another thing entirely to master such an intricate machine. That's why we decided to make your journey a little easier with Porsche Good To Know, an easy-to-use application that helps you get the most out of your vehicle. Simply download the App, choose your model and take your pick from an exclusive selection of high-quality content, including instructional videos, concise guides and quick tips. From a series of informative video clips on how to operate specific models to an interactive guide covering every button, control and function in your car, Good to Know is the ultimate companion to your Porsche. Available now in English and Chinese on iOS.



Please scan the QR code to discover more:



PERFORMANCE PRINCIPLES

Top driving tips from the Porsche Sport Driving School team.

Welcome to *Performance Principles*, where the Porsche Sport Driving School provides driving tips to help make your journeys more safe and more enjoyable in your Porsche. In this issue we look at a few essential tips for driving your Porsche hybrid model more efficiently.

How do I drive my hybrid more efficiently?

Mr Wang, Harbin

1. Charge the battery via the vehicle's charge port:

Do so overnight in the garage or charging station. The energy from the high-voltage battery can be used for electric driving.

2. Use auxiliary functions sparingly: Seat heating, windscreen demisting and air-conditioning should all be minimized to save power.

3. Take advantage of stop-and-go urban traffic:

When driving in the city, use E-Power mode and don't be afraid to use the breaks. Remember that a hybrid's kinetic energy is best used for forward movement. No energy is wasted through excessive braking or acceleration.

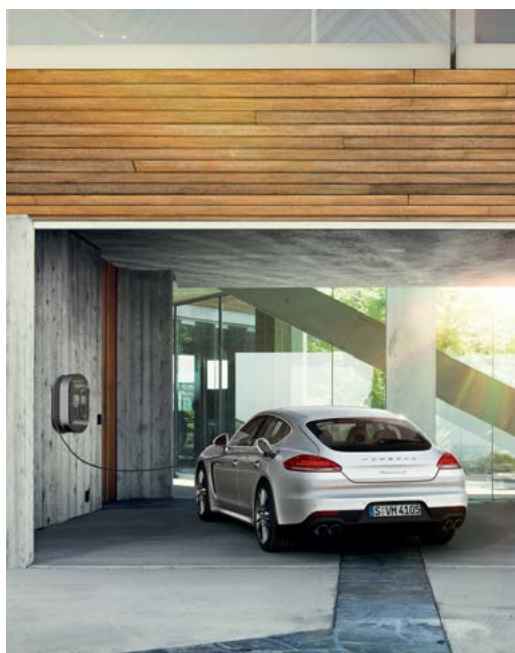
4. Take your foot off the accelerator and "glide":

The moment you remove your foot from the accelerator, the combustion engine is switched off and disengaged automatically. The vehicle then rolls along without using any drive power.

5. Use E-Charge mode on motorways:

Given the higher power requirement, the combustion engine is generally used when driving on motorways or dual carriageways. As a result, the electric machine can function as a generator for charging the high-voltage battery.

6. Avoid accelerating at full throttle: The combustion engine is more efficient during moderate acceleration. Additionally, at a moderate rate of acceleration, the vehicle is more likely to be able to run purely on electric power.



PLUG-IN HYBRID TECHNOLOGY. THE NEXT STAGE IN HYBRID EVOLUTION.

The results are in. Plug-in hybrids offer reduced emissions, improved efficiency and longer adventures on the road and track. But just what is this new technology, and why is it so important?

Like traditional hybrids, plug-in hybrids use both internal combustion engines and electric motors for drive. However, there is one important difference: plug-in hybrids can be recharged by plugging into an external power source. With powerful electric drives delivering most of the power, the new cars consume less fuel, which means less green house gas emissions and a smaller carbon footprint. Furthermore, the cars are also able to constantly recuperate and recharge their battery while driving, and can be recharged quickly and easily at home and require fewer gas fill-ups.

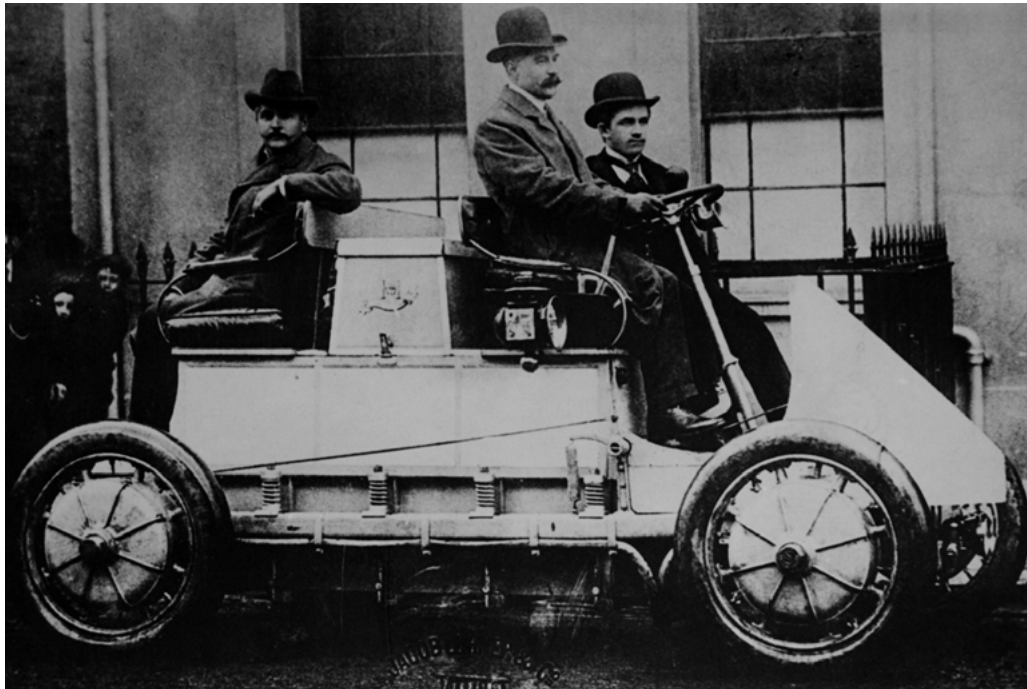
Not only do plug-in hybrids offer a more environmentally friendly and convenient alternative to their pure gasoline counterparts, they also solve a major problem associated with all-electric cars: range anxiety. Thanks to a powerful combustion engine that acts as a back up in the event of battery depletion, the new cars achieve unparalleled range, demonstrating their viability as automobiles of the future.

Ever at the forefront of cutting-edge technology, Porsche has three plug-in hybrids in its lineup: the Panamera S E-Hybrid, the 918 Spyder and the all new Cayenne S E-Hybrid. With powerful electric motors and higher-performance lithium-ion batteries, the new models deliver excellent performance while consuming very little fuel.

The Panamera S E-Hybrid's electric drive produces 95 hp (70 kW), more than double than that of its predecessor, and reduces fuel consumption by 56%. Meanwhile, the 918 Spyder features two electric motors, one on the front axle and one on the rear axle. Not only do these motors drastically increase efficiency, they also improve driving dynamics by controlling each axle independently.

The Cayenne S E-Hybrid is the latest Porsche hybrid and the first of its kind in the Cayenne family. It features a 95 hp (70kW) electric motor, significantly reducing fuel consumption without any compromise in terms of sporty performance.

Together, these models represent the future of hybrid technology. Maximum power with minimum consumption, environmentally friendly and more convenient than ever before.



LOHNER-PORSCHE SEMPER VIVUS. THE WORLD'S FIRST HYBRID.

Ask someone to name the world's first hybrid automobile and the responses are likely to range from models built in the late 1990s to the early 2000s. In fact, the first hybrid was conceived, designed and built in a small German factory almost 114 years ago. Its creator was none other than Ferdinand Porsche.

The argument against electric vehicles at the turn of the 19th century was the same as it is today: Limited range and a lack of charging infrastructure made such vehicles rather impractical. To get around this problem, the prodigious Porsche had a brilliant idea: What if the recharging station was portable, built into the car itself and powered by readily available gasoline?

In 1900, the inventor set to work on a car that used its gasoline engine not to power the drive wheels, but rather to spin a generator and create electricity. This electricity could then be used to power the hub-mounted motors, with any unneeded current going to recharge the onboard batteries. Such a vehicle would be an electric car (capable of being run on batteries

alone, at least for limited distances), yet it would have a virtually limitless range as long as fuel was in the tank.

Working with the chassis of a previous electric car, Porsche took a pair of 2.5 horsepower De Dion-Bouton engines and mounted them behind the driver's bench seat. Each engine served two functions: spin a generator, providing power to the wheel hub motors and batteries, and drive a water pump to provide coolant to the engines. Propulsion came exclusively from the hub-mounted electric motors – there was no connection between the engines and the front drive wheels. Thus the first series hybrid automobile had been created. Porsche named it Semper Vivus, Latin for “always alive.”

At its debut in Paris 1901, the Semper Vivus must have looked like something out of science fiction. And in many respects it was. While both it and its successor, the Lohner-Porsche Mixte, would remain relatively niche collector's items, they set the stage for cutting-edge Porsche hybrids of today, more than a century later.

Porsche Driver's Selection



HYBRID LUGGAGE.

We proudly present our special edition Hybrid Luggage collection, with four of our popular luggage pieces by Rimowa, which will only be available for a short time.

The luggage pieces are painted in black matt and have contrasting details in acid green. The colour scheme of the luggage fits perfectly with all Porsche Hybrid models, especially with the upcoming Cayenne S E-Hybrid.



Special Edition

Laptop Case
WAP0352050FHBY | RMB 1,981



Special Edition

Multipurpose Case
WAP0353050FHBY | RMB 1,211



Special Edition

Trolley Ultralight XL-size
WAP0354000FHBY | RMB 9,393



Special Edition

Trolley Ultralight M-size
WAP0354010FHBY | RMB 7,967



PORSCHE CENTRE CHENGDU AIRPORT.

On 16 September, Porsche Centre Chengdu Airport celebrated its grand opening ceremony, becoming the third Porsche Centre in Chengdu. Capable of displaying up to 10 Porsche sports cars as well as a wide selection of Porsche Exclusive and Tequipment Genuine Accessories, this all-new Porsche Centre offers an unforgettable experience to Porsche enthusiasts. The approximately 9,000 square-metre state-of-the-art facility will provide Porsche customers in the region with access to the full-range of ultimate Porsche sports cars as well as the lifelong premium service for which the marque is renowned. Greeting guests at the opening ceremony was an extensive range of Porsche sports cars, including the 911 Carrera, the Panamera S E-Hybrid and the Macan S.



PORSCHE WORLD ROADSHOW 2014.

From 18 to 22 September, over 200 VIPs and media members had a chance to test-drive the entire range of Porsche models under professional guidance at the Porsche World Roadshow, held on the Shanghai International Circuit. The star of the show was undoubtedly the Porsche 918 Spyder with its futuristic design and perfect balance between performance and fuel efficiency. Participants also had the opportunity to experience the highly responsive braking system of the iconic 911, the spirited agility of the Boxster and Cayman roadsters as well as numerous other Porsche masterpieces. Porsche World Roadshow 2014 was hosted in three cities: Beijing, Shanghai and Zhuhai. By the end of this year, over 500 guests will have attended this event across China, having had a chance to experience the incredible performance of Porsche sports cars.

CHINA'S FIRST TWO 918 SPYDERS DELIVERED SUCCESSFULLY.

On 22 October, the first two Porsche 918 Spyders were formally delivered, making customers Mr. Yin in Dalian and Mr. Yu in Beijing the first distinguished owners of the super sports car in China. During the grand handover ceremonies, Mr. David Xu, General Manager of Porsche Centre Dalian, and Mr. Victor Zhang, General Manager of Porsche Centre Beijing Goldenport, separately delivered the 918 Spyder cars to the customers in person, officially heralding a new era of super sports cars in China. Featuring unparalleled performance and a futuristic design, the 918 Spyder is the purest embodiment of Porsche Intelligent Performance: Not only does it hold the Nurburgring Nordschleife record for 6.57 minutes, it can accelerate to 100 kilometres in 2.8 seconds while boasting an average fuel consumption of just 3.0 to 3.3 litres.



2014 CALENDAR*

AUTO GUANGZHOU 2014

Date: 20 - 29 Nov
Location: Guangzhou

PORSCHE WORLD ROADSHOW

Date: 27 - 28 Nov
Location: Zhuhai

PORSCHE SPORT DRIVING SCHOOL - PRECISION

Date: 29 - 30 Nov
Location: Zhuhai

NEW CAYENNE LAUNCH

Date: From 20 Nov
Location: China

PORSCHE WORLD ROADSHOW

Date: 2 - 3 Dec
Location: Zhuhai

PORSCHE GOLF CUP - FINALE

Date: 5 - 7 Dec
Location: Sanya

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



Porsche recommends **Mobil 1** | **MICHELIN**

Visit www.porsche.cn for more information

Enthusiast driven.

The New Cayenne

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