



PORSCHE



Le Mans writes its own history: We weren't able to fully achieve all our goals; However, Porsche was competing for a podium spot until just before the end.

July 2014

# Porsche Club

News 2/14

## Editorial

### Dear Ladies and Gentlemen, Dear Porsche Club Members

Porsche's return to Le Mans was eagerly anticipated. Well over 250,000 optimistic motor sports fans from all over the world watched the race. There, the "Porsche Fan Spot" and the "Porsche Curves" formed the meeting point for Porsche fans from all over the world, allowing them to experience the dramatic, hours-long race together. That Porsche would actually claim the lead after racing for 22 hours – and that 16 years after the last overall victory – is something no-one had anticipated.

The Porsche 919 Hybrid proved its extraordinary potential. The LMP1 919 Hybrid with start number 20 being forced to drop out while in contention, and the second car with start number 14 struggling with technical problems and yet still crossing the finish line – these are stories that only the hardest race in the world can write. Le Mans. On the 13.629 km Circuit des 24 Heures, located on the Sarthe, our Porsche 911 RSRs scorched their own stories into the asphalt, with the 911 RSR with start number 92 defying adverse conditions to take third place in the GTE Pro class. All in all it was a strong comeback – and a magnificent team effort.

Porsche will be back at Le Mans in 2015, and stronger than ever before. The future belongs to the 919 Hybrid concept.

As a standard bearer of technology, the 919 Hybrid provides valuable insights for transferring technology from motor sports to series production. State-of-the-art hybrid technology has been implemented in super sports car production in the 918 Spyder. Porsche is setting standards worldwide with its Panamera S E-Hybrid, the first luxury-class plug-in vehicle. And the new generation of the Cayenne, now being launched, represents the world's very first plug-in hybrid in the premium SUV segment. This makes Porsche the first manufacturer to offer three different plug-in hybrid models. And we are moving another step forward along the path leading to the future: with its overall E-Mobility concept

and with Porsche Car Connect (PCC), Porsche is not only offering an ultra-modern drive – E-Mobility combines it with practical charging options and intelligent mobile service tools, thereby ensuring an even more efficient performance.

The new generation of the Cayenne will be launched from October 2014 on, with five variants being available initially: Cayenne S, Cayenne Turbo, Cayenne Diesel, Cayenne S Diesel and Cayenne S E-Hybrid. Our web special, "Enthusiast driven.", gives you your very own personal Cayenne experience in advance on our Porsche website.

Dear Porsche Club Members and Club Presidents, you may have noticed the relaunch of our homepage when visiting the Porsche website. We have completely changed the look and aesthetics, and the technology and operating philosophy are state-of-the-art.

With the device independence principle using responsive design – automatic adjustment to end devices such as smartphones and tablets – we are leading the way when it comes to technology in the automotive sector. The new minimalist design represents Porsche's brand values and is simultaneously functional and emotional. This is a big step for Porsche. A company's website is its online business card. With our new website, the design reflects Porsche's brand values in a striking, clear and modern way.

We now also want to present our Porsche Club community just as clearly. As has always been the case, it should be immediately and unmistakably clear to those visiting the Club websites that Porsche AG and the Porsche Clubs are one entity and characterised by a high level of cohesiveness. As a result, we are delighted to be able to adapt the CMS-based (Content Management System) Club websites to the new look and feel of the official Porsche website. This conversion will not affect your stored data or content in any way.



**Dr. Kjell Gruner** Marketing Manager

The new design also offers numerous technical advancements and options for presenting content online.

We will soon start converting the Porsche Club CMS to the new Porsche Club website design. Your website administrator will be informed about the conversion in good time and will be kept updated with the most important new features.

Our Chief Executive Officer Matthias Müller recently coined a new term at the presentation of the new Macan, and this also applies nicely to the new Club homepage look: "Porscheness". I'm sure you will love the new Club website.

**Best regards from Zuffenhausen,  
Yours,  
Dr. Kjell Gruner**

### A note to our contributors

To make sure that your contributions to the Porsche Club News can be published in a proper quality, we ask you to let us have it by E-mail and in the following format. We prefer you to save images in **TIFF format**; otherwise, JPEG format may be used (at a minimum resolution of **300 dpi** and an actual size of at least **13 cm width**, as RGB or CMYK). Make sure that images **do not exhibit pixelation**, and do not save images as indexed colours (Web colour scale). Please attach text contributions as a Word file. We regret that we cannot process Powerpoint presentations or Word files containing embedded images to a printable quality.

**Thank you for your support.**

#### Editor:

Sandra Siegloch  
Porsche Community Management

#### Layout and design:

Büro Linientreu  
Büro für Gestaltung, Stuttgart

#### Photographic evidence:

Authors of the contributions  
Porsche AG

Dr. Ing. h.c. F. Porsche  
Aktiengesellschaft  
Porscheplatz 1  
D-70435 Stuttgart  
Germany  
www.porsche.com

### Your team at Porsche Community Management:

Sandra Siegloch  
E-mail: Sandra.Siegloch@porsche.de  
**Tel.: +49 (0)711 911- 2 32 53**  
Claudia Schöffner  
E-mail: Claudia.Schaeffner@porsche.de  
**Tel.: +49 (0)711 911- 2 32 51**  
Mathias Menner  
E-mail: Mathias.Menner@porsche.de  
**Tel.: +49 (0)711 911- 2 32 47**  
Benjamin Marjanac  
E-mail: Benjamin.Marjanac@porsche.de  
**Tel.: +49 (0)711 911- 2 32 49**

Club E-mail: communitymanagement@porsche.de  
**Fax: +49 (0)711 911- 2 32 54**



## PORSCHE AT THE ENNSTAL CLASSIC

### IMPRESSIVE LINE-UP

The Porsche Museum sent a very special line-up to this year's "Ennstal Classic", taking place from the 9th to the 12th of July: Dr. Wolfgang Porsche, Walter Röhrl and Jacky Ickx piloted the Porsche classics from the Porsche-Museum. The three-day event, covering a total of up to 800 kilometres, is a car festival for both drivers and spectators; with a mountain prologue, tours through the Tauern and a city grand prix.

The "Ennstal Classic" is one of the most important motor sports events in Austria. Which is why the Porsche-Museum sent eleven vehicles from its collection to the Styrian mountains. Dr. Wolfgang Porsche, chairman of Porsche AG, piloted a Porsche 356. This was accompanied by two 550 Spyders, a 911 S 2.2 Targa, a 911 Carrera 2.7 RS and a 1967 911. On Saturday, visitors and onlookers at the side of the track were also able to marvel at former racing drivers such as two-time rally world champion Walter Röhrl in the Porsche 718 W-RS Spyder and four-time Porsche Le Mans overall winner Jacky Ickx in the legendary Porsche 550 A Spyder at the "Gröbming Chopard Grand Prix". The current Porsche works and LMP1 driver Marc Lieb took the wheel of the vehicle that won Le Mans in 1998 – the Porsche GT1 '98 – at the finale on Saturday.

The initial production years of the sports car manufacturer are connected with Austria: In 1944, the Porsche design offices had to relocate to Gmünd in Kärnten after heavy air strikes on Stuttgart. Despite this, Ferry Porsche still believed in producing his own sports car. As a result, production of the first series production model 356/2 coupés and convertibles started in the second half of 1948.

### Porsche Club News on the web:

The latest Porsche Club News and the archived back issues from issue 1/99 on are available on the Internet at:  
[www.porsche.com](http://www.porsche.com)

---

# Contents

---

## 01 News from Porsche AG

- 07 **Motor sport – Impressive appearance: Porsche at Le Mans**
  - 21 **Motor sport – Porsche Museum: 24 hours of live transmission from Le Mans**
  - 23 **Première – The new Porsche Cayenne**
  - 32 **Special Edition – Porsche 911 S with Martini decal set**
- 

## 02 Information Exchange

- 34 **Porsche Travel Club – Porsche Adventure Tour of Namibia**
  - 35 **Porsche Travel Club – Porsche Travel Tour of Rome**
  - 38 **Porsche Tequipment – Accessories for an intense life**
  - 39 **Bad Vöslauer Porsche Days – Porsche Club Graz invites Porsche owners to a big get-together**
  - 40 **Porsche-Museum – Special Exhibition**
- 

## 03 Reports

- 43 **Porsche Club 356 Portugal – International Porsche 356 meeting in Estoril**
- 50 **Porsche Club Japan – Porsche Parade Japan 2014**
- 53 **Porsche Club Russland / Porsche Club Moscow – Welcome: Factory visit in Zuffenhausen**
- 54 **Porsche Club Luxembourg – Porsche Parade Europe 2014 in Luxembourg**





**You've already achieved your heart's desire.  
Now for those little extras. By Porsche Tequipment.**

**You will find all our available products online at  
[www.porsche.com/tequipment](http://www.porsche.com/tequipment) using the Tequipment  
accessories finder.**



**PORSCHE**

01

News from Porsche AG

# IMPRESSIVE APPEARANCE

After a strong performance by both 919 Hybrids the Porsche Team was left empty handed after a dramatic final stage of the race.

After more than 22 hours the LMP1 crew of car no. 20 (Timo Bernhard/Brendon Hartley/Mark Webber) suffered a powertrain problem at the most famous endurance race in the world. Earlier in the race the car was leading for a significant period. The second innovative and highly complex prototype – in the hands of Romain Dumas, Neel Jani and Marc Lieb – likewise proved to be very competitive, but was hampered by a drivetrain problem. However, their no. 14 car crossed the finish line under its own power.

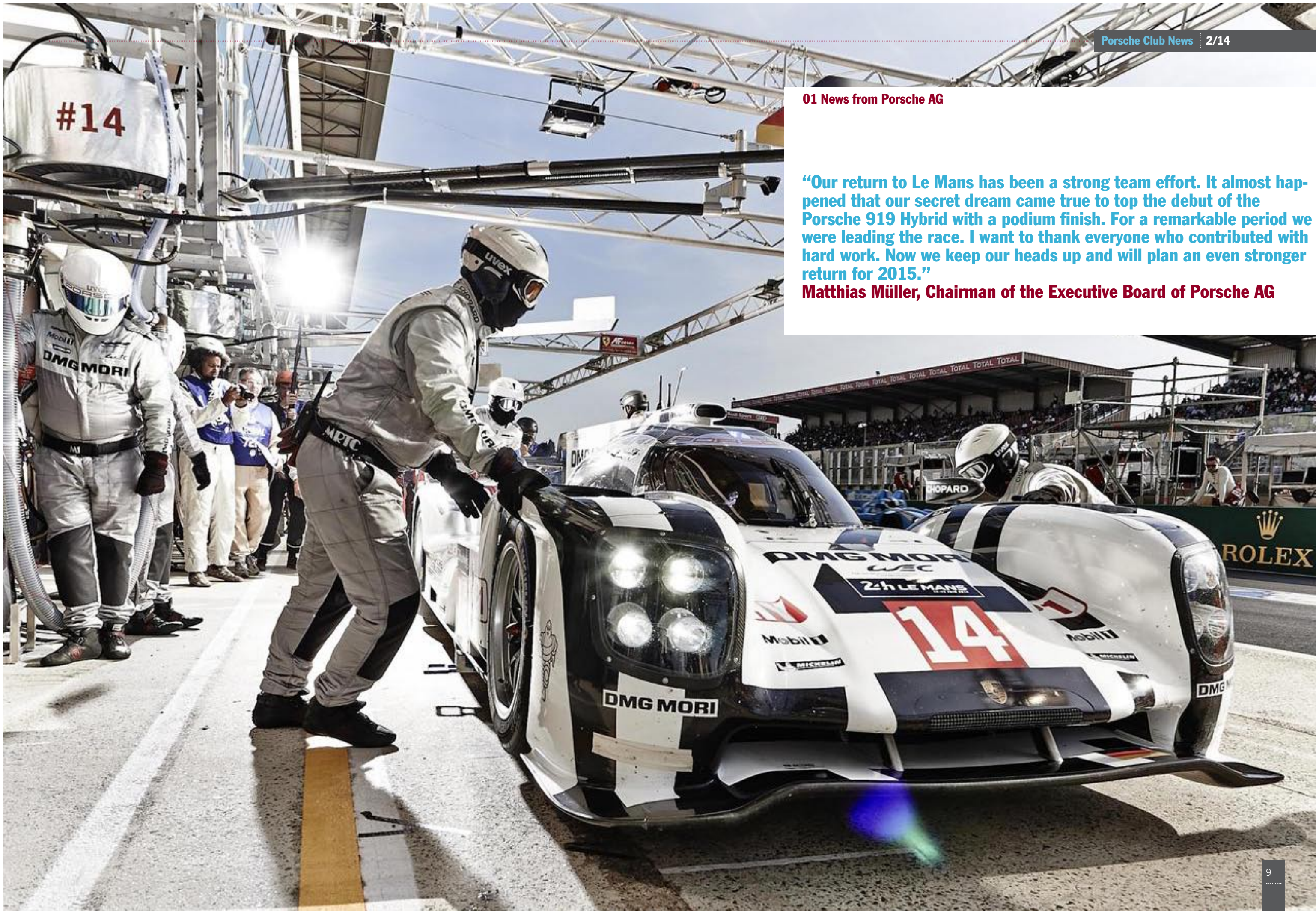




**01 News from Porsche AG**

“Our return to Le Mans has been a strong team effort. It almost happened that our secret dream came true to top the debut of the Porsche 919 Hybrid with a podium finish. For a remarkable period we were leading the race. I want to thank everyone who contributed with hard work. Now we keep our heads up and will plan an even stronger return for 2015.”

**Matthias Müller, Chairman of the Executive Board of Porsche AG**





**01 News from Porsche AG**

“The breakdown was tough for everyone. It would have been such an amazing achievement to go through to the finish. I think we never expected to be in such a great position towards the end of the race. What Porsche did is a very big feather in its cap. We went very far and we learned a lot. If you stop early you learn nothing and it’s tough. When you stop with a lap to go it’s probably even more brutal. It was our first time here at Le Mans and we were very close to the podium.”

**Mark Webber, Porsche 919 Hybrid, no. 20**





01 News from Porsche AG



**“It was our declared target to finish this race. This didn’t really work out, but at least we have managed to show the huge potential of the 919 Hybrid and its innovative powertrain. We believe in our courageous concept and we will develop it further. We have already started work on the 2015 race car.”**  
**Wolfgang Hatz, Board member for Research and Development Porsche AG**

**Porsche Passion:**  
 Wolfgang Hatz and Andreas Seidl, team principal of the Porsche team; Klaus Bischof, Matthias Müller, Dr. Wolfgang Porsche and Fritz Enzinger, Head of LMP1 (l. to r.)





01 News from Porsche AG



**Crowd-puller: Back in Le Mans.**  
The crowd enthusiastically watched Porsche's comeback to Le Mans. Wherever the drivers and vehicles were, the legend of Porsche and Le Mans was right there with them.



01 News from Porsche AG



Le Mans is all about the race. However, a good social programme makes the experience perfect. Together, the Porsche Curve and Porsche Hospitality provided space for several hundreds of guests to follow the race or enjoy various entertainment events and exhibitions. Moreover, the Porsche Fan Spot provided all Porsche enthusiasts and motor sport fans with the opportunity to buy memorabilia, admire a full-scale replica of the Porsche 919 Hybrid and a 991 GT3 Cup and experience the legendary Le Mans atmosphere first-hand.



**Good times:**  
During the race the Porsche Fan Spot (left) as well as the Porsche Curve and Porsche Hospitality (right) offered various opportunities for Porsche enthusiasts to enjoy Le Mans to the full.





## 01 News from Porsche AG



### Porsche Power:

The great Le Mans circuit. Legends have been written here. It is where Porsche celebrated its reentrance into long-distance racing. It is where the invigorated team will appear in 2015.

### Strong performance by the two Porsche 919 Hybrids but no dream ending

After a strong performance by both 919 Hybrids the Porsche Team was left empty handed after a dramatic final stage of the race. After more than 22 hours the LMP1 crew of car no. 20 (Timo Bernhard/Brendon Hartley/Mark Webber) suffered a powertrain problem at the most famous endurance race in the world. Earlier in the race the car was leading for a significant period. The second innovative and highly complex prototype – in the hands of Romain Dumas, Neel Jani and Marc Lieb – likewise proved to be very competitive, but was hampered by a drivetrain problem. However, their no. 14 car crossed the finish line under its own power.

After a thrilling start to the race with changing weather conditions, numerous accidents and a relatively calm night, Timo Bernhard took the lead in the Porsche 919 Hybrid. This was after 20 of the 24 hours. At 12:36 on Sunday he handed the leading car over to Mark Webber. Less than 20 minutes later the Australian was forced to slow down and drove solely on electric



power back to the pits. The team could not repair the damaged powertrain.

Not even half an hour later, the sister car with Marc Lieb at the wheel had a gearbox failure. Car no. 14 was lying fourth before it was pushed into the garage at 12:54. Shortly before the chequered flag was waved, the Porsche 919 Hybrid returned to track but in the end was not classified.

“This result is not the reward our team deserved after this intense time of preparation work. We have had an unbelievable and unforgettable race with its highs and lows”, Fritz Enzinger, Vice President LMP1, concludes. “Everyone in the entire team was working to the limits and never gave up. I am very proud of our team.”

Andreas Seidl, Team Principal LMP1, is proud of his team as well: “At the moment, of course, there is a lot of disappointment. But if anyone would have told us before the race that the outcome would be what it was, we would have been very happy with it. We have learned a lot for next year and tomorrow we start to prepare for 2015. The drivers and the entire crew – everyone did a great job. We are proud to have brought one car to the finish line. To be able to fight with the other one for the silverware until shortly before the end was the icing on the cake.”

Alexander Hitzinger, Technical Director LMP1: “Congratulations to Audi for the well deserved victory. Certainly we are disappointed, because such a good result



## 01 News from Porsche AG



### Back at home:

The Porsche Curves attracted Porsche enthusiasts and racing fans alike.

seemed to be within reach for us too. But still we can be proud of what we have achieved. We have proven that we have got a fast car and our competition has taken notice of the 919 Hybrid. It was our target to finish the race, but in a different way than we did. I am looking forward to the remaining races of the FIA World Endurance Championship and to Le Mans 2015. Today the car was not always easy to handle and our drivers did a great job. I want to thank them for that."

The race was quite tough on the drivers, too, especially since the reward for the hard work was within reach almost until the end. Marc Lieb states: "I am rather lost for words, because it is hard to deal with incidents like those that occurred during the race. The no. 20 Porsche 919 Hybrid had a really fantastic race. They had no problems at all until shortly before the end. On the other hand, our no. 14 car was slowed down by some minor technical failures,

which forced us to stop several times in the pits. Nevertheless, we did the best we could. Some one and a half hours before the chequered flag there was a bigger problem. The team managed to get the car running again and we finally managed to cross the line."

Fellow driver Timo Bernhard, starting on no. 20, agrees: "I think, after all, it was a great return for Porsche – to come back to Le Mans and to the WEC after such a long

time. But for me it is very sad because we were fighting very hard – at the end, in fact, also for the victory. It would have been a podium at least. It is hard to take, the guys did a great job. The car was running well. We had some difficult issues with the balance of the car, and it was not easy to drive. But in the end, I was saving fuel and keeping away from the kerbs. And then we had a broken engine, which happened in first gear. But I think the bottom line is, it's a great return by Porsche."



### 24 hours to eternity:

The race demands the utmost. From team and machine. And you don't always emerge victorious. But always invigorated. Porsche has passed this test.



## 01 News from Porsche AG

**911 Power:**

Perfect teamwork, all vehicles on target and important points for the WEC.

**Podium placing for Porsche at the 24 Hours of Le Mans: Porsche Manthey squad's 470 hp Porsche 911 RSR driven by works drivers Marco Holzer (Germany), Frédéric Makowiecki (France) and Richard Lietz (Austria) took the flag at the 82nd edition of the long-distance classic at the Sarthe third in the GTE Pro class. Scoring second in the GTE Am class, Porsche junior Klaus Bachler celebrated the greatest success of his career thus far at his first-ever Le Mans race.**

The race on the 13.629-kilometre Circuit des 24 Heures kept more than 250,000 spectators on the edge of their seats with enthralling fights for positions and spectacular overtaking manoeuvres. When two heavy rain showers left parts of the track underwater several hours after the start, the squad initiated the perfect pit stop strategy, which put the Porsche 911 RSR in positions one-two. However, the winning car from last year, based on the seventh generation of the iconic 911 sports car and double winner of the Sports Car World Championship WEC season opener, was unable to defend these positions over the rest of the marathon. In addition, during the night a fuel pressure problem cropped up with the 911 RSR driven by works driv-

ers Joerg Bergmeister (Germany), Patrick Pilet (France) and Nick Tandy (Great Britain) which required an extra pit stop and finally threw the trio back to seventh place after their strong performance.

Their works driver colleagues in the #92 Porsche 911 RSR continued on their podium course. With three hours to the flag, they advanced to second place before losing a position in the dramatic final phase. The podium result was a well-deserved reward for a strong performance under difficult conditions.

Klaus Bachler celebrated his GTE Am class result. Sharing the cockpit of the Proton Competition customer team's 911 RSR



with his teammates Christian Ried (Germany) and Khaled Al Qubaisi (Abu Dhabi), the Porsche junior saw the flag at his Le Mans debut in second place. In the 911 RSR campaigned by Dempsey Racing Proton, Porsche works driver Patrick Long and his American compatriots Patrick Dempsey and Joe Foster delivered consistently fast lap times to finally finish in fifth place.

Public relations and press  
Motorsport press



## 01 News from Porsche AG

# LIKE BEING THERE LIVE

## 24 hours for eternity.

**The Porsche-Museum showed 24 hours of live transmission from Le Mans. 17,000 visitors enjoyed the undiluted race atmosphere right in the heart of the world of Porsche.**

**Being close to the action is everything. This was also the motto for the big screen at the Porsche-Museum. The Le Mans race and the performance of the two Porsche 919 Hybrids were shown on a huge LED screen from 3 p.m. on Saturday until 3 p.m. on Sunday.**

The entire Porsche-Museum was turned into a racing camp. Historic Le Mans vehicles were started in front of the museum; visitors had the chance to experience a 919 Hybrid and a 918 Spyder up close. Catering stalls in the form of racing buses, as well as the Porsche outdoor restaurants, helped people keep their nerve. There was a diverse children's programme, and the special exhibition about Le Mans was open 24 hours, with regular tours available – even at night.

The race could be watched on huge screens wherever you were, in the middle of the exhibition area, in the logistics yard with its custom-built French village, in the museum workshop and in the press lounge.

The 17,000 visitors, racing fans and Porsche employees had a great time. You can't get any closer, except for in Le Mans itself. The Porsche-Museum had its own special additional benefit: a fantastic mixture of racing history, live events and a fan community, right in the heart of the Porsche world.



## Undiluted racing atmosphere:

The Porsche Museum showed 24 hours of live transmission from Le Mans.





01 News from Porsche AG



# THE NEW Continuing a success story PORSCHE CAYENNE

Cayenne (model year 2015): Fuel consumption, combined: 11.5 – 6.6 l/100 km; CO<sub>2</sub> emissions 267 – 173 g/km; efficiency class F – B  
Cayenne S E-Hybrid: Fuel consumption, combined: 3.4 l/100 km; electrical energy consumption, combined: 20.8 kWh/100 km, CO<sub>2</sub> emissions 79 g/km; efficiency class A+



## 01 News from Porsche AG



**The rear end of the new Cayenne has undergone a comprehensive overhaul: The recess for the license plate, the boot handle and the lighting have now been integrated into the boot lid with even more elegance. Overall, the designers gave the horizontal lines a whole new structure. Result: An even fuller stance on the road.**



01 News from Porsche AG

**Design jewel:**

The Porsche designers have designed the latest version of the Cayenne using precise lines and targeted positioning of light edges for an even sharper shape. A completely new design is featured by the front body, the front wings and the bonnet.

In addition, the tail lights feature a three-dimensional structure and the brake lights boast a four-section design, similar to the LED daytime driving lights at the front.





## 01 News from Porsche AG



**Fit for the Future:** The new generation of the Cayenne features impressive efficiency and design.

**A sharper design, boosted efficiency and an extensive set of standard features: Those are the key characteristics of the new Porsche Cayenne. As a sports car among sport utility vehicles (SUVs), besides offering five seats and extensive high-end features, it primarily offers a lot of room for a lot of driving fun. With high performance and typical Porsche design DNA.**

The new generation of the Cayenne will launch on the market in five versions: Cayenne S, Cayenne Turbo, Cayenne Diesel, Cayenne S Diesel and, in a world premiere, the Cayenne S E-Hybrid, which is the first plug-in hybrid in the premium SUV segment. This model, together with the Panamera S E-Hybrid and the 918 Spyder, make Porsche the world's only carmaker to offer three plug-in hybrid models. All Cayenne engine versions show improved performance figures as well as better fuel economy than comparable previous versions. A new engine is the 3.6-litre V6 biturbo of the Cayenne S that was fully developed by Porsche.

The Cayenne is a unique success story at Porsche. The company introduced the first generation in 2002. This vehicle made the idea of a sports car in the SUV segment a reality – and it set standards right from the start. Sales have exceeded all expectations: Over 276,000 first generation vehicles were produced (2002 to 2010), and around 303,000 units of the second generation, which was introduced in 2010, have already been produced so far. So the Cayenne is not only boosting profitable growth at Porsche, it is also creating a solid economic foundation for investments in future generations of sports cars.

### Sharpened exterior design

In its latest version, Porsche designers have given the Cayenne an even sharper design with precise lines and purposefully placed light refracting edges. Entirely new are the design of the front body, the front wings and the bonnet. Also new are the airblades: These air fins on the right and left of the vehicle's front end efficiently guide cooling air to the intercoolers and also make a strong visual statement.

At first glance, the new Cayenne can be clearly made out as a Porsche by its bi-xenon

headlights, which are standard in the base and S models, with “hovering” four-point LED daytime running lights that are typical of Porsche. The high performance standard of the top model, the Cayenne Turbo, is emphasised by standard LED headlights with the Porsche Dynamic Light System (PDLs).

The rear section of the new Cayenne was also thoroughly updated: the layout of the rear lights creates a three-dimensional effect; the brake lights – like the LED daytime running lights in front – are designed in four elements. The license plate recess, boot handle and lights are now integrated more elegantly into the boot lid. Designers also re-designed the car's horizontal lines, giving the vehicle an even fuller stance on the road. The newly designed exhaust tailpipes are now integrated in the lower rear section. An automatically activating boot lid is a standard feature.

In the interior, designers devoted much of their effort to the driver's space – the driver now gets a new multifunction sport steering wheel with shift paddles as standard; its look and functions are based on the steering wheel of the 918 Spyder. They also made the rear seating system even more comfortable, and seat ventilation can now be ordered as an option for the rear seats.

**Cayenne (model year 2015):** Fuel consumption, combined: 11.5 – 6.6 l/100 km; CO<sub>2</sub> emissions 267 – 173 g/km; efficiency class F – B

**Cayenne S E-Hybrid:** Fuel consumption, combined: 3.4 l/100 km; electrical energy consumption, combined: 20.8 kWh/100 km, CO<sub>2</sub> emissions 79 g/km; efficiency class A+

## 01 News from Porsche AG



**A master in its terroir:** The Porsche Cayenne is the sports car in the SUV segment.

### Better efficiency

Power and torque were boosted while improving fuel economy, enabled by numerous individual modifications to the entire drivetrain: for Porsche these are not incompatible or contradictory goals. For instance, all new Cayenne models consume significantly less fuel, because of a coasting function, the further advanced “auto stop-start function plus” and optimised thermal management. Active cooling air flaps are now being used for the first time in the Cayenne models. They are located behind the middle air inlet and are controlled by engine management. They are opened or closed according to the specific driving situation and cooling needs; this way they adjust the air volume that is available for cooling. When they are closed they improve aerodynamics, which reduces air drag and thereby improves fuel economy.

The **Cayenne S E-Hybrid** is the first plug-in hybrid in the premium SUV segment. The technical progress made here is immense compared to the previous Cayenne S Hybrid. The new model has a lithium-ion traction battery with an energy capacity of 10.8 kWh, which enables an all-electric driving range of 18 to 36 km, depending on the style of driv-

ing and route topography. The power of the electric motor was more than doubled: from 47 hp (34 kW) to 95 hp (70 kW). The combined fuel consumption is now 3.4 l/100 km (79 g/km CO<sub>2</sub>). The three-litre V6 supercharged engine (333 hp/245 kW) and the electric motor (95 hp/70 kW) produce a combined system power of 416 hp (306 kW) at 5,500 rpm and a total system torque of 590 Newton metres from 1,250 to 4,000 rpm. This enables driving performance on the level of a sports car: From zero to 100 km/h in 5.9 seconds and a top speed of 243 km/h. The top speed in all-electric driving is 125 km/h. The traction battery can be charged from the electric power grid or while driving. Relevant vehicle data can be called up from a smart phone using the standard Porsche Car Connect feature.

The hybrid tradition at Porsche extends back to the year 1899 and to the Lohner Porsche – the world’s first vehicle to have a battery-powered electric drive as well as a combustion engine, which was designed and built by Ferdinand Porsche. In the current model line-up, the Panamera S E-Hybrid is setting standards worldwide as the first plug-in vehicle of the premium class. The Cayenne S E-Hybrid is now transferring this forward-looking technol-

ogy to the premium SUV segment. Extraordinarily powerful hybrid technology has also already been implemented in a sports car, in a super sports car no less – the 918 Spyder. This car serves as an example of technology transfer from motorsport to production cars: the most advanced form of hybrid drive technology is currently implemented in the 919 Hybrid, and it is also being studied for production vehicles.

The new 3.6-litre V6 biturbo engine of the **Cayenne S**, which was developed entirely at Porsche, is another example of how downsizing with reduced engine displacement and fewer cylinders does not compromise core values: the engine’s NEDC fuel consumption is between 9.8 and 9.5 l/100 km (229–223 g/km CO<sub>2</sub>), which is one litre less than with the previous V8 engine. The biturbo V6 develops a maximum power of 420 hp (309 kW) at 6,000 rpm – a gain of 20 hp/15 kW. The car’s torque of 550 Newton metres is available from 1,350 to 4,500 rpm (gain of 50 Newton metres). The previous power density of 83 hp (61 kW) per litre engine displacement was increased to 117 hp (86 kW) (gain of around 40 percent). With its standard eight-speed Tiptronic S transmission, the Cayenne S accelerates from zero to 100

**Cayenne (model year 2015):** Fuel consumption, combined: 11.5 – 6.6 l/100 km; CO<sub>2</sub> emissions 267 – 173 g/km; efficiency class F – B

**Cayenne S E-Hybrid:** Fuel consumption, combined: 3.4 l/100 km; electrical energy consumption, combined: 20.8 kWh/100 km, CO<sub>2</sub> emissions 79 g/km; efficiency class A+



## 01 News from Porsche AG



**Successful launch:** The new Cayenne unites sporty elegance and efficient engineering.

km/h in just 5.5 seconds (5.4 seconds with the optional Sport Chrono package) – 0.4 seconds faster than the previous Cayenne S. The vehicle's top speed is now 259 km/h (gain of one km/h).

The **Cayenne Turbo** is characterised by a high level of performance readiness, uninterrupted forward thrust and an ability to handle any driving situation. 4.8-litre engine displacement, eight-cylinders and biturbo boost result in engine power of 520 hp (382 kW) at 6,000 rpm, its torque is 750 Newton metres from 2,250 to 4,000 rpm. This lets the Cayenne Turbo accelerate from zero to 100 km/h in just 4.5 seconds (4.4 seconds with the optional Sport Chrono package). Its top speed is 279 km/h. Fuel consumption is 11.5 to 11.2 l/100 km (267–261 g/km CO<sub>2</sub>).

The diesel versions of the Cayenne combine sportiness with even better fuel efficiency. For example, the three-litre V6 engine in the **Cayenne Diesel** produces 262 hp (193 kW) at 4,000 rpm and has a fuel consumption of 6.8 to 6.6 l/100 km (179–173 g/km CO<sub>2</sub>). Thanks to its SCR system, the car already

conforms to the EU6 emissions standard. In interplay with its torque of 580 Newton metres, from 1,750 to 2,500 rpm, the car can accelerate from zero to 100 km/h in 7.3 seconds (7.2 seconds with the optional Sport Chrono package), and its top speed is 221 km/h. The 4.2-litre V8 engine of the **Cayenne S Diesel** produces 385 hp (283 kW) at 3,750 rpm and a torque of 850 Newton metres from 2,000 to 2,750 rpm. From a standstill, it reaches 100 km/h in 5.4 seconds (5.3 seconds with the optional Sport Chrono package). Its top speed is 252 km/h, and its NEDC fuel consumption is 8.0 l/100 km (209 g/km CO<sub>2</sub>).

Chassis tuning of the new Cayenne was optimised for even greater comfort, naturally without compromising its dynamic pace. This makes the spread between comfort and sportiness even greater than before – and it validates the Cayenne claim to being the sports car in the SUV segment.

The new Cayenne models will launch on the market starting on the 11th of October, 2014. In Germany, the Cayenne Diesel will cost

66,260 euros, the Cayenne S 80,183 euros, the Cayenne S Diesel 82,087 euros and the Cayenne Turbo 128,378 euros. The Cayenne S E-Hybrid will cost 82,087 euros, which is exactly the price of a Cayenne S Diesel – and is around 1,000 euros less than the price of the previous Cayenne S Hybrid. This was made possible by synergistic effects realised by Porsche in the area of hybrid technology. Therefore, effective immediately the price of the Panamera S E-Hybrid is being lowered by over 6,000 to 104,221 euros. Cited prices include VAT and country-specific features.

**Public relations and press**  
**Product press**

**Cayenne (model year 2015):** Fuel consumption, combined: 11.5 – 6.6 l/100 km; CO<sub>2</sub> emissions 267 – 173 g/km; efficiency class F – B

**Cayenne S E-Hybrid:** Fuel consumption, combined: 3.4 l/100 km; electrical energy consumption, combined: 20.8 kWh/100 km, CO<sub>2</sub> emissions 79 g/km; efficiency class A+



**Our benchmark: 30,000 race wins.  
Celebrated in a 1:43 scale.**

For more information please visit:  
[SelectionFirmenkunden-Service@porsche.de](mailto:SelectionFirmenkunden-Service@porsche.de)



**PORSCHE**



## 01 News from Porsche AG



### Porsche Exclusive offers the “Porsche 911 S Martini Racing Edition” 911 in traditional race outfit for Le Mans comeback by Porsche

Porsche Exclusive is issuing the “Martini Racing Edition” of the 911 Carrera S to coincide with this year’s 24 hours of Le Mans race. Marking the return of Porsche to endurance motorsport is a limited edition 911 in traditional Martini racing design, which reflects the styling of Porsche race cars of the 1970s. The 911 Carrera S pays tribute to the successes of the legendary Porsche Le Mans race cars such as the 917 and the 935 “Moby Dick”. The special edition is limited to 80 units and will be exclusively sold in select markets of Europe, in China, Japan and in Latin America. For select 911 models, Porsche Tequipment will be selling the exclusive Martini decal set as an aftermarket kit in Germany and other markets.

The “Martini Racing Edition” of the 911 Carrera S is available in the monochrome body colours white and black. The boot lid, roof

section, rear wing and vehicle’s sides are accentuated by the “Martini Racing Design” decor set with the characteristic blue-red Martini colour pattern. The special front apron of the Aerokit Cup has an optimised spoiler lip which gives the vehicle an even more distinctive appearance. The aerodynamic counterpart is the fixed rear spoiler of the Aerokit Cup, which rounds out the car’s sporty look.

When entering the car, the stainless steel door sill panels with the red illuminated “911 Carrera S – Martini Racing Edition” badge already identify this car as an exclusive limited edition. The interior package includes dashboard accents in body colour with the “Martini Racing Edition” badge. The Martini Porsche also has a sport design steering wheel and the Sport Chrono package as standard. The extensive standard equipment is complemented by such

features as Porsche Communication Management (PCM) with navigation module, a Bose sound system, tachometer with black gauge dial and all-electric sport seats in black leather.

The heart that beats in the Martini Porsche is a 3.8-litre flat six-cylinder engine with 400 hp. This 911 matches the level of dynamic performance of the regular 911 Carrera S: The car accelerates to 100 km/h in 4.1 seconds with a PDK gearbox and activated Sport Plus button. Its combined fuel consumption, on the other hand, is familiarly moderate at 8.7 litres per 100 km (CO<sub>2</sub> emissions: 202 g/km).

Starting in June 2014, the Porsche 911 Carrera S “Martini Racing Edition” will launch in the European markets of Netherlands, Italy, Spain, Poland, Ukraine, Czech Republic, Cyprus, Finland and Great Britain. Starting in August 2014, the special edition will also be available in China, and from October 2014 in Japan and in Latin America.

**Public relations and press**  
**Product press**

**911 Carrera S Martini Racing:** Fuel consumption: urban 12.1 l/100 km; extra-urban 6.7l/100 km; combined 8.7l/100 km; CO<sub>2</sub> emissions 202 g/km; efficiency class: G\*\*



[www.porsche.com/travelclub](http://www.porsche.com/travelclub)

**You'll find one of the world's most beautiful holiday destinations behind the steering wheel.**

### **The Porsche Travel Club.**

One drives to arrive, but travels to find oneself. Whichever journey you embark on with the Porsche Travel Club, the objective is always the same: to meet the highest standards – yours. That's why you travel with Porsche. On routes that have been chosen primarily using one criterion: driving pleasure. You'll stay at luxury venues and dine in the finest restaurants found on your itinerary. That's how every mile becomes a memorable experience. And every day a red-letter day.



**PORSCHE**



## 02 INFORMATION EXCHANGE



### Porsche Travel Club Porsche Adventure Tour of Namibia



Namibia, a country of contrasts. Unspoilt landscapes, diverse fauna and a unique blend of African and European influences make Namibia a fascinating place to visit.

One of the highlights of this tour is the Sreetshoogte Pass, from which you have a stunning view of the Namib Desert and the surrounding mountain ranges.

Other highlights are sure to be experienced during the wildlife safari through Etosha National Park.

Your companion on this impressive journey: A Porsche Cayenne or Macan.

Intense experiences from the driving seat or during one of numerous excursions, exclusive lodges and luxurious camps, as well as dinner under the southern stars make this journey an unforgettable adventure.

**Dates:** 16/09 – 26/09/2014  
26/09 – 06/10/2014  
05/10 – 15/10/2014\*  
19/10 – 29/10/2014\*

**Price:** from 9,890.00 euros



\*Dates already booked out.

For more information, please call:

**Tel. +49 (0) 711 911 – 23360,**

visit [www.porsche.com/travelclub](http://www.porsche.com/travelclub)

or E-mail: [info@porschetravelclub.de](mailto:info@porschetravelclub.de)





## 02 Information Exchange



## Porsche Travel Club

### Exklusive Porsche Tour of Rome



For more information, please call:  
**Tel. +49 (0) 711 911 – 23360**  
 or E-mail: [info@porschetravelclub.de](mailto:info@porschetravelclub.de)

The Porsche Travel Club is offering a unique opportunity for a very special trip with the one-off Porsche Tour of Rome:

Visit the Vatican museums when they are closed to the general public. And enjoy a concert performed especially for us in the Sistine Chapel. Followed by a dinner in the heart of the exhibition, surrounded by masterpieces by world-famous artists including Michelangelo and Raffael.

As well as these cultural highlights in Rome, the focus of this trip is of course also on driving pleasure. Discover the beautiful Lazio region with the Porsche provided: winding roads and picturesque coastal routes along the Tyrrhenian Sea.

Look forward to these highlights – planned exclusively for you – and return home with unforgettable memories of the “Eternal City”.

**Dates:** 15/10 – 19/10/2014  
 17/10 – 21/10/2014

**Price:** from 4,590.00 euros







To find out more, go to [www.porsche.com/service](http://www.porsche.com/service)

**Some may be acquainted with your Porsche.  
But we built it.**

### **Porsche Service.**

For most people, owning a Porsche is a dream come true. We therefore believe that everything should be done to preserve its appeal. That's what we specialise in at Porsche Service. With dedication and expertise gained through decades of experience. In line with typical Porsche quality. Turning a long-held dream into a lasting reality.



**PORSCHE**





02 Information Exchange



**1. Martini Racing Design motor sport decorative adhesive set**

The popular design of numerous Porsche racing cars for your 911. With the "MARTINI" logo and decorative strip on the luggage compartment lid as well as decorative strips on the roof, rear wing and side skirts.

Only available for vehicles with the SportDesign package or Aerokit Cup and the GT3.



**2. Motor sport decorative adhesive set**

This set stands for pure motor sport. With the "PORSCHE" logo on a decorative strip on the luggage compartment lid. The decorative strip continues over the roof to the rear wings.

Available in Black, Silver, Blue or Red.  
Only available for the GT3.



**3. "PORSCHE" decorative logo on the side**

Complements the motor sport decorative adhesive set with a "PORSCHE" logo on the side skirts.

Available in Black, Silver, Blue or Red.  
Only available for the GT3.



**4. / 5. 20-inch GT3 wheel set**

From the race track to the road: with the Platinum (satin finish) (figure 4) or Black (high-gloss) (figure 5) painted 20-inch GT3 wheel set. With the wheel set and the separately available tyres, your vehicle is just as impressive on the race circuit as on the journey home with the series production complete wheel set.

Forged alloy wheel.  
4 wheels (without tyres)  
Note: Wheel hub covers are not part of the scope of delivery.

In Platinum (satin finish). Suitable for tyres:  
Front axle:  
9 J x 20 ET 55 with 245/35 ZR 20 (91Y) tyres  
Rear axle:  
12 J x 20 ET 47 with 305/30 ZR 20 (103Y) XL tyres

In Black (high-gloss). Suitable for tyres:  
Front axle:  
9 J x 20 RO 55 with 245/35 ZR 20 (91Y) tyres  
Rear axle:  
12 J x 20 ET 47 with 305/30 ZR 20 (103Y) XL tyres

**6. Sports bucket seat**

Ensures even more sportiness – and not just visually. With folding backrest, integrated thorax airbag and manual fore/aft adjustment. The seat shell is made of glass and carbon fibre-reinforced plastic with a surface of exposed carbon.

Available in Black leather with the Porsche crest embossed on the headrests.



**PORSCHE EQUIPMENT ACCESSORIES FOR AN INTENSE LIFE.**

**Motor sports and race track form a unified whole. With your vehicle.**

Motor sports and the race track are part of the development and test programme at Porsche from the very start. Nowhere else are vehicle and material subjected to higher loads.

The result: Porsche Equipment motor sports accessories, for example.

Full day-to-day usability. Including a permit for road use. For exceptional performance and an outstanding look. Developed by motor sports engineers who also produce racing vehicles and supervise race circuits.

Want more? More sports, more comfort, more design? In short: more individuality? No problem.

Whichever Equipment products you have fitted by your Porsche partner – there's one thing your Porsche will always be: engineered in Weissach.

The full product range can be found in the Equipment accessory finder under [www.porsche.com/equipment](http://www.porsche.com/equipment).



911 models: Fuel consumption: urban in l/100 km: 18.9–11.3; extra-urban in l/100 km: 8.9–6.6; combined in l/100 km: 12.4–8.2; CO<sub>2</sub> emissions in g/km: 289–191.

**7. Porsche Track Precision App**

This app enables the detailed display, recording and analysis of your driving data on your smartphone (a special control unit is installed for this purpose).

The following functions are available:

Live display – with recording and display of lap and sector times (lap timer) as well as their real-time deviation from a defined reference lap, ghost car function, over-/understeering, wheel slip and automated triggering of laps and sectors via GPS.



Analysis – video recording and video analysis with superimposed driving data (e.g. engine speed, gear, speed) as well as showing the driving line using GPS data on your smartphone.

Evaluation – race statistics (number of laps, lap times, total distance, vehicle data, weather conditions), speed plot, plot of detailed driving data (e.g. steering angle, brake pressure, latitudinal and longitudinal acceleration, consumption per lap), based on precise measurement data for evaluating driver and vehicle performance.

Data exchange – creating and managing driver profiles, route management and definition, recording and video management, exchange functions.

Now all you have to do is select whether lap times are recorded manually using the Sport Chrono function's operating lever or automatically using GPS.

Note: Use of this app is only permissible on cordoned-off routes that are not for public use.

Only available for GT3 (991 model). Expected to be available from 11/2014.



## 02 Information Exchange



## 3rd Bad Vöslauer Porsche Tage 29th–30th of August 2014



Following the huge success of the 2nd Bad Vöslauer Days in 2013, where over 100 Porsche owners were able to celebrate the 50th anniversary of the 911, Porsche Club Graz invites members to the event for the third time. The programme this year is again very ambitious: from the Concours d'Elégance to the steadiness test, from enjoying spending time with like-minded people to the slalom, from the challenges of a knowledge test to the awarding of commemorative medals or cups.

As in the past, anyone who owns a Porsche of any kind is welcome. Whether it is an Austro Daimler, Porsche tractor, 356, Volkswagen Beetle, Panamera, Boxster, four- or eight-cylinder models, racing and cup cars – every kind of Porsche, however unusual, is very welcome.

The motto for this year's event is "40 years of the 911 Turbo". Forty years ago, the automotive world was changed forever thanks to Porsche's engineering craft. The 911 Turbo represented a technical innovation, the absence of which would be inconceivable today.

Join in with the Porsche celebrations, memories to cherish for a long time to come. Porsche Club Graz looks forward to your registering for this event.



### Additional information:

Details about the individual competitions and the implementation terms can be found in the registration form on Porsche Club Graz's home page:

[www.porsche-club-graz.at](http://www.porsche-club-graz.at)

Richard Purtscher  
Porsche Club Graz



02 Information Exchange

PROJEKT:  
GEHEIM!

+++ SONDERAUSSTELLUNG – SPECIAL EXHIBITION +++

17. SEPTEMBER 2014 BIS 11. JANUAR 2015



## Project: Secret!

**A new special exhibition at the Porsche Museum is presenting prototypes that have never been on display before.**

**From the 17th of September 2014 until the 11th of January 2015 the special exhibition “Project: Secret!” will be providing the public with exclusive glimpses into the normally top-secret world of unknown research vehicles and camouflaged prototypes made by Porsche.**

The spirit of the Porsche brand stands for development, research and tinkering. It is no coincidence that the official name of the company is “Dr. Ing. h.c. F. Porsche AG”. More than 4,500 engineers work in the Porsche Weissach Development Centre to ensure that Porsche always remains a step ahead. The path to new innovations is however not always very straight. Many good ideas do not reach series production due to technical or economic reasons. Nevertheless, they are often tested out in the form of research projects or studies.

Because the most important thing at Porsche is, and always has been, the gaining of knowledge. Each new project delivers know-how that can be either used directly or at some time in the future. Know-how that make the company Porsche and its sports cars unique in the automotive world.

Of course, a lot of this activity takes place behind closed doors, because a good idea will always be rapidly imitated. The highest security level is therefore set in Weissach. Many of these secret studies and development vehicles never get to leave the development centre. Once the project is complete, they are usually scrapped. However, the most important and exciting projects do get to live on in the collection of the Porsche Museum. They will be brought up out of that repository and displayed in the special exhibition “Project: Secret!” publicly

for the very first time. In total, 16 prototypes that have never been shown before will be presented in this special exhibition, together with other studies that had not been built. The special exhibition will be accompanied by smaller exhibits from the Porsche archives and films of various tests.

And, in contrast to the previously participating engineers, the visitors to the Porsche Museum have a particular advantage: Taking photos and talking about these once secret projects is now expressly welcomed.

**Public relations and press  
Porsche-Museum**







Porsche recommends **Mobil 1**

For more information, please visit [www.porsche.com](http://www.porsche.com).

## **A dream is never second-hand.**

### **Porsche Approved.**

As time goes by, we grow fond of things that have fascinated us and proven their merits – things we can always rely on. Such dreams we cherish and preserve.

So when you decide on a Porsche Approved car, you can be sure you're getting 100% Porsche. With certified vehicle history, Porsche Approved Warranty, Porsche Assistance – and a dream come true.



**PORSCHE**



03  
REPORTS

# WHERE THE LAND ENDS AND THE SEA BEGINS

39TH INTERNATIONAL PORSCHE 356 MEETING  
IN ESTORIL, PORTUGAL





03 Reports International Porsche 356 Meeting in Estoril



# A MEETING WITH A LONG TRADITION. AND GUESTS FROM THE FARTHEST CORNERS.

**In 1976, the German town of Lüneburg hosted the first international 356 meeting.** This year, from 29th of May through 1st of June 2014, Porsche 356 owners were invited to meet in Portugal for the first time for the 39th International Porsche 356 meeting. The host and event organiser, the Porsche Club 356 Portugal, organised the Estoril meeting.

Some 380 guests came to Portugal with around 190 Porsche 356s of all generations from all around Europe (Belgium, Denmark, Germany, France, United Kingdom, the Netherlands, Italy, Luxembourg, Austria, Portugal, Sweden, Swit-

zerland and Spain). Even guests from the US, Australia and South Africa brought their cars to Estoril.

South African Clive Winterstein had his Porsche 356 Cabriolet shipped in from Johannesburg for the festivities. And Australian John Walker had his 356 shipped to Portugal from Down Under (see interview for details on his European holiday).

The two selected hotels were located right next to the Casino Estoril, whose lawn served as the "356 parking grounds".



**South African Clive Winterstein had his Porsche 356 Cabriolet shipped to Bilbao from Johannesburg for the meeting in Portugal.** Around 190 Porsche 356s built between 1951 and 1964 were present at this year's event, including 31 from Germany and 11 from Switzerland.

The Casino was the starting point for each of the excursions into the area around Estoril, whose glorious roads and beautiful landscapes invited one and all to explore the region.

The painstakingly prepared tours offered some varied stretches where enchanting views could be combined with a somewhat sportier pace. Stops were made in Belém, Sintra and the Cabo da Roca.

Cabo da Roca is the westernmost point on the European continent. The local tourism bureau presented each Porsche

356 with an artfully designed certificate. The document certified that each participant had been at Cabo da Roca, "where the land ends and the sea begins", and where "faith and a spirit of enterprise led the Portuguese caravels to discover new worlds" – as a Portuguese poem has it.





03 Reports International Porsche 356 Meeting in Estoril



One impressive outing was the drive to Cabo da Roca, the westernmost point on the European mainland. The local tourism bureau even made certificates for all participants.



**Driving a Porsche:**  
The outings took participants to many splendid spots, such as the westernmost point on the European mainland, the historic old town of Sintra, and the Praia do Guincho, where James Bond once saved his betrothed from drowning.



The journey is the destination:

Some participants made a virtue out of the long way there and gave their seasoned Porsche 356s a chance to stretch their legs.

And from that new world came the Australian actor George Lazenby, known for his role as James Bond in the 1969 film *On Her Majesty's Secret Service*, to visit Cabo da Roca. The successor to Sean Connery filmed the opening sequence to the sixth Bond film not far from here.

This year, it was once again notable that it's not the car that is the focus, but the person who moves it. This was not merely a meeting of Porsche fans, but of friends. A meeting for people to share and enjoy their passion for the Porsche 356.

And Portugal is perfect for world-class enjoyment. Not only because of the excellent wines and outstanding food. The event was also exceptionally well organised, for which we – the Porsche Community Management – would like to extend our heartfelt thanks to the Porsche Club 356 Portugal.

Benjamin Marjanac  
Porsche Community Management

Special thanks go to Laurent Missbauer for photos and content.



Six weeks in a container for a three-day event – it must be love! The Australian John Walker had his 356 shipped to Europe from Down Under to enjoy the event to its fullest – and didn't regret the outlay one bit! Read our interview with Walker on page 48.



### 03 Reports International Porsche 356 Meeting in Estoril

# PORSCHE 356 – THERE TO BE DRIVEN.

Porsche Community Management spoke with John Walker about his European trip. The Porsche enthusiast had his 1957 Porsche 356 shipped from Australia to England to explore the old continent with his wife. The 39th International Porsche 356 Meeting in Estoril was one of their destinations.



**Benjamin Marjanac (BM):** John Walker, you had your Porsche 356 shipped from Queensland (Australia) to Europe. What inspired you to transport your vehicle over a distance of 20,000 km from Brisbane to Europe?

**John Walker (JW):** Just after I bought this 1957 Porsche 356, my wife Jan read an announcement in the newsletter of the Porsche 356 Registry that the next International Porsche 356 Meeting would take place in Estoril, Portugal. As we had just applied for a starting place in the Mille Miglia just before that, we decided to take part in both events. Unfortunately we weren't able to get one of the highly prized start places in the Mille Miglia, so we were just there as spectators.

**BM:** How long did it take you to plan the transport and how long did the actual shipment take?

**JW:** After attending the Mille Miglia as spectators in 2012, we considered taking part with a vehicle of our own. As a long-time Porsche driver, the Porsche 356 was my first choice. I bought a vehicle whose previous owner had partially restored it before 2012 was out. The body was perfect, but when it came to the technology, we wanted to be absolutely sure, so we had the engine and the transmission totally overhauled. As always happens with such projects, some unexpected work turned out to be necessary. After a two-year preparatory phase, the vehicle was finally ready for transport. To be sure that it would arrive on time, the vehicle was shipped three months in advance. Our Porsche was in transit in an individual container for about six weeks. It was unloaded in Chedburgh, UK.

**BM:** And did your 356 arrive in one piece?

**JW:** We were very concerned about that! Fortunately, it arrived in perfect shape.

**BM:** Where did your European road trip take you and what did you experience with the car along the way?

**JW:** After picking up the car in Chedburgh, we headed southwards – our destination was Switzerland. We made stops in Canterbury, UK, and Reims and Troyes in France before arriving in Geneva, Switzerland. We drove via Baden-Baden to Stuttgart to visit the Porsche-Museum – a highlight of our tour.

Another highlight was the friendly and efficient service that we received from the Marbach Concepte company. They very professionally handled the vehicle transport from Germany to Estoril. Special thanks go also to Porsche Community Management, which initiated the transport to Estoril. When we had a technical problem, they helped us find a Porsche Centre that was familiar with classic cars. The Porsche Centre in Geneva took care of the problem very quickly.

**BM:** How often do you take drives in your 356? And what will be your next destination?

**JW:** In Australia I drive my 356 about once a week. When we're in Europe, the 356 is driven daily as a touring vehicle. There are still a few places in Europe that we absolutely want to visit – for example, the Champagne region in France. We've now put our 356 into storage in Europe for future outings.

**BM:** Have you been active in the Porsche community for long?

**JW:** I've been a member of the Porsche Club Queensland for many years and drive a Porsche 911 in races. I'm also a member of the Porsche 356 Club Australia and the Porsche Club 356 Registry USA. I especially appreciate the extraordinary enthusiasm in the Porsche 356 community.

**BM:** Thanks for talking to us. Will you be joining us for the 40th International Porsche 356 Meeting in Belgium as well?

**JW:** We'll definitely be there. Our Porsche 356 is ready to go and we're already planning our trip. We'll see you there!



03 Reports Porsche Parade Japan 2014

# PORSCHE PARADE JAPAN A FESTIVAL OF COLOURS AND SHAPES





## 03 Reports Porsche Parade Japan 2014



### Beautifully done:

The participating Clubs adorned their vehicles with special décor; Mathias Menner from Porsche Community Management had one of the coveted copies of the book *50 Years of 911* to present to the winner.

**Every (second) year.** This, more or less, is how you could describe the Porsche Parade Japan, which is traditionally held by the Porsche Club Japan on the Formula 1 course in Suzuka. For the 14th time, under glorious sunshine 260 Porsche vehicles with over 400 Club members from all across Japan came together to celebrate this highlight in the Club calendar from 30th of May to 1st of June 2014.

After a welcome dinner, the Saturday schedule focused on driving: in various categories, Club members were given the chance to master the legendary race track that has been the setting for so many decisive moments in the history of Formula 1 (think of the thrilling Senna/Prost duels). And those who wanted to learn about the racing line under the tutelage of a professional could take a seat next to a race car driver giving taxi rides in a current 911 GT3. In the hospitality area, the familiar Porsche partners Michelin and Mobil 1 were joined by other sponsors. Another tradition: thanks to the active involvement of the participants, a charity auction – in which articles donated by Porsche Japan and Porsche AG were auctioned off – a four-figure sum was raised. Bringing an extraordinary close to the day was the gala dinner, in which the winners of a very special sort of parade were named in a highly festive gathering: in this competition, all 25 regions of the Porsche Club Japan decorate their vehicles with customised decals – all of them with some relation to Porsche, but with exceptionally diverse interpretations. Together with Porsche Japan, Porsche Community Management



had the honour of selecting and honouring the most beautiful creations.

The crowning conclusion to the event was the parade on Sunday, led by the vehicles of the winning region. Always an impressive sight, the entire Porsche model range, from the Porsche Turbo to the Carrera GT, was represented. With the words, “Gentlemen, please start your engines”, the 260 Porsches were ultimately sent on their way from the pit lane, to travel home with many new and wonderful memories. To the organisation committee around the

new President, Mr Itano, we say a hearty “Arigatou gozaimasu” for a truly outstanding Porsche Parade Japan.

**Mathias Menner**  
Porsche Community Management





Please visit [www.porsche.com/classic](http://www.porsche.com/classic) for further information.

**Location: Weissach.**

**Predicate: Porsche.**

**For all vintages from 1948.**

### **Porsche Classic.**

Developed in Weissach. Made in Germany. The elixir of life for all air-cooled

Porsche boxer engines – for optimum protection against wear and corrosion.

Available in two different grades: 20W-50 and 10W-60. Now at your Porsche Centre.



**PORSCHE**



### 03 Reports Porsche Club Russland / Porsche Club Moscow



## WELCOME

The Porsche Club Russland and Porsche Club Moscow held their Eurotrip 2014 in April – the sixth in succession. The 42 participants, Porsche Club members from around Russia, started their journey on the 25th of April 2014 with 22 Porsche models from all model lines that would take them on their now traditional long-distance adventure through Europe.

This year's Eurotrip took participants through eight countries. The first stage took participants from Moscow to Łódź in Poland, and from there to Gommern, Germany, along the Elbe river.

The next stop was Stuttgart – undoubtedly a highlight of the Eurotrip. The organisers working with Denis Ganopolskiy had arranged a factory tour at the home plant in Stuttgart-Zuffenhausen. Porsche Community Management invited their Russian guests to tour the Porsche-Museum and the production facilities as well.

On the grounds in front of the Porsche-Museum, by contrast, the guests' cars themselves drew the attention of passers-by. An excellent lunch at "Boxenstopp", one of the restaurants in the Porsche-Museum, as well as that evening's visit to a traditional Swabian restaurant in the centre of Stuttgart, rounded out the day's activities.

After a convivial evening in Stuttgart, participants were off to Roermond, Netherlands, the next morning. There the Eurotrip participants convened a meeting with Porsche Club members from Belgium – yet another day among friends. Via Dinslaken the journey proceeded onwards to Amsterdam, and from Amsterdam to Hamburg. In Hamburg, participants took a day off from driving to tour the Hanseatic metropolis. From there the Porsches and their occupants took the ferry to Copenhagen, Denmark.

The next destination, some 600 km away, was Oslo, Norway; in Stockholm, Sweden, the travellers took another break to rest and do some sightseeing. At the same time, preparations were under way for the next ferry crossing from Stockholm to Lithuania. In Riga they met the Porsche Club Latvia before undertaking the nearly 1,000 km journey back to Moscow.

After more than two weeks and almost 7,000 km, the Eurotrip participants returned to Moscow in high spirits. The intensive preparation time, the many years of experience and an outstanding team ensured a long-distance event from which all participants emerged without issue.

Factory tours for Porsche Clubs present an ideal opportunity to get to view the production facilities in Stuttgart or Leipzig and get to know the Porsche Club managers of Porsche Community Management responsible for the respective markets.

Denis Ganopolskiy  
Porsche Club Russland

Benjamin Marjanac  
Porsche Community Management



**Special Guests in Zuffenhausen:**  
Porsche Community Management organises factory tours for Porsche Clubs in Stuttgart and Leipzig.



## 03 Reports Porsche Parade Europe 2014, Luxembourg



# PALACE FESTIVAL

Porsche Parade Europe in Luxembourg, 26th – 29th of June 2014

Long were the preparations, many the e-mails and extensive the telephone conversations. But now the day had come: Day 1 of the 13th Porsche Parade Europe in Luxembourg.

Some 200 guests had signed up for the traditional event with their vehicles. The Porsche Club Luxembourg proudly welcomed its guests and fellow Porsche Club members from Germany, the United Kingdom, France, Slovenia, Croatia, Belgium, Italy, Austria, the Netherlands and even far-off Hong Kong.

The festivities were preceded by the annual traditional meeting of the proud owners of the Porsche 911 Club Coupe, which was formed in honour of the 60th anniversary of the worldwide Porsche Club. The venerable gang met in the Porsche Museum for a lunch to talk about the extraor-



### Amazing atmosphere:

With its châteaux and royal residences, the Duchy of Luxembourg is a grand setting for the Porsche Parade Europe.

dinary vehicle designed in honour of the Porsche Clubs. Some of the Club Coupe enthusiasts then joined Porsche Community Management in a convoy to Luxembourg to take part in the parade there.

From the welcome evening onwards, an extremely pleasant and positive mood was

in the air. In spite of long journeys for some, guests were enticed to the dance floor by a perfect "Elvis Presley Show" to round out the Thursday evening in style.

The following day was all about one of the smallest countries on earth, the Grand Duchy of Luxembourg, and exploring its



## 03 Reports Porsche Parade Europe 2014, Luxembourg



**Car pool:** The proud owners of the 911 Club Coupe gathered ahead of the parade for their annual meeting.



**Good cheer:** Luxembourg offered not only grandiose landscapes, but also exquisite culinary delights.

diminutive territory behind the wheel of one's own Porsche. Guests were treated to a route of many splendours. Just how many beautiful and diverse landscapes one finds in Luxembourg, and how striking the differences in altitude in this small country are, came as a surprise to many. The perfectly crafted Roadbook helped the guests find their way to unforgettable vistas amidst great natural beauty. The two tour stages were delightfully interrupted by an excellent lunch at the beautiful Château d'Urspelt.

Many of Luxembourg's towns have maintained their original charm over the decades, and many castles and other buildings are very well preserved. Such as Neumünster Abbey, in which the evening wound down to the masterful sounds of a cello virtuoso.

But what would a Porsche Parade Europe be without a traditional Concours d'Elégance? Embedded in the mobile Porsche world of Exclusive and Tequipment as well as the brand new Porsche Driver's Selection Truck, Club members and onlookers were treated to a dazzling feast for the eyes: Porsche gems of every generation. Honorary jury members Dr. Wolfgang Porsche and Hans-Peter Porsche were kind enough to choose one of the Porsche models as the overall winner.

Gradually President Marco Fürpass and his team could breathe a little easier, for the Porsche Parade Europe was slowly com-



ing to a close. And chapeau to the Porsche Club Luxembourg! A lovingly planned and precise organisation enabled participants to enjoy a few wonderful days among like-minded Porsche enthusiasts.

But before the award ceremony and farewell to guests, a gala evening in the Casino 2000 in Mondorf was on the agenda. Clad in festive attire, the parade society enjoyed a magnificent evening in which Dr. Wolfgang Porsche addressed the guests and expressed his personal thanks for a successful event.

Three of the participants who had taken part in the Bose prize drawing won high-tech Bose products, which were personally handed over by Ian McGibbon, Director of Partnerships Bose.

Although bidding farewell is hard, on Sunday morning after the award ceremony, the time had come to set off on the homeward journey. The honorary prize of the Concours d'Elégance, by the way, was won by a silver Porsche Boxster 981, whose owner proudly received the winner's cup from Dr. Wolfgang Porsche and Hans-Peter Porsche.


With a lot of new impressions, numerous wonderful experiences and the certainty that Porsche is one big family, the Porsche Parade finally came to an end.

Now we can look forward to the Porsche Parade Europe 2016 in Slovenia and Croatia. Initial preparations have already begun, and interested Club members are welcome to contact Prof Rasto Ovin at any time. Contact information can be obtained from Porsche Community Management.

**Claudia Schäffner**  
Porsche Community Management





Porsche recommends **Mobil** 

[info@porschesportdrivingschool.de](mailto:info@porschesportdrivingschool.de)

## **In our school, we've got a clear seating plan: Behind the wheel.**

### **The Porsche Sport Driving School.**

Basically, our school is like any other. Except that our Elementary, Intermediate and Advanced levels are known as Precision, Performance and Master. And the academy for special training? Camp4, Camp4S or Ice Force Training, for example. Our classrooms are driving safety centers, or international race circuits. Our syllabus is restricted to the essential: sport. And all our teachers are professional instructors. Their curriculum: optimising your driving safety. But apart from this? Just as in other schools. Except, perhaps, for the clear seating plan. And the driving pleasure, naturally.

Current schedule:



[www.porsche.com/sportdrivingschool](http://www.porsche.com/sportdrivingschool)



**PORSCHE**



**BOSE**  
Better sound through research

When we walk through the door, we will ignore the pile of mail on the side and the dishes that are still in the sink. We won't focus on the unfolded laundry or care that the fridge is starting to sound funny. Because we're home. And at home

there's always  
music  
waiting.

**Streaming music at the touch of a button.**

Now you can have one-touch access to Internet radio and your music library. If you already have a home Wi-Fi® network, you have everything you need to enjoy clear, rich sound from a system you can place almost anywhere in your home.

[Bose.co.uk](http://Bose.co.uk)



**NEW**  
**SoundTouch™ 20**  
Wi-Fi® music system

©2014 Bose Corporation. Wi-Fi is a registered mark of the Wi-Fi Alliance. A home Wi-Fi network and Internet access are required. The wireless note design is a trademark of Bose Corporation.