

1. New from Porsche AG

Porsche Lizenz- und Handelsgesellschaft

New Porsche Design Stores opened



The Porsche Design Group (Porsche Lizenz- und Handelsgesellschaft mbH & Co KG), with its head office in Bietigheim-Bissingen, has opened new Porsche Design stores in Hamburg, London, Tokyo and New York in the last half-year.

“Porsche Design is to be developed into one of the leading premium brands in the high-quality accessories segment in the coming years. In line with the positioning of the brand, we are pursuing an exclusive and selective sales concept for Porsche Design”, says Dr. Siegmund Rudigier, chief executive of the Porsche Design Group.

At the heart of the store concept is what has been dubbed the “gate to the future”. It consists of three plasma monitors positioned in the store on the left, centre and right-hand walls, and the “scan table” – a square slate block positioned in the centre of the store in which scanner and monitor are integrated. As soon as a customer puts a product on the scan table, animated films showing product images and information appear on the three plasma monitors. The virtual impression created is that other gate opening – the “gate to the future”.



Another new feature in the store architecture is “night shopping”: Arrows attached to the showroom window enable the customer to surf through the product range interactively at night. Using touch control, all of the products in the shop window can be viewed and the corresponding information called up.

With stores already opened in Berlin, Munich, London, Beverly Hills and Costa Mesa/Los Angeles, the company now has eight of its own stores

worldwide. According to Rudigier, a total of 30 such stores will emerge over the next five years.

Worldwide club support of Porsche AG

New drive concept for sporty off-road vehicle

Porsche plans Cayenne with hybrid engine



Porsche AG is planning to launch a fourth variant of its sporty off-road vehicle, the Cayenne, on the market by the end of the decade. The vehicle will be fitted with a hybrid engine (spark ignition gas engine and electric motor) developed in conjunction with the Volkswagen Group.

The environmentally friendly drive concept in the Cayenne makes provision for the use of a so-called "full hybrid". That is to say, the vehicle is to be fitted with a spark ignition internal combustion engine and an electric motor which can be operated both independently of each other and jointly. A second clutch between the two power units ensures that the electric motor can function completely independently if required. So-called power electronics then use the accelerator pedal position to calculate the electric energy that has to flow from the storage battery housed in the rear to the e-motor in order to achieve the desired driving power. When the sec-

ond clutch is engaged both the combustion engine and the electric motor transmit their power to the transmission. When the electrical energy is consumed, the e-motor switches off automatically and the drive is then exclusively through the combustion engine.

These three different operating phases allow exclusive use of the electric motor not only during moderate starting up at traffic lights and when manoeuvring in a car park, but also during journeys in residential areas where the speed limit is 30 km per hour. Braking using the electric engine is also possible. The electrical energy created is stored in the battery and can be re-used later for journeys in electric mode.

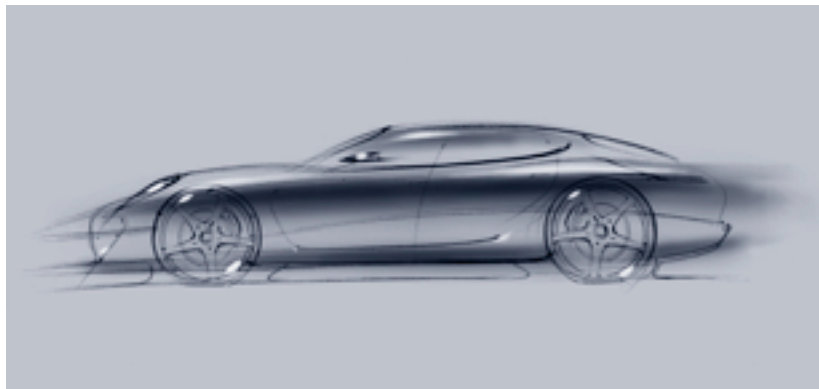
The hybrid concept favoured by Porsche connects consumption-reduced, emission-free driving in electric mode with Porsche's typical driving dynamics. By

using the electric motor, fuel consumption is reduced by around 15 per cent. The reduced fuel consumption was key to the decision in favour of the hybrid Cayenne.

Porsche press release
of 13 September 2005

"Green light" for fourth Porsche series

"Panamera" sports coupé to enter market in 2009



series will be profitable, however, we will be working more closely than we have before with certain system suppliers." According to the Porsche boss, the German share in terms of the value added will be something in the region of 70 per cent. Like the 911, Boxster and Cayenne before it, the Panamera will bear the quality mark "Made in Germany".

Porsche press release
27 July 2005

The Supervisory Board and the Board of Directors of Porsche AG have given the green light for the development and production of another vehicle series. The new vehicle will be a premium class 4-seater, 4-door sports coupé available in various engineering types. It will be powered by a front engine with rear-wheel drive. The "Panamera" – the name is derived from the legendary La Carrera Panamericana road race – will be the fourth series produced by the Stuttgart-based car manufacturer, and will succeed the 911, Boxster and Cayenne. It is expected to appear on the market in 2009. The total investment, including development costs, for the new series will run to at least one billion euros, and will be financed internally. The plan is to sell a minimum 20,000 of the cars a year.

The Panamera may be made in Leipzig, where the sporty off-road Cayenne and the high-performance sports car the Carrera GT are currently produced. However, detailed talks still need to be held at the Leipzig plant between the Board of Directors of Porsche AG, the management of Porsche Leipzig GmbH and employee representatives. An extension to the

existing assembly shop would be required from 2006/2007. If the Leipzig plant is awarded the contract, around 600 new jobs could be created. Around a further 400 new jobs will be created in total over the term of the project at the parent plant in Stuttgart-Zuffenhausen, where the engines will be produced for the fourth series, and at the development centre in Weissach.

Dr. Wendelin Wiedeking, Chairman of the Management Board of Porsche AG says: "We have taken plenty of time over this decision. But of one thing we are now quite certain: the 'Panamera' will be very much a Porsche because it has all of the typical sports car traits. In terms of performance, design and driving dynamics, it will do full justice to Porsche's high standards. In this sports coupé we will be offering our customers an attractive top-class package."

Dr. Wiedeking announced that Porsche will produce the Panamera autonomously. "We will develop our own platform in Weissach for what will be our fourth series. There are no plans for a cooperation project with another car manufacturer. To ensure that the new

Porsche Leipzig

Porsche Leipzig Experience



Enjoy a Porsche experience in Leipzig that is more intensive and exciting than ever before. "Porsche Leipzig live" gives you undreamt-of possibilities to experience the Porsche legend at close quarters. Imagine immersing yourself in an experience which includes a guided tour of the production of the Cayenne and Carrera GT and a visit to the tower at the customer centre – and much more besides. Extend your visit to the plant with a brunch or four-course meal in Porsche's own restaurant. Treat yourself to a ride in a Porsche Cayenne Turbo or the 911 GT2 on the FIA-certified circuit with a professional Porsche driver at the wheel. It's guaranteed to set the pulse racing. You can, of course, also book yourself an adventure off road.

A host of offers are available through to a complete experience day with a three-course menu and an ample drive both on the circuit and off road. Then

sit at the wheel yourself and an experienced instructor will be on hand to provide valuable tips. Curious? Then call one of the following telephone numbers today to order your Porsche Leipzig live brochure, or take a look at the Porsche Leipzig website: www.porsche.de/leipzig

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Porsche AG

Renovation work in Weissach



Renovation work is in full swing at the Motorsport complex in Weissach. Great strides have been made since the first sketches for the redesign were submitted in January 2005. Just a month later the Porsche Board of Directors approved the renovation of three buildings and the creation of corresponding car parking facilities. The parking deck, including storage building for Cup vehicles, is expected to be followed by the office block and then the customer sports storage with offices and lorry terminal. The reorganisation is expected to be completed by the end of 2006. Porsche CEO Dr. Wendelin Wiedeking was not going to let anything stop him lending his own energetic support. When the so-called "hut" was pulled down in the Weissach Flacht part of the plant, he personally drove the digger.

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For more information, visit www.porsche.com

**Winter's on its way.
Time to protect your Porsche from the elements.**

**Porsche Winter Check
Porsche Service**

The Porsche Winter Check is designed to ensure that your Porsche is fully prepared for the colder months. Using specially defined checklists, we perform checks on all of the vehicle's electrical and mechanical functions, as well as fitting winter tyres and storing your summer ones. To find out more about the range of services on offer, please contact your Porsche Centre.



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