



## LIMITS PUSHED

THE NEW 911 GT3 RS

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*Experience the new Porsche Training Centre first-hand as we take you on a grand tour through the state-of-the-art facility.*



Covering over 1,200 square-metres, the Porsche stand at Auto Shanghai 2015 is the largest ever for Porsche in China and the biggest one in the luxury section of the show.

## SHOWCASING THE FASCINATION FOR PORSCHE SPORTS CARS AUTO SHANGHAI 2015

*From 20 to 29 April, hundreds of thousands of enthusiasts from across the country descended on the China New International Exhibition Centre for Auto Shanghai 2015, the largest auto show in the country. Here, they witnessed the latest fascinating innovations from many luxury sports car manufacturers. One name, however, stood above the rest: Porsche.*

**Text:** Huang Ning/Jason Miles



The new 911 GT3 RS – a pure motorsport variant of the 911 GT3, celebrates its Asia Premiere at Auto Shanghai 2015.

*Showcasing its latest lineup* of cutting-edge sports cars, Porsche once again provided a thrilling feast of automotive technology at the show, drawing in multitudes of enthusiasts to its more than 1,200 square-metre stand – the largest ever for the marque in China and the biggest in the luxury section of the exhibition. From the legendary Porsche 935/78 “Moby Dick” to the winner of the 2014 FIA World Endurance Championship final in São Paulo, the 919 Hybrid, every model on display was clear in its goal: a celebration of Porsche motorsport – both its illustrious past and its exhilarating future. Further reinforcing the importance of the Chinese market for Porsche was the attendance of the full executive board of Porsche AG, many of whom flew in from Germany specifically for the prestigious show.

As enthusiasts gazed out on to the stand, no doubt many of them had the

same burning question: how does one put together something so complex and captivating so quickly and precisely? The answer, as *Christophorus* had discovered some 10 days earlier, is simple: meticulous planning, hard work and determination.

### ***Creating Fascinating Experiences***

It all started 10 months before the show at Porsche AG in Germany. To ensure Chinese visitors would have the best possible experience, no idea was left unexplored and no resource spared. From the design of the stand itself to the sophisticated lighting arrangement and technical equipment, every detail was tested, refined and perfected.

Furthermore, each model had to be carefully chosen to not only showcase Porsche’s motorsport genes, but also to cater to the needs of Chinese customers.

Mr. Matthias Müller, Chairman of the Executive Board of Porsche AG, stands with Executive Board members of Porsche AG, alongside the new 911 GT3 RS and the 911 Style Edition.



Showcasing the deep-rooted racing DNA of the Porsche brand was the new 911 GT3 RS – along with the victorious 919 Hybrid and the 918 Spyder, a super sports car which incorporates Porsche E-hybrid technology for maximum power and maximum efficiency. Further proving the marque’s commitment to E-hybrid technology were two additional E-Hybrid models, the Cayenne S E-Hybrid and the Panamera S E-Hybrid. To round off the planned lineup, Porsche selected four Cayenne and Macan models – sports cars that hold a special place in the China market.

**Working in Unison**

The next stage saw two complex yet equally important processes take place at the same time. First, the show-ready Porsche cars were transported in customised containers designed for maximum safety, with the 918 Spyder and the 919 Hybrid

models enclosed in individual containers to ensure absolute safety before being unveiled to the public.

Meanwhile, the stage was being set for the largest Porsche stand ever seen in China. To accomplish this massive feat, a professional team of 20 Porsche AG staff members was flown in from Germany to oversee every aspect of the setup process, including lighting, the technical equipment and the quality of the exhibition cars. Joining them were more than 150 people, including dozens of Porsche China staff and a varied crew of international and local suppliers. Using a Porsche exhibition kit, shipped from Germany and consisting of some 70,000 parts, the team worked around the clock to create the breath-taking Porsche stand.

In this final, crucial stage, time was of the essence. And this is where the team’s

meticulous planning, fluid coordination and on-site flexibility truly paid off. “We worked very closely with our Chinese partners,” said Gundula Maronde, Head of International Exhibitions, Porsche AG. “They helped us adapt to the circumstances and unexpected problems, which were inevitable given it was the first big show in this new centre. It was this excellent teamwork that ensured the magnificent stand was up to the highest Porsche standards in every way.”

**The Grand Unveil**

At last, after 12 days of painstaking work, the stand was ready. Leading the lineup on stage was the Asia Premiere of the 911 GT3 RS – a sports car which, with a more powerful engine, reduced weight, and a range of upgrades is perhaps the most formidable street-legal car built for racing.

Celebrating their World Premieres at the

Celebrating its World Premiere at the show, the 911 Style Edition boasts more equipment and a sportier design.



The Boxster Style Edition, also celebrating its World Premiere, features larger air inlets and roll-over bar painted in exterior colour.



show were the new 911 Carrera Style Edition and Boxster Style Edition, two models which combine everyday usability and racing spirit with attractive equipment packages. Equipped with a Sport Chrono Package, 20-inch 911 Turbo wheels, fully electric sports seats and sports tailpipes, the 911 Carrera Style Edition boasts a sharper design and sportier performance. The new Boxster, on the other hand, boasts a similarly sporty profile thanks to 19-inch Boxster S wheels, roll-over bars painted in exterior colour and bi-xenon headlights with PDLS. Rounding off the lineup was the Asian debut of the 911 Targa 4 GTS, a masterpiece that combines the GTS concept with the classic Targa design for the first time.

With a vast amount of manpower and resources dedicated to the auto show, Porsche succeeded in creating a great

moment of true fascination for car enthusiasts from across China – a market that is on the brink of becoming the biggest market for Porsche worldwide. “Porsche has been enjoying rapidly growing popularity here in China,” stated Mr. Matthias Müller, Chairman of the Executive Board of Porsche AG, at the show. “To keep our commitment of responsibly serving Chinese consumers, we will continue to develop and offer products that create the ultimate driving experience with unparalleled driving pleasure.”

By all accounts, Auto Shanghai 2015 was a resounding success for both Porsche and its enthusiasts. Showcasing its latest lineup of cutting-edge models on the largest Porsche stand ever seen in China, the marque once again proved its commitment to remaining at the forefront of automotive innovation and excellence. ●

Models	Retail Price (CNY) incl. VAT
911 GTS RS	2,431,000
911 Targa 4 GTS	1,777,000
Boxster Style Edition	747,000
911 Carrera Style Edition	1,327,000
911 Carrera Style Edition Cabriolet	1,449,000
911 Carrera 4 Style Edition	1,405,000
911 Carrera 4 Style Edition Cabriolet	1,526,000



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## Object of Desire

## The new Style Edition models

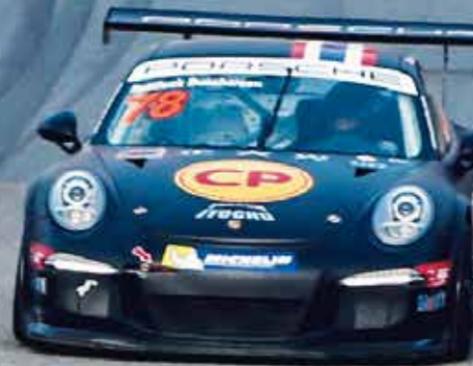


**PORSCHE**

## WHERE LEGENDS ARE BORN PORSCHE CARRERA CUP ASIA 2015

*It starts with a dream – an ambition to sit behind the wheel of a Porsche sports car and feel its incredible power. For the 28 racers of the Porsche Carrera Cup Asia 2015, that dream became a reality as they battled for pole position in the first two rounds of the competition from 11 to 12 April.*

**Text:** Ronni Rowland/Miranda Mao



Fly  
Emira

A victorious Ho-Pin Tung (middle) shares the podium with runner-up Rodolfo Avila (left) and third-place winner Martin Ragginger (right) after Round 2.



Five-time Porsche Carrera Cup Australia champion Craig Baird is a stellar addition to this year's lineup.

Yuey Tan (right) with Chris van der Drift (left) on the Shanghai International Circuit.



*Held on the Shanghai International Circuit, Round 1 of Asia's premiere racing series proved to be a thrilling display of pure racing talent as drivers competed for the top spot amidst fierce competition. After a series of grueling battles, it was Clearwater Racing's Craig Baird who claimed victory, roaring out of the starting grid and holding the lead from start to finish. The New Zealander was followed across the finish line by Kamlung Racing's Chris van der Drift who claimed second and Martin Ragginger of Team Porsche Holding in third.*

With five Porsche Carrera Cup Australia titles to his name, Baird is considered one of the world's most successful Porsche Cup racing drivers and he now adds another win to his record. The Clearwater racing driver's personal goals extend far beyond the podium, however. 'I want to do the best I can on and off the circuit,' he says.

*'If a driver can walk and hold his head high as a guy everyone likes and can talk to, that's a victory.'*

Round 2 of the competition, also held on the Shanghai International Circuit, was no less fierce. But this time, it was China's very own Tung Ho-Pin who clinched the win – his second career Porsche Carrera Cup Asia victory. Tung was thrilled to win on his home track: 'It's an amazing feeling to win in front of the home crowd here in Shanghai,' he says. 'I think it was a very nice and fair battle.' But victory was by no means an easy thing for Tung. The Budweiser Team Absolute Racing driver had to fight for every inch, closing the gap and seizing the lead at every opportunity. In the end, however, his hard work paid off and he crossed the finish line in first place, leaving Rodolfo Avila of Team Jebsen and Team Porsche Holding's Martin Ragginger in second and third respectively.

This season also presents a thrilling bonus and challenge for the Porsche Carrera Cup Asia racing drivers. For the first time in its history, the overall and Class B winners after Round 6 in Fuji will receive an invitation to compete at the Porsche Carrera Cup 24 Hours of Spa in July, which is fully supported by Porsche China and its partners. Running in support of the 24 Hours of Spa, the Porsche Carrera Cup 24 Hours of Spa will see a grid of 55 drivers from Porsche Carrera Cups around the world race on Belgium's Spa-Francorchamps iconic circuit. The fabled circuit, which features the world-famous Eau Rouge corner, will be both a fascinating showcase of international Porsche one-make racing, as well as a chance for the two Porsche Carrera Cup Asia drivers to represent the finest of what Asian motorsport has to offer. Stay tuned for more Porsche Carrera Cup Asia news in the next issue of *Christophorus!*



Following round 2 of the Porsche Carrera Cup Asia in Shanghai, Christophorus spoke to three of the racing drivers to discuss their performance, goals and what drives them for this exciting season of Asia's premiere racing series.

**Li Chao, Team Betterlife**

Four years into the Porsche Carrera Cup Asia and Li Chao, a successful entrepreneur from Beijing, is no less passionate about the series. The main reason for this, according to the Team Betterlife driver, is the competition, or in his own words, the "pressure" he feels here. "I compete in a lot of other races as well," he says. "But the Porsche Carrera Cup Asia is always the most challenging for me. I like that."

Challenging as it is, Li holds himself to high standards. "I never see myself as a Class B driver on the race track. There are a lot of excellent drivers in this race, and racing together with them is a very good opportunity for me to learn and improve. My goal is to be among the top three of Class B."

And he is certainly diligent and determined enough to make that happen. Despite being a busy entrepreneur, Li devotes half of his weekends either racing or practicing on the simulators. In winter, he travels to Zhuhai or Malaysia to practice. "I like to stay tuned in," he says.

Once on the track, Li admits, everything becomes uncertain. In Round 1, he finished in 14<sup>th</sup> while in Round two, where he was hoping to make a breakthrough, two accidents saw him intertwined in two car collisions. He managed to finish but unfortunately did not quite reach his goal. "Today was a bit unlucky," says Li. "However, this is just the beginning of the season and I will do my best in future races."

Having dreamed of racing ever since he was little, the Beijing driver cherishes every chance he has to be in the game. "I started late, but I am still young. And my ultimate goal is to be the best gentleman driver in China."

**Bao Jinlong, Zheng Tong Auto**

Scirocco R Cup China 2014 champion Bao Jinlong was overjoyed when he joined the Porsche Carrera Cup Asia for the first time last year. "I love Porsche," says Bao. "I myself drive a 911 GT3." Another breakthrough moment came when he was selected for the China Junior Development Programme along with three other drivers. Supported by Christian Menzel, organization driver coach for the China Junior Development Programme and former double Porsche Carrera Cup Asia Champion, this programme not only covered basic aspects such as physical training, car theory and skills development, but also followed each of the drivers throughout the racing calendar and gave them timely analysis and advice. "I learned so much from it," says Bao. "It helped me understand both myself and the car better, and identify my strengths and areas for improvement. Now I feel more confident with braking and throttle."

This confidence has certainly helped him on the Shanghai International Circuit

where, after an 11<sup>th</sup> place finish for the first round, he wisely avoided any reckless overtaking maneuvers and took away a clean 6<sup>th</sup> finish in the second round. "Considering this is only my second year here, I am very happy about it."

For the much coveted championship title, Bao has decided to take his time. "I would like to be on the podium as soon as possible, but I don't want to rush it. My goal this year is first to understand the car better and be freer with it." But don't mistake the young racer's humble demeanor for a lack of ambition. After all, his favourite driver is Earl Bamber, the legendary two-time champion of the series. "It would be great to be a works driver for Porsche one day," he says. "Just like Bamber."



**Nico Menzel, PICC Team StarChase**

At just 17 years old, newcomer Nico Menzel joins the competitive field of racers as the youngest driver ever in the series. Before joining the Porsche Carrera Cup Asia, Menzel had an impressive career in go karting and later performed admirably in a single seater driver development series in 2013. Making his Asia debut with PICC Team StarChase this season, he joined a winning team that is competing for its fourth championship.

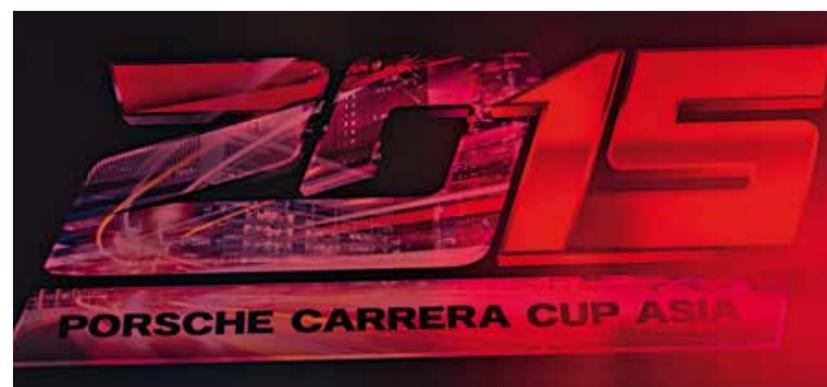
"I'm very happy to be here and be part of this family," says Menzel. "It's really nice to be on one track with [Martin] Ragginger and [Craig] Baird and [Rodolfo] Avila and also to learn from them. They all have a lot of experience in this car."

Menzel took seventh place in Round 1 and would have grabbed fifth in Round 2 if not for an unfortunate accident, which bumped him to 13<sup>th</sup>. But to him, it's all just a learning experience. "It's very

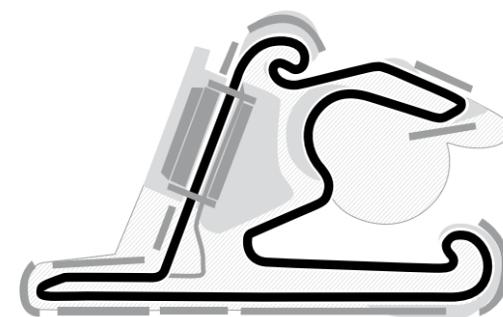
different from what I used to drive. The car is much heavier, and I have to save tyres. And also I don't know the tracks. So everything is learning. And I have already progressed a lot I think."

Having a father with such a prestigious Porsche Carrera Cup career one might think Nico has a lot of advantages. "Actually it's not like that," he explains, "Unless I ask him about something specific. In the end, everything just comes down to learning. And learning by doing lap after lap, round after round."

**Coming Up**



7 - 9 August	Malaysia	Rounds 7 & 8
4 - 6 September	Sepang Intl. Circuit, Malaysia Asian Festival of Speed	Rounds 9 & 10
18 - 20 September	Marina Bay Circuit, Singapore Formula 1 Support Race	Rounds 11 & 12
30 October - 1 November	Shanghai Intl. Circuit, China World Endurance Championship	Rounds 13 & 14



**Shanghai International Circuit**

Porsche Carrera Cup Asia Rounds 1 and 2 were hosted from 10-12 April at the world famous Shanghai International Circuit. The track layout reflects the Chinese character shang (上). Designed by Hermann Tilke, the 5.451 km F1 track features his trademark long back straight followed by a hairpin turn. It is wide and smooth with a technically-challenging layout and several elevation changes.



## THE NEW PORSCHE TRAINING CENTRE A FOUNDATION FOR EXCELLENCE

*It is a common belief that Porsche is synonymous with the thrill of stepping on the gas, the ease of negotiating tight corners, and the freedom of traveling the open road.*

**Text:** Huang Ning

**Photography:** Seth Powers



*But that is only part of the story. Porsche is not merely the name of a sports car manufacturer, it is also the name of a brand devoted to bringing exceptional experiences to every customer.*

Ever since entering the China market, Porsche has committed itself to delivering world-class customer service by training world-class staff. The all-new Porsche Training Centre, the largest of its kind in the world, represents the marque's next monumental step towards this goal. It is built for one purpose: to train exceptional staff who meet and exceed customer expectations every step of the way.

### **Built with Porsche DNA**

The identity of Porsche, formed over the course of the brand's illustrious history and centering on pure sports cars, is reflected in everything the marque has accomplished. The new Porsche Training Centre is no exception. Located in Pudong,

Shanghai, the two-storey state-of-the-art facility declares its identity immediately with an unmistakably Porsche design of jet-black cladding and sharp edges. Distinctive yet unassuming, simple yet highly refined, it speaks to every incoming delegate of the values they are going to acquire here.

Porsche cars all have iconic features; DNA that has been passed down for generations. The new Porsche Training Centre embodies Porsche genes in a similar way. Take the building's unique "shed roof", for example. It is inspired by the design concept of "Werk 1", the former factory site that housed the first volume production line for the very first Porsche, the type 356 in Zuffenhausen, Stuttgart. "The roof concept is a classic 1950s German industrial design," says Jon Flinn, Senior Manager of Porsche Training Academy China, who oversees the operation of the training centre.



View of the Training Centre from the central courtyard as night falls.

The central courtyard provides spacious and well-ventilated parking area for the Porsche training cars.



With model cars on display, the spacious reception hall not only offers delegates a first impression of the brand, but also a glimpse into the centre courtyard behind.



“It reminds our staff of where we come from and what we have delivered.”

But it is more than just symbolic. An epitome of the Porsche principle of “form follows function”, the shed roof blocks direct sunlight from the south while allowing significant natural light into the workshops and courtyard down below through the use of enormous north-facing skylights.

The central courtyard, surrounded by classrooms, offices and a restaurant, is another highlight of the building. Almost the size of a regular football court, it serves as a spacious and well-ventilated parking area for the Porsche training car fleet. From numerous places inside the building, trainees can look through the ubiquitous floor-to-ceiling glass windows with view into the central courtyard and see Porsche cars, right at the heart of the building. The design

language is silent yet impressive, creating enthusiasm both for the cars and for the rich history behind them.

#### **A Unique Approach**

Most training facilities across the world are laid out in the same way: a corridor flanked on either side by classrooms. The new Porsche Training Centre is somewhat different. Instead of a traditional layout, two clear glass corridors have been built, each leading to a row of classrooms. They let abundant natural light into the classrooms - a great way to refresh delegates and improve learning effectiveness. Running down the left and right side of the ground floor, the two corridors also allow efficient delegate flow into classrooms and convenient car movement in and out of workshops from the inner courtyard. Combined with a digital sign-in system in reception and a delegate QR Code Security

The 160-seat cafeteria offers delegates an exclusive taste of the Porsche lifestyle.



entry system, they lead delegates easily and quickly to their classrooms even during the peak hour in the morning.

As far as efficiency is concerned, the new Porsche Training Centre distinguishes itself in another way. Constructed and operated with the highest Gold standards for “Leadership in Environmental and Energy Design”, the building ensures minimal environmental impact during construction and operation through a variety of measures, including responsible sourcing of construction materials and the use of solar technology for water heating.

“Surely we haven’t chosen the easiest way to design, build or operate a training centre, but it is definitely the more efficient and intelligent way for both the learners and the environment. The Porsche way.” explains Jon, “A perfect example of Porsche Intelligent Performance.”

The idea of imbuing staff with Porsche values can be found in every facet of the training centre. The in-house restaurant, for example, is operated with luxury hotel standards. Delegates have a choice between delicious Asian and Western cuisine, the use of linen napkins instead of paper, and exclusive meal trays covered in two-tone leather with contrasting stitching to reflect the materials and design found in the interior of Porsche cars.

“We do have very high standards in every aspect of our Training Centre Brand Experience. But we strongly believe that training is not just about what happens in the classroom, it’s also about the experiences gained along the way.” Jon explains, “We have a very short time to touch the hearts and minds of our delegates, encourage them to live and breathe our brand every day. And if we can’t offer the

best brand experience, how can we expect them to?”

#### **World-Class Learning Facilities**

In the same way that Porsche cars are built to deliver the best driving experience, the new training centre is built with one goal in mind to provide the most effective learning experience to the delegates. With the aim of delivering instructor-led training to all management, sales and after sales staff across the Porsche Centre Network in China, the facility covers an area of 8,540 m<sup>2</sup> and houses 20 training units. 12 of these are specially designed for Technical & Body Repair training, 2 for Brand and Product training and 6 for Skills training. While each classroom is tailored to its respective subject matter, they do share some common features that contribute to an ideal learning environment.

With floor to ceiling windows, glass

Technicians develop skills and gain hands-on experience under the guidance of Porsche AG certified instructors.



The non-technical classroom with floor-to-ceiling windows allows ample natural light, providing delegates with a perfect learning environment.



The technical training units provide technicians with the training and skills that will help them serve customers in their Porsche Centres.



Jon Flinn, Senior Manager, Training Academy China.



corridors in all classrooms and full length skylights in vehicle workshop areas, an abundance of natural light ensures that trainees are more comfortable and alert during learning. At the same time, high ceilings and ample space also help to create an easy, active learning experience for small classes of 8 to 12 people.

Like the latest Porsche sports cars, the classrooms make use of plenty of innovative technology. Instead of using standard projectors and screens to deliver traditional presentations, each room comes equipped with the latest generation of Smart Board. With touchscreen style displays similar to those of a tablet device, they allow trainers and delegates alike to electronically draw, write, and interact with the media, thus making learning more convenient, engaging and interactive. "Most teaching tools here, ranging from the flipcharts to even the

smallest ones like professional trainer marker pens, are imported from Germany for their highest quality," says Jon. "It's all about having professional tools for a professional job."

#### **Tailored to Meet Staff Needs**

On the first floor of the building there are 12 Technical Training Units, which deliver workshop-based training that focuses on hands-on experience. Immediately adjacent to each classroom lies a vehicle workshop with all the same facilities and equipment that can be found in a Porsche Centre workshop. Here, theoretical knowledge is literally just a few steps away from practice, with no boundary whatsoever.

Designed to accommodate at least three cars with in-ground exhaust gas extraction systems and vehicle lifts that retract completely into the floor, each workshop also has a removable wall, allowing a flexible

and practical working space. Paired with the world-class training facilities are the world-class trainers, who have received in-depth development and globally recognised certifications from Porsche AG. During their rigorous practical training, technicians are able to work in small groups of 2 or 3 on tasks developed in simulation of real-world issues, developing skills that will serve them in Porsche Centres throughout the country.

Also on the first floor are two Product Training Units, which, with a similar layout to the Technical Units, feature a showroom style area. Equipped with tools such as Exclusive Walls and Fitting Lounge, each one has enough space to display three cars. "With the fitting lounge furniture in place, it feels very much like a showroom," explains Jon. "Therefore they can be used not only for

training but also for simulations of sales consultation and customer scenarios. This is where practical skills and theoretical knowledge come to life".

Sharing the second floor with a 160-seat restaurant and a staff office are the 6 Skills Training Classrooms. Spacious, carpeted and acoustically optimised, each one provides an ideal environment for classroom style learning and smaller facilitated breakout groups. Here, delegates learn the essence of the Porsche brand culture and acquire a variety of skills so that they can better cater to the individual needs of customers.

An active training hub for Porsche staff from around the country, the new training centre is a testament to Porsche's commitment to premium customer service. Now in full operation, it is expected to deliver close to 1,500 courses to 15,500

learners across China this year and 3,500 days of training. With courses offered to every staff member, from new recruits to seasoned employees, the training centre's curriculum covers the full talent cycle at Porsche. In this way, it forms an essential part of the Porsche China network's lifeblood, guiding each and every staff member along individualised paths toward improving themselves. The result is a network that is constantly moving forward with one goal: deliver the very best to customers wherever they may be. ●

#### **A QUICK OVERVIEW OF THE BUILDING WITH JON**

- Land size: 15.490 m2.
- Building size: 8.540 m2
- 12 Training Units for Technical & Body Repair training
- 2 Training Units for Product & Brand Training
- 6 Classrooms for Skills Training
- 160 seat Restaurant with full on-site catering facilities
- Expected average of 150 training participants per day
- Peak transition of circa 250 people per day
- Scheduled to deliver close to 1,500 training courses to 4,500 delegates in 2015

## DESIRE ON THE OPEN ROAD ROMANTIC SUMMER GETAWAYS

*If cruising open-top through balmy summer days and romantic starry nights is what you seek, the new Boxster Style Edition and 911 Carrera Cabriolet Style Edition models deliver at every turn. Meet the open road head-on with these seductive Porsche sports cars and fulfill your heart's every desire.*

**Text:** Ronni Rowland



Unveiled at Auto Shanghai 2015, the new Boxster Style Edition and 911 Carrera Cabriolet Style Edition offer an alluring design and more equipment for even greater driving pleasure. The new Boxster is—in a word—sensual. With its roll-over bars painted in exterior colour, large air inlets and wings with signature Porsche shape, it attracts more attention wherever you go. And the 19-inch Boxster S wheels and sports tailpipes further accentuate the sporty allure of the Boxster Style Edition, catching instant attention wherever you go.

The new 911 Carrera Cabriolet Style Edition, on the other hand, showcases its timeless and iconic design, combined with a trim package for even more driving pleasure. Its sporty appearance is further highlighted with LED main headlights including PDLS+, 20-inch 911 Turbo wheels

and Sports tailpipes. And with the Sport Chrono Package, SportDesign steering wheel and BOSE surround sound system, the thrill of sporty driving in your new 911 Carrera Cabriolet Style Edition is at your fingertips, leaving you breathless and yearning for a summer getaway.

So why not test the true sportiness and sensation of open top driving with these two new models. To help you plan your next getaways, Christophorus has selected three weekend destinations to some of China's most beautiful landscapes. From the majestic Wuyi Mountains to the rejuvenating Fenghuang Water Village, each one offers a chance to fulfill your heart's deepest desires and experience all the open road has to offer.

### **Wuyi Mountains**

Quanzhou > Wuyishan (510 km, 6.5 hours)

Embark on a personal retreat in the stunning natural beauty of the Wuyi Mountains in China's southeast Fujian Province. Take to the road from Quanzhou, a coastal city famous for its mystical Southern Shaolin Temple, heading west.

For the ultimate driving experience, cruise with the top down through China's treasured region for biodiversity. Dramatic volcanic mountains rise up from the earth, surrounding you with lush subtropical rainforests, perfect routes to test drive your Porsche as you pass mighty karst landforms, moving skyward in pursuit of adventure.

As you continue your journey, the famed Nine Bend River beckons with its twisting paths and winding river valleys. You enter each curve naturally, passing ancient temples and monasteries,

Overlooking the Nine Bend River, the majestic slopes of Wuyi Mountain offer the perfect driving route for your Porsche.



The serene water town of Fenghuang.



The road to Sanya is paved with pure driving bliss.



joining vestiges of China's past with pure modern style.

### **Fenghuang Water Village**

Changsha > Zhangjiajie (321 km, 4 hours)  
Zhangjiajie > Fenghuang Water Village (236 km, 3.5 hours)

The name Fenghuang means 'phoenix', the legendary creature famed for rebirth and renewal. Fenghuang water village in central China's Hunan Province is a spectacular destination for your own renaissance and rejuvenation.

Begin your adventure in Changsha, the provincial capital, and drive to beautiful Zhangjiajie, which boasts its own lush national park and luxury accommodations for an overnight stop.

With sapphire skies overhead, continue on to Fenghuang, cruising with the top down.

This secluded water village is a true natural wonder, with forested mountains and colourful stilt buildings which overhang a glistening river. Adding a touch of romance to your trip, you can also cruise around in the evening surrounded by the glow of swaying lanterns and the glimmering stars. This is the ultimate destination for those who seek unforgettable experiences and driving pleasure on the road.

### **Sanya, Hainan Island**

Guangdong > Maoming (341km, 4 hours)  
Maoming > Sanya (341km, 4 hours)

Paradise beckons you south to Sanya on the sun-drenched Hainan Island, also known as 'China's Hawaii'. With the distinguishable odor of salty sea air and blue sky overhead, cruising down the coast in a Porsche with the top down is as good as it gets.

When you are ready to start your tropical escape; leave Guangdong and head south to Maoming, a coastal city with sandy beaches and moderate temperatures. Next stop? Paradise.

Sunny Sanya is the perfect summer road trip destination. You turn heads as you cruise alongside the sparkling sea and take full command of the road. With your Porsche sports car, you are ready for everything the island has to offer.

As the sun sets on a splendid day, highlighting the sensual silhouette of palm trees against a golden sky, you wonder: What will tomorrow bring?

Anything your heart desires. ●



Mr. Michael Kirsch, Vice President and Chief Operating Officer of Porsche China (right) congratulates Mr. Jeff Luo, General Manager of Porsche Centre Shenyang Guozhan (left).



## MARKET PAGES CHINA

Porsche (China) Motors Ltd.  
保时捷 (中国) 汽车销售有限公司  
中国上海浦东新区  
东方路 1215-1217 号 3 层  
邮编: 200127

Deesch Papke  
总裁及首席执行官

电话: +86 21 61565 911  
传真: +86 21 61682 911

电子邮箱: info@porsche.cn  
网址: www.porsche.cn

### NEWS

## PORSCHE CENTRE SHENYANG GUOZHAN OPENS

*On 9 May, 2015, Porsche China celebrated the grand opening of its largest facility in Liaoning Province with Porsche Centre Shenyang Guozhan.*

The 11,284 square-metres state-of-the-art facility boasts a vast showroom capable of displaying up to 20 Porsche models, as well as a 3,300 square-metres workshop. As the second Porsche Centre in Shenyang, Porsche Centre Shenyang Guozhan brings convenient access to the full range of ultimate Porsche sports cars in addition to premium service and customer care to Porsche owners and enthusiasts in Shenyang and surrounding areas.

*Porsche Centre Shenyang Guozhan  
Address: No. 99, Hunnan East Road,  
Hunnan District, Shenyang City, Liaoning  
Province, P.R.China  
Phone: +86 24 31489 911*