

# 1. News from Porsche AG

## 60th Anniversary of the Porsche Sports Car

### Made in Germany: The Porsche Success Story

**Porsche celebrates its anniversary. Exactly 60 years ago the cornerstone was laid for the family-operated industrial company, whose rise from modest beginnings to become one of the most important sports car manufacturers in the world no one back then would have ever foreseen.**

On June 8, 1948 a new chapter in automobile history began. For on this day, the first Porsche prototype with the vehicle identification number 356-001 received its official approval and homologation for road service. "It all started when I began looking around and just could not find my dream car. So I decided to build it myself", said Ferry Porsche – and to this day, this genius and pioneering spirit has shaped the philosophy of the company.

However, in the past six decades, Porsche has not only experienced

peaks, but also troughs. Yet thanks to efficient production methods, clear branding and innovative models, such as the 356 and the 911, Boxster and the Cayenne, the once small sports car specialist quickly transformed into one of the most successful and profitable automobile manufacturers in the world.

When Wiedeking took over management in 1992, Porsche had reached the peak of its most serious economic crisis ever. The company was in danger of losing its most valuable asset – its independence. Porsche was suddenly

ripe for takeover. The situation had to be handled immediately. And the shareholder families Porsche and Piëch told the Board that they would lend their support.

Wiedeking and his Board colleagues not only had the Boxster produced, but also brought about the company's turnaround through other economic measures. Under the generic terms "lean management" and "lean production", new organizational and production workflows were introduced and the company's hierarchy and process structures were reorganized from top to bottom. It did not take long for the internal efforts to improve productivity and the newly developed model line to have a positive impact. As early as 1995, Porsche was back in the black and began to assume a leading position

**Ferry Porsche (centre), his father Ferdinand Porsche (right) and Erwin Komenda (left) in 1948 in front of the 356 No. 1 in Gmünd**



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by breaking new revenue, sales and earnings records annually.

Not only the balance sheet, but also the reputation of the Porsche brand reflects the company's exceptional position. For the fifth time in a row, top German managers from all industries selected Porsche AG as the company with the best image in a survey from "manager magazin". The prestigious quality study "Initial Quality Study" of the American research institute J.D. Power ranked Porsche in first place for the second time. And the J.D. Power "Appeal" Study confirmed that the Stuttgart-based sports car manufacturer had, for the third time in a row, been ranked by American customers as the most appealing brand.

Over these 60 years, Porsche has worked very hard to achieve this special image, mainly through its most varied innovations and also, in particular, in the area of environmental protection. Porsche engineers are never satisfied with only meeting current environmental regulations passed by lawmakers. It has always been their goal to exceed them. Porsche vehicles should also set an example when it comes to environmental protection. So, as early as 1966, the first authorized emissions test in Europe was performed using a 911. Not long after, a separate department was established that also tested the emission values from vehicles produced by other manufacturers.

Porsche develops new technologies not just to improve driving features, but also to continuously optimize the cars for environmental sustainability. In the last 15 years, Porsche has succeeded in reducing the fuel consumption in its new cars, and thereby also CO<sub>2</sub> emis-



356 A Coupé, MY. 1956 and a 356 Speedster, MY. 1955 in Stuttgart, press photo 1956 (top). Engine installation in a Porsche 356 B (bottom)



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Former German Chancellor Gerhard Schröder once said: “Porsche is a model for Germany.” By this, he was not only referring the company’s engineering ingenuity which the company stands for, he also meant the “David” principle with which Porsche, as a small automobile manufacturer, has been able to keep up with the “Goliaths” of its industry over the last 60 years. With the quality seal “Made in Germany”, its rejection of subsidies as well as its sense of social responsibility toward its employees and society, Porsche has unflinchingly pursued its own path.

This includes Porsche’s step toward a new future in September 2005: its majority holding in Volkswagen AG. With al-

**Dr. Wendelin Wiedeking, Ferry Porsche and the former Minister of Baden-Württemberg, Erwin Teufel (front left), celebrate the production of the millionth Porsche on 15/07/96**

**Ferry Porsche 1968 with a 911 2.0 Coupé**

sions, by an average of 1.7 percent annually. With regard to engine performance, Porsche currently already ranks among manufacturers with the lowest CO<sub>2</sub> emissions. And by 2012, the fuel consumption in Porsche vehicles is going to be reduced by a further 20 percent – new innovative engine technologies and the hybrid drive for the Cayenne and Panamera will make this possible.



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**Model range 2008 with 911 Turbo Cabriolet, Cayman S, Boxster and Cayenne GTS (top).**

**Wolfgang Porsche, Dr. Wendelin Wiedeking and Holger P. Härter (front left) at the Annual General Meeting of Porsche Automobil Holding SE**



most 31 percent of the voting share capital, Porsche is now the largest shareholder in Volkswagen. During the course of this year, its share will be increased to over 50 percent.

The goal of this path is clear: Under the umbrella of Porsche Automobil Holding SE, not only will growth for Porsche and Volkswagen be ensured thanks to their proven development and production partnership over the decades, but also the independence of both companies. And the Chairman of the Board, Dr. Wendelin Wiedeking promises that in the anniversary year of the Porsche sports car: "Porsche will remain Porsche in the future. Just as Volkswagen will remain Volkswagen. That is the recipe for success."

Porsche Press Release

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### Back to the Future: From the “No. 1” to the Panamera

The first car to bear the Porsche name, the 356 “No.1”, was manufactured 60 years ago. Porsche KG was relocated from Stuttgart to Gmünd in Kärnten (Austria) due to the Second World War – and it was there that Ferry Porsche began the production of a two-seater Roadster in July 1947 at a former wood-processing factory. “My father’s dream became reality”, says Dr. Wolfgang Porsche, now Chairman of the Supervisory Board at Porsche Automobil Holding SE. The basis for the first Porsche sports car was the Volkswagen developed by Professor Dr. Ing. h.c. Ferdinand Porsche.



The legendary “No. 1” of 1948

The chassis was completed in February 1948, for which a sleek Roadster body from aluminium was made. As a test, the Porsche 356 “No.1” took part in the Innsbruck City Race on the 1st July 1948 and catapulted to the top of its class. The small-series production of the 356/2 model commenced in the second half of 1948. As with the prototype “No. 1”, the Porsche 356/2 were also given an aluminium chassis, designed by Erwin Komenda, head of chassis development. The first sports car from Porsche met with glowing praise. Even Ferry Porsche’s father was happy with the result: “I wouldn’t change a single bolt”, he said on his re-

turn from a prisoner of war camp. “It was the pinnacle of my father’s carrier”, said Wolfgang Porsche.

By 1950, 52 samples of the Porsche 356/2 available as Coupé and Cabriolet had been manufactured in Gmünd. But the provisional production plants left no room for further growth. The managers of the company therefore decided to move back to Stuttgart in 1949.

Production was started for Porsche 356 models equipped with steel plate chassis in rented halls in March 1950. Initially, the production goal was set at a modest 100 vehicles per year. But the success spurred Ferry Porsche on to realize his vision of achieving “driving at its most beautiful”: Just ten years after the premiere, over 25,000 sports cars had been produced and the goal was to increase production of this vehicle model to 77,766 by 1965. In a matter of decades, Porsche sports cars had become classics in the automobile sector.

#### The 911 – the new sports car concept

By the mid-1950s, Ferry Porsche was certain: The technical advantage afforded by the Porsche brand could only be maintained by developing a completely new construction. Ever more saloons with even higher performance were closing in on the 356, based on Volkswagen technology. When planning officially commenced in 1957, the key data for the successor of the 356 defined by Ferry Porsche was already set: The air-cooled Boxer rear engine was to be kept, and the power and smoothness of the sports car increased. The road-holding was also to be improved and the vehicle interior



Porsche 356 Coupé from 1950 (top),  
Monte Carlo rally 1953 (bottom)



and luggage compartment enlarged. “The vehicle must be able to carry golf clubs easily”, was the requirement stipulated by Ferry Porsche.

The design was the only point on which the parties involved in the planning could not agree. Following numerous internal and external studies, Ferdinand Alexander, the eldest son of Ferry Porsche, presented a highly promising solution. However, his father decided against the continued development of the four-seater “T7” in favour of the “T8” hatchback Coupé with 2+2 seating. Despite this decision, the 25-year-old Ferdinand Alexander Porsche set the course for the development of the new model, saying: “A good product

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**Ferdinand Alexander Porsche 1963 with the Porsche 901**

must be discreet. Design is not fashion". From 1962, development took place under the project name "Type 901" – with the characteristics applied for the 356, which are still at the heart of Porsche developments to the present day: A sports car must be quick and reliable, while being suitable for everyday use, socially acceptable and retaining value.

The frame and suspension were completely redesigned for the 901. Rack and pinion steering in the front of the vehicle was chosen for the benefit of the luggage compartment, along with space-saving wheel mountings based on the McPherson principle. The engineers replaced the outdated floating axle at the rear with a modern semi-trailing arm axle. A newly designed unit was also chosen for the drive. Under the leadership of Ferdinand Piëch, nephew of Ferry Porsche, an air-cooled 6-cylinder Boxer engine was created with axial fan, dry sump lubrication and two overhead camshafts. The engine was characterized by its diversity and was manufactured in its basic form until 1998.

Porsche presented the road-worthy prototype of the 901 on the 12th September 1963 at the International Automobile Exhibition (IAA) in Frankfurt. The

same prototype was subjected to extensive tests in the following months with glowing results. On 14th September 1964, the first series-production 901 rolled off the production line. In October, the model ready for series production was presented at the Paris Auto Show. Shortly afterwards, however, the sports car manufacturer from Stuttgart was forced to change the name of the model series. As the French manufacturer Peugeot owned the name rights for three-digit numbers with the zero in the middle, the 901 became the 911. Three digits which were to become a household name in the sector and go down in history.

From the very beginning, Porsche succeeded in continuously raising the standard for fascination and driving performance with the 911. The 911 Targa was released in 1965, impressing the market as a "safety cabriolet" with its fixed roll-over bar and removable soft-top. In 1972/73, Porsche produced a real high-performance sports car with the 911 RS Carrera 2.7.

As a reduced-weight homologation vehicle for race sport, it is still regarded today as one of the most coveted models in history. The next milestone in the product history was the 911 Turbo, presented in October 1974 as a new top

### The first 911 Targa, MY. 1967



## 60 Years of Porsche Sports Cars – Chronology

### 1948

The first sports car to bear the Porsche name, the 356 "No. 1" receives on-road approval in June.

### 1950

Porsche KG returns to Stuttgart-Zuffenhausen and begins series production for the Porsche 356 in a rented hall.

### 1951

On 30th January, Professor Dr. Ing. h.c. Ferdinand Porsche passes away in Stuttgart. He is laid to rest in Zell am See, Austria.

### 1953

The race car Porsche 550 Spyder celebrates its debut run at the Paris Auto Show.

### 1956

The 10,000th Porsche 356 is produced in time for the 25th anniversary of the company. The Porsche 550 A Spyder is the overall winner for the first time at the Targa Florio, billed as the racing world championships.

### 1960

In its first racing season, the Porsche 718 RS 60 is the overall winner at Targa Florio and the Sebring 12-hour race.

### 1963

With the Porsche 356 C, Porsche presents the final development stage of the sports car which was legendary even in the early days.

### 1964

The Porsche 911 presented in the previous year under the name "901" enters series production. The Porsche 904 Carrera GTS takes the market by

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storm with its unique design and outstanding driving performance. Like the 911, the model was also designed by Ferdinand Alexander Porsche.

#### 1965

The Porsche 911 Targa is presented as the “safety Cabriolet” and has been in series production since 1966.

#### 1967

Following the success of the Porsche 906 Carrera 6 in the previous year, the team at the Zuffenhausen factory scores a hat-trick with the Porsche 910 at the Targa Florio. Porsche achieves its first overall win in the legendary 1,000 kilometre race at the Nürburgring track

#### 1968

Porsche achieves its first overall win in the Daytona 24-hour race with the 907-8, building on the major successes of the previous year in the 1,000 kilometre race at the Nürburgring and Targa Florio. In rally sport, Porsche secures its first overall win with the 911 T at the Monte Carlo Rally.

#### 1969

The mid-engine sports car VW-Porsche 914 is presented at the IAA in Frankfurt. In addition to the Monte Carlo Rally and the Targa Florio, Porsche wins the brand world championships for the first time with the 908/02 and the new 917.

#### 1970

With nine out of ten possible victories, Porsche secures pole position in the brand world championships once again. Hans Herrmann and Dick Attwood celebrate the first overall victory in the Porsche 917 at the Le Mans 24-hour race.



**911 Carrera RS 2.7 Coupé, MY. 1973 (top), Walter Röhrl, 1986 in the Porsche 959 (right), 911 Turbo 3.0 Coupé, MY. 1975 (bottom)**

model. As the first series-production sports car in the world with boost-pressure controlled turbo drive gear, the 911 Turbo was the fastest series-production car of its time. The 911 “G-Series” models with safety bumpers were in production since 1973 and dominated the appearance of the series through to the end of the 1980’s.

The 959 holds a unique status in the evolutionary history of the 911. With this model, Porsche showed competitors what was possible in the automobile industry in the 1980’s: Driven by a 450 hp Boxer engine with water-cooled cylinder heads and biturbo sequential



turbo charging, the high-performance sports car made exceeding the 300 km/h limit look like child’s play.

The electrically controlled suspension, programme-controlled four-wheel-drive and aerodynamic optimized chassis, paved the path for future Porsche sports car generations. The “King of Porsche models”, first presented as a “Group B” study in 1983, was produced a total of 292 times between 1986 and 1988 and went down in automotive history as the perfect sports car.



### The 911 is still going strong – the ideas keep on coming

No car sets standards in technology like the 911. “There’s always room for improvement” is the motto of the Porsche engineers, who have developed and improved a wide range of sports cars of this model over 45

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years. And customers really appreciate this approach and remain true to the “911” family through all stages of evolution.

Although the end of production for the “G Series” 911 Carrera and 911 Turbo model in July 1989 marked the end of an era, the new generation of the successful model was already waiting in the wings. For the 25th anniversary of the 911 in November 1988, Porsche presented the four-wheel-drive Carrera 4. Highlights of the sports car known as the 964 included the 3.6 litre engine, optimized aerodynamic chassis with plastic front and rear trim and automatically extracting spoiler. During the course of the model year 1990, the 911 Carrera 4 (964 model) and the 911 Carrera 2 (964 model) was available as Coupé, Targa and Cabriolet.

Porsche presented the third generation of the impressively equipped 911 series in 1990 with the 911 Turbo (964 model), complete with traditional broad chassis and large rear spoiler.

The history of the 911 models is made up of a long succession of innovations. The 911 Carrera 993 model celebrated its world premiere in 1993 at the IAA in Frankfurt, sporting the new aluminium suspension, harmonious design and 3.6 litre Boxer engine with a range of new features. The world premiere of the 911 Carrera Cabriolet (993 model) took place in 1994 at the Motor Show in Detroit. The automatic transmission system Tiptronic S with two rocker switches on the steering wheel of the 911 Carrera provided a new Porsche drive feeling from 1995 onwards. A further generation of the 911 Turbo (993 model) was presented in Geneva in March 1995.

A highlight of the four-wheel drive super sports car is the biturbo engine equipped with exhaust control system OBD II. In its time, the series-production automobile drive produced the lowest emission levels in the world. New features include the hollow-spoke alu-

### 911 Carrera 4S 3.6 Coupé, MY 1996



## 60 Years of Porsche Sports Cars – Chronology

### 1971

The first departments move into the new development centre in Weissach. In motor sport, Porsche once again dominates the Le Mans 24-hour race and emerges victorious in the brand world championships.

### 1972

With Ferry Porsche as Chairman of the Supervisory Board, Porsche KG converts to a PLC. The Porsche 911 Carrera RS 2.7 is launched as a sporty top model.

### 1973

“Dr. Ing h.c. F. Porsche AG” is entered officially in the company register. The 911 “G Series” model with safety bumpers is presented. The Porsche 917/30 once again reigns supreme in the Canadian/American CanAm race series, following in the footsteps of its predecessor 917/10, which won the title in the previous year.

### 1974

With the 911 Turbo, Porsche presents the first series sports car in the world with exhaust-gas turbocharger and boost pressure control at the Paris Auto Show.

### 1975

Porsche produces the 924 – the first front-engine sports car in transaxle design. Porsche is the first automobile manufacturer to use hot-dip galvanized sheet metal on the chassis.

### 1976

The Porsche race cars 935 and 936 are joint world champions in the brand and sports car assessment.

### 1977

As the successor of the 911, the Porsche 928 enters new terrain with regard to technology and design. In ad-

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dition to the victory in the brand world championships, Porsche wins the Le Mans 24-hour race once again.

#### 1981

The Porsche 944 with 163 hp four-cylinder engine is added to the transaxle model range. Porsche celebrates its 50th anniversary with the overall victory of the Porsche 936/81 in Le Mans.

#### 1982

With the 911 SC Cabriolet, Porsche presents an open-top version of the classic sports car. Porsche wins a grand total of five team, manufacturer and driver world championships between 1982 and 1989 with the 956/962 models.

#### 1984

The TAG turbo engine triumphs in the McLaren Formula-1 race car MP4/2. With a total of 25 Grand Prix victories and three world championship titles (Niki Lauda and Alain Prost), the Porsche engine is the leading drive gear in Formula 1 racing between 1984 and 1986. In addition to the brand world championships, Porsche celebrates a victory for the first time at the Paris-Dakar Rally with the 911 Carrera 4x4.

#### 1985

The high-performance sports car and technological pioneer Porsche 959 is presented at the IAA. From the biturbo Boxer engine with water-cooled, four-valve cylinder heads, through to the electronically controlled suspension and four-wheel-drive system or the aerodynamic optimized chassis, the Porsche 959 sets standards in the field of automobile construction.



Porsche 911 Carrera 4 Coupé (1996)

minium wheel rims used for the first time in series vehicle production. The 911 Carrera RS (1993 model) offers a pure sport feeling and outstanding performance weight with 300 hp and 1,270 Kilogram. These features are only topped by the Porsche 911 GT2 (1993 model) with 430 hp biturbo engine. After production was ceased for the four-cylinder series 968 and eight-cylinder series 928 at the end of model year 1995, Porsche presented the 911 Carrera 4S (1993 model) and 911 Targa (1993 model) in September 1995 as interesting alternatives in the classic sports car sector. The “Targa” comes with the innovative electric sunroof which retracts behind the rear windscreen.

One year after the successful launch of the Porsche Boxster, the new 911 Carrera (1996 model) “Evolution 911” was presented at the IAA in September 1997. The sport car is driven for the first time by a water-cooled four-valve/six-cylinder Boxer engine. The design is an innovative interpretation of

the classic line of the 911 and is characterized by a low cd value of 0.30. In Autumn, Porsche presented the 911 Carrera 4 (1996 model) with permanent four-wheel drive in Paris as a further dimension of the product campaign. In addition to the choice between Coupé and Cabriolet, enthusiasts can now also choose between the manual 6-speed gearbox and the five-speed Tiptronic S.

In early summer 1998, Porsche presented the 911 Cabriolet (1996 model) at the Geneva Auto Show – the first automobile in the world with side airbags suitable for Cabriolets.

The 911 GT3 (1996 model) wowed the audience at the Geneva Auto Show as the successor of the 911 Carrera RS (1993 model). The GT3 is a sporty niche model with dry-sump lubrication and separate oil tank and is also available as a Club sport model for use on the race track. The 911 Turbo (1996 model), presented in 1999 at the IAA in Frankfurt, was the first model in the Porsche Turbo generation also avail-

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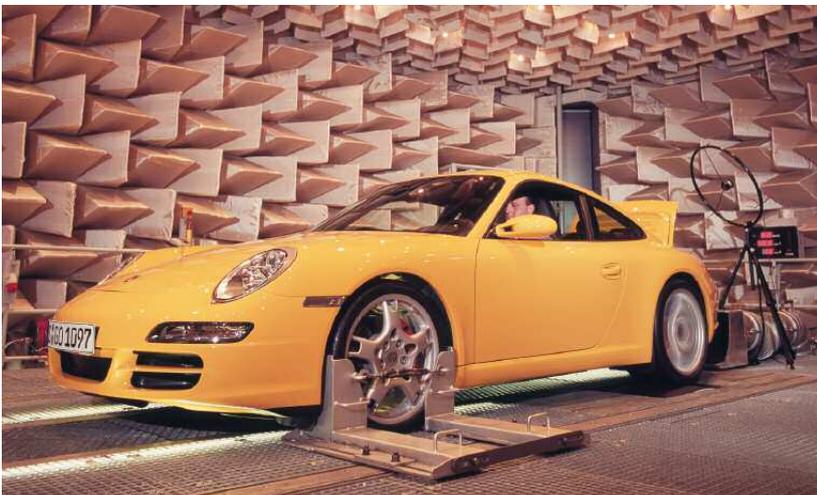
able with 5-gear Tiptronic S. Parallel to this model, Porsche presented the Porsche Ceramic Composite Brake "PCCB" as the first of its kind in the world. At the start of 2001, the company added a new top model to the range with the 911 GT2 (1996 model). With an impressive 462 hp and 620 Newton meters, the 911 GT2 became the most powerful series production sports car manufactured by Porsche to date.

The new 3.6 litre engine of the optimized 911 Carrera (1996 model) has been available since September 2001, impressing the market with its variable valve stroke and 320 hp performance. The range was also expanded to include the four-wheel drive 911 Carrera 4S and the 911 Targa. A new model range of the 911 GT3 was available to purchase from dealers as of March. The engine performance of the extreme sport model with the dominant rear wing was increased to 381 hp through increased speed. In late sum-

mer 2003, a Porsche 911 Turbo was launched as a Cabriolet for the first time since 1987. The Porsche 911 GT3 RS with on-road approval was also available as a base for motor sport events. The 911 Carrera 4S Cabriolet was launched in October 2003 as a further exclusive model for open-top driving. Porsche extended the product range in the upper market segment in 2004 to include the 911 Turbo S Coupé and 911 Turbo S Cabriolet. The new "S" model was characterized by the increased performance potential of the engine and the standard ceramic brake system PCCB.

The latest Porsche 911 Carrera generation was launched in July 2004. The model series known at Porsche as the "997 model" was initially available as 911 Carrera and 911 Carrera S. The Cabriolet model launched the second stage of the model campaign for the now 6th 911 generation at the Detroit Motor Show 2005. Both the Coupé and the 911 Cabriolet are available as Car-

**Porsche 911 Carrera S (1997) on the acoustics test stand**



### 60 Years of Porsche Sports Cars – Chronology

#### 1986

The Porsche 944 Turbo Cup is launched as an environmentally-friendly race series. Following the victory of the Porsche 959 at the Pharaoh Rally in the previous year, the success continues in 1986 at the Paris–Dakar Rally.

#### 1988

In the 25th anniversary year of the 911, Porsche presents the newly developed 911 Carrera 4 (1964 model) with four-wheel-drive.

#### 1989

The Porsche 911 Carrera is available with the innovative automatic transmission "Tiptronic". At the race in Mid Ohio, the Italian driver Teo Fabi secures the first CART victory for Porsche in the Porsche Quaker State with March chassis.

#### 1990

Ferry Porsche is named Honorary Chairman of the Supervisory Board. Ferdinand Alexander Porsche follows in the footsteps of his father and becomes the Chairman of the Supervisory Board at Dr. Ing. h.c. F. Porsche AG.

#### 1991

Porsche is the first automobile manufacturer in Germany to equip all models with a driver and passenger airbag as standard. As the successor of the Porsche 944, the Porsche 968 is available as Coupé and Cabriolet since late summer 1991.

#### 1992

Dr. Wendelin Wiedeking is speaker of the Porsche Board of Directors. Based on the concepts "Lean Production" and "Lean Management", new organization and production procedures are introduced and fundamental changes made to the hierarchy and process levels.

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#### 1993

At the MotorShow in Detroit, Porsche presents the study for an open Roadster with Boxer mid-engine: the Boxster. Porsche presents the completely revised 911 Carrera (993 model) at the IAA. Dr. Wiedeking is named Chairman of the Board of Porsche AG.

#### 1995

With the exhaust control system OBD II, the 911 Turbo becomes the series vehicle with the lowest emission levels in the world. In addition to the 911 Carrera 4S, the model range is expanded to include the 911 Targa with electronic sunroof. Short-run production of the Porsche 911 GT2.

#### 1996

The 1,000,000th Porsche is produced as a 911 Carrera police car. After a development period of just three and a half years, production is started for the mid-engine Roadster Boxster.

#### 1997

Under the motto “Evolution 911”, Porsche presents a new generation of the 911 Carrera (996 model). The 911 series is driven by a water-cooled four-valve/six-cylinder Boxer engine.

#### 1998

Porsche celebrates a double victory in Le Mans with the 911 GT1 and can look back on a grand total of 16 overall victories.

#### 1999

Porsche expands the 911 to include the sporty GT3 model. The Boxster S is launched on the market as a high-performance version of the mid-engine Roadster. The Porsche Ceramic Composite Brake (PCCB) is presented as a world innovation.



Porsche 911 Turbo (997)

arrera and Carrera S. The 911 Carrera 4 and Carrera 4S have been part of the model range since Autumn 2005. Porsche presented the latest 911 Turbo (997 model) at the Geneva Auto Show 2006. The latest top model of the 911 series is the first series vehicle with petrol engine to be equipped with a turbocharger with variable turbine geometry (VTG). The new 911 GT3 was also presented to the public in Geneva parallel to the 911 Turbo.

The 3.6 litre aspirating engine can reach a performance of 415 hp, which corresponds to a specific litre performance of 115.3 hp. With these statistics, the GT3 set a new standard for series sports cars in its cubic capacity class with aspirating engine and on-road approval. The 911 GT3 RS has been available on the market since October 2006. The GT3 model with reduced

weight of 1,375 kilograms served as a base and homologation model for use in numerous race car series. Porsche presented two further 911 series models in November 2006 with the 911 Targa 4 and the 911 Targa 4S. The most significant features of the two four-wheel drive sports cars are the large glass roof and the rear windscreen which can be opened as desired.

Porsche launched the new 911 Turbo Cabriolet in September 2007. The outstanding 911 open-top model continued the 20-year tradition of the 911 Turbo with classic soft top. The 911 GT2 is the fastest, high-performance Porsche 911 model with on-road approval and has been available on the market since November 2007. The 3.6 litre Boxer engine with biturbo charger offers 530 hp (390 kW) at 6,500 rpm.

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VW-Porsche 914-6, MY 1970

### A VW-Porsche with mid-engine

Porsche and Volkswagen – a chapter in itself. Professor Ferdinand Porsche invented the VW Beetle and his son Ferry went on to continue the development work for Volkswagen for several decades. The most significant fruit of this partnership was manufactured at the end of the 1960s – the VW-Porsche 914. Ferry Porsche aimed to create a sports car in a lower class than the 911 to appeal to younger buyers. Porsche therefore developed a two-seater mid-engine car incorporating as many parts as possible from Volkswagen series production and a four and six cylinder engine available from April 1969 from “VW-Porsche-Vertriebsgesellschaft mbH”. The engineers in Stuttgart faced a particularly difficult challenge when designing the new model. The 914 had to be compatible with the Volkswagen sales programme and recognizable as a Porsche – without competing with the established 911. For this reason, the 914 with its clear and simple lines was met with some scepticism. The position of the mid-engine was selected for technical reasons. It enabled optimal use of the limited space in the vehicle, while ensuring the best possible weight distribution with a low centre of gravity.

A further advantage was afforded by the “crumple” zones at the front and

rear of the vehicle. In conjunction with the integrated roll-over bar, these zones became a convincing sales pitch for the model. At a starting price of under 12,000 Deutsche Mark, the VW-Porsche 914 became a bestseller and was the best selling German sports car at the start of the 1970s. By the end of production in 1976, a total of 128,982 VW-Porsche 914 had been manufactured.

### The transaxle era – the 928 as “Car of the Year”

The Porsche 928 became the first sports car to be awarded the title of “Car of the Year” in 1978. And the creation of this vehicle is a story in itself. Porsche was commissioned by Volkswagen to build a successor to the VW-Porsche 914. The aim was to design a new sports car with significantly lower manufacturing, maintenance and replacement part costs than the Porsche 911 by using standard Volkswagen products and parts. After the initial drafts, the decision was made in favour of the construction recommended by Porsche, with a water-cooled four-cylinder front engine and transaxle drive on the rear axle. The development project “EA 425” was already in the preparation stage for series production when Volkswagen AG terminated the project in

Porsche 924, MY. 1983



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#### 2000

Porsche presents a study of a high-performance car for the road at the Paris Auto Show with the Carrera GT. The ground-breaking ceremony is held for a new Porsche factory in Leipzig.

#### 2001

The 911 GT 2 takes its place at the top of the Porsche sales programme. The refined Porsche 911 Carrera receives a 3.6 litre engine with variable valve stroke. The 911 Carrera 4S and 911 Targa are available as new models.

#### 2002

The sporty, off-road Cayenne utility vehicle is presented as the third Porsche series. The opening of the Leipzig factory is celebrated and production of the Cayenne begun. The revised Porsche Boxster offers increased power, along with reduced consumption and exhaust values due to VarioCam technology.

#### 2003

Series production of the Porsche Carrera GT begins in Leipzig. By 2006, 1,270 models of the super sports car capable of speeds up to 330 km/h were made. In addition to the new Porsche GT3 and GT3 RS, the sales programme was expanded still further to include the 911 Turbo Cabriolet and 911 Carrera 4S Cabriolet.

#### 2004

The sixth generation (997 model) of the legendary sports car series is launched as the 911 Carrera and 911 Carrera S. The second generation of the Boxster is also presented.

#### 2005

The 911 Carrera Cabriolet and the 911 Carrera S Cabriolet are introduced as

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additional models. The Porsche Cayman S with six-cylinder Boxer mid-engine is presented at the IAA. The model range is expanded to include the 911 Carrera 4 and the 911 Carrera 4S as Coupé and Cabriolet. In September, Porsche announces the purchase of shares in Volkswagen AG. With the acquisition of over 20 percent of the voting capital, Porsche becomes the largest individual shareholder in the Wolfsburg-based automobile company.

**2006**

In addition to the new 911 GT3, the 521 hp Porsche Cayenne Turbo S sets a new record in the field of performance. The new 911 Turbo with biturbo Boxer engine and variable turbine geometry (VTG) is presented at the Geneva Auto Show. A 245 hp Cayman basic model is added to the Boxster series. Further new additional include the 911 GT3 RS, the 911 Targa 4 and the 911 Targa 4S. The new models Cayenne, Cayenne S and Cayenne Turbo are offer reduced consumption and more powerful engines with Direct Fuel Injection. The sports prototype Porsche RS Spyder wins a championship in class LMP2 in the American Le Mans Series.

**2007**

Porsche presents the 911 Turbo Cabriolet as an open-top model in the 911 series. The 911 GT2 is launched as the quickest, most powerful Porsche 911 with on-road approval. The Cayenne GTS highlights the exceptional position occupied by the successful series in the sporty off-road vehicle segment.

1975 due to model politics. But Porsche was so confident in the quality of its own development that the Stuttgart company purchased the series-ready construction and launched the sports car in 1976 as the Porsche 924.

By using a wide range of components from Volkswagen, the 924, assembled at Audi in Neckarsulm, could be offered for a basic price of 23,240 Deutsche Mark. Due to the high level of demand all over the world, production rose to 80 vehicles per day. By July 1976, the beginner model represented 48% of the vehicle turnover at the end of the business year. When production of the 924 S was terminated in 1988, a total of 150,684 vehicles had been produced in this model. The design of the 924 with its transaxle construction and water-cooled four-cylinder front engine was continued in the successor models 944 and 968 until 1995. A total of 325,231 vehicles were produced in these four-cylinder series.

In 1977, these models were used as a base to create the luxury travel sports car 928. In addition to a V8 alloy en-



**Porsche 928, MY. 1980**

gine, aluminium suspension and course-correcting “Weissach rear axle”, the Porsche 928 also entered uncharted territory with regard to chassis design. And the innovations paid off. Experts praised the car and awarded prizes. Demand among customers was high. The 928 was produced a total of 61,056 times in its various forms by 1995.

### Boxster and Cayman set new standards

Even the experts at Porsche were surprised – the demand for the two-seater Boxster was so high that 10,000 orders had already been placed before

### Porsche 968 CS, MY. 1993



## 60th Anniversary of the Porsche Sports Car



**Study for the Boxster, exhibited in 1993 in Detroit and Geneva**

the start of sales. Porsche set new standards in safety and performance with this vehicle in the Roadster market segment in 1996. The open-top mid-engine sports car with a design reminiscent of the legendary sports car model 550 Spyder was welcomed with open arms by the media, dealers, importers and customer from the offset. The Boxster combines the dynamic driving qualities of a sports car with complete suitability for everyday use. The electronic kinematics enables rapid opening and closing of the soft-top roof in just 12 seconds. The update of the Boxster model series 986 saw an increased cubic capacity of 2.7 litres in the base model and the 252 hp Boxster S powered by a 3.2 litre unit. A second generation of the Boxster was presented at the Paris Auto Show 2004 with the new Boxster and the Boxster S (987 models). The Boxster series was expanded in 2005 to include the Porsche Cayman S and the Cayman in 2006 – a sporty mid-engine Coupé priced between the Boxster model and the 911 serie.

### **The Porsche Carrera GT – a high-performance sports car**

For readers of the German automotive magazine "auto motor und sport", the model was the clear winner of the "Sports Car of the Year" title. The readers voted the Carrera GT, which celebrated its world premiere in Geneva on 3rd March, 2003, as No. 1 in its category in a survey of "best cars" carried out in 2004. The high-performance sports car comes with a carbon-fibre chassis and ten-cylinder aspirating engine based on pure race sport technology. The driving performance was as extraordinary as the design. The Car-

### **Carrera GT in front of the factory in Leipzig**



### **60 Years of Porsche Sports Cars – Chronology**

The Porsche AG Supervisory Board nominates Dr. Wolfgang Porsche as the new Chairman. Porsche Automobil Holding SE, Stuttgart, is entered in the Company register at Stuttgart county court in November.

The conversion to a Societas Europaea (SE) is followed by the transfer of the operative business to a 100 percent subsidiary with the name Dr. Ing. h.c. F. Porsche AG.

In the constituent meeting in July 2007, the Porsche SE Supervisory Board names Dr. Wendelin Wiedeking Chairman of the Board and appoints Financial Director Holger P. Härter as Vice Chairman of the Board.

### **2008**

The constituent meeting of the Porsche Automobil Holding SE Works Council takes place in January. Uwe Hück, General Chairman of the Works Council for Dr. Ing. h.c. F. Porsche AG, is appointed Chairman in March, the Supervisory Board of Porsche Automobil Holding SE authorizes that the shares in Volkswagen AG be increased to over 50 percent.

Press release Porsche AG

## 60th Anniversary of the Porsche Sports Car

Carrera GT can accelerate from nought to 200 km/h in just 9.9 seconds and has a top speed of 330 km/h.

The limited edition high-performance sports car was manufactured in the Porsche factory in Leipzig. The 612 hp V10 aspirating engine came from the engine factory in Zuffenhausen. When production was terminated in 2006, a total of 1,270 Carrera GTs had been produced. The model was launched on 28th September 2000 at the Paris Auto Show as a close-to-production study.



Porsche Cayman S as Porsche Design Edition 1

### The Porsche Cayenne – conquering new terrain

Guests at the official opening celebration of “Porsche Leipzig GmbH” met with a surprise. Former German Chancellor Gerhard Schröder tightened the last bolt and Chairman of the Board Dr. Wendelin Wiedeking presented the sporty off-road Cayenne on 20th August 2002 in Leipzig – even before the world premiere at the Paris Auto Show. Porsche entered uncharted territory

with the off-road Cayenne and the approach paid off. The Cayenne proved its sporty qualities yet again in 2007. At the Transsyberia Rally three Porsche Cayenne S Transsyberia came in pole position on 7,100 kilometres of one of the hardest off-road marathons in the world. Seven Porsche Cayenne S came in among the top ten.

The model series created in cooperation with Volkswagen from the eight-cylinder Cayenne S and Cayenne Turbo was launched in 2002 and a six-cylinder model added in 2003. 2006 saw the launch of the 521 hp Cayenne Turbo S. Porsche AG presented the second generation four years later in December 2006. The new models Cayenne, Cayenne S and Cayenne Turbo are equipped with low-consumption, high-performance engines with Direct Fuel Injection (DFI). The Porsche Active Suspension Management (PASM) can be upgraded to the new Porsche Dynamic Chassis Control used for the first time

### Porsche Cayenne GTS



### Special model Boxster RS 60 Spyder



## 60th Anniversary of the Porsche Sports Car

in Porsche vehicles. With the GTS, Porsche added a particularly sporty model to the Cayenne family at the end of 2007. The new model was characterized by a special suspension and a 405 hp eight-cylinder aspirating engine with Direct Fuel Injection.

By the end of the decade, Porsche aimed to offer a version of the sporty off-road Cayenne with hybrid engine. In the Cayenne Hybrid, the 6-cylinder spark-ignition engine with Direct Fuel Injection (DFI) is combined with an electrical machine. Porsche introduced a number of additional measures to achieve a consumption of 8.9 litres per 100 kilometres in the New European Driving Cycle (NEDC) by the market launch.

### Panamera – The name of the future

The next milestone for Porsche is scheduled for 2009 with the launch of the four-door Gran Turismo Panamera. In August 2005, the Supervisory Board and Board of Directors at Porsche AG decided to develop and produce this fourth series. Like the Cayenne, the Panamera will be manufactured in the Leipzig factory. Alongside the significant expansion of the production capacities, around 600 new jobs will be created in the Leipzig factory. In the Zuffenhausen and Weissach plants, around 400 jobs will be created by 2009.

The wide, flat chassis of the Panamera give both a dynamic and compact overall impression. The generous space in the vehicle also offers a completely new feeling of space. The two comfortably positioned sporty seats in the front of the vehicle offer adult passengers a unique freedom in the head area, pro-



The latest 911 Carrera and Carrera S models

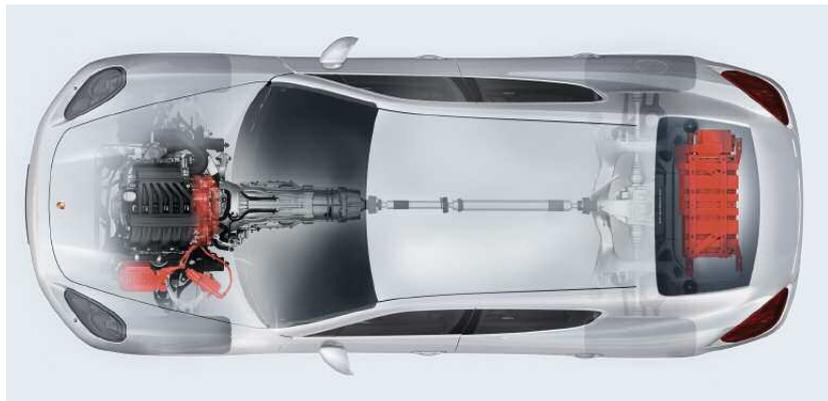
viding a comfortable and relaxed driving feel with the option of high speeds if desired. The elegant, modern cockpit in high-quality material is designed to offer the driver the sporty, distinctive driving dynamics characteristic of Porsche.

The new Gran Turismo Panamera will celebrate its world premiere in 2009 and will be launched initially with the

tried-and-tested drive concepts. A hybrid version may follow in the future depending on the market situation.

Press release Porsche AG

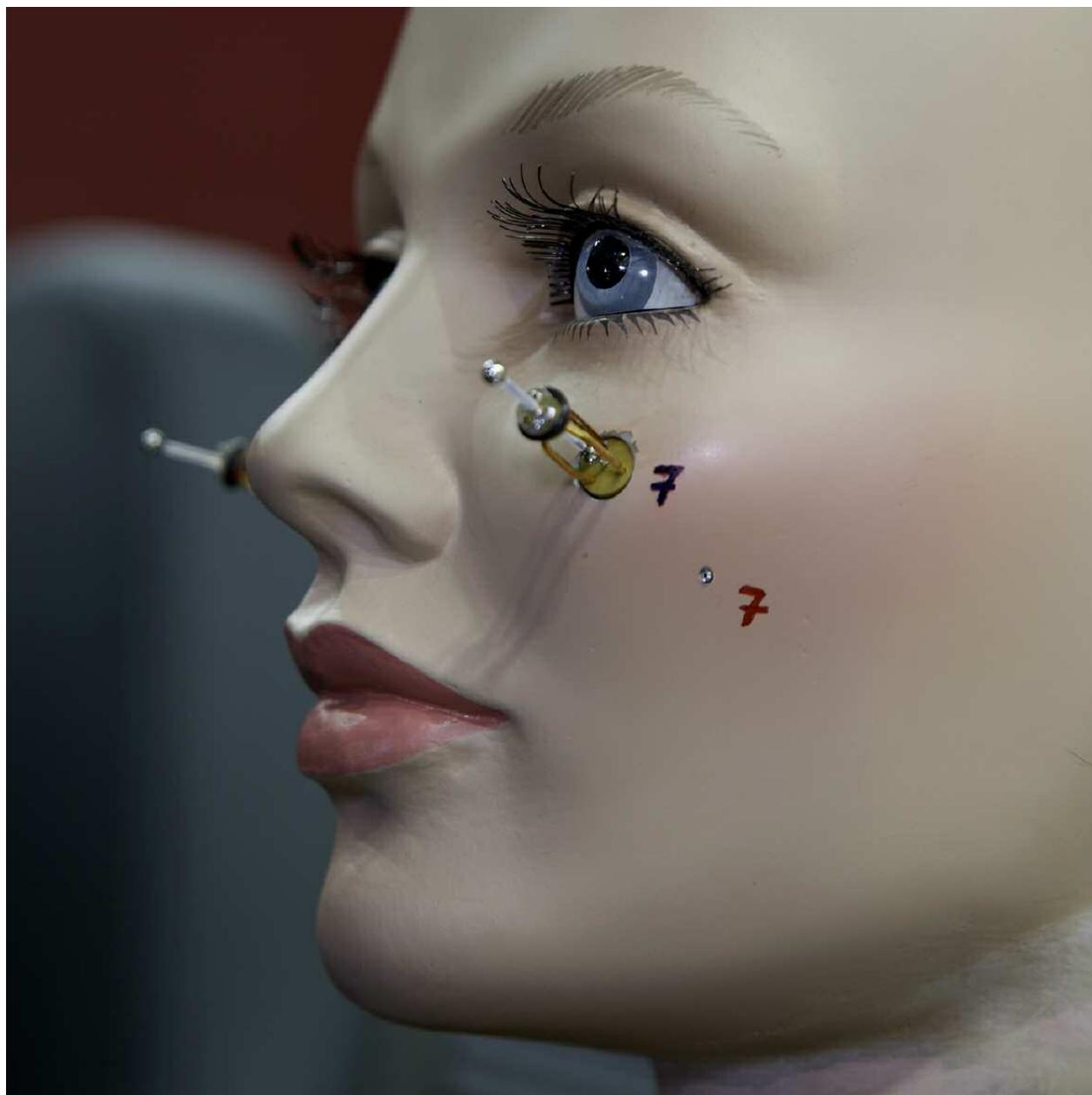
### Porsche Panamera with hybrid engine



Weissach

## **Bride of the Wind: Test Dummy Susi Loves to Feel the Wind on Her Face**

The aerodynamic wind-tunnel experts have a new colleague. Her mission: to take her chances against the wind in a Cabriolet.





**Please take a seat. Susi is carried to her workplace in the wind tunnel in Weissach**

Storm alert once again in the wind tunnel at the development centre in Weissach. Gusts of wind rush over the Porsche 911 Turbo at 150 km/h. But the new colleague sits in the vehicle and lets the wind flow over her with stoical calmness. Susi can take it. And she also has the sensitive approach necessary to provide the aerodynamic experts with precise data.

“We have fitted Susi with 26 sensors”, says Michael Preiss, Head of Aerodynamic Development at Porsche. Based

on the measurements recorded by these sensors, reproducible figures are collected relating to the level of wind force passengers are subjected to in an open-top Porsche. Eleven of these air-speed measurement points are fitted with two balls, the second of which is heated. The current strength required to retain the temperature can be used as a gauge to determine the air-current force experienced by the Cabriolet driver. The level of turbulence can be measured using the 15 small pressure sensors.

Susi has quite a prickly appearance. And her name stands for the German phrase “System zur Untersuchung von Strömungsphänomenen im Innenraum” (system for assessing turbulence in the vehicle interior).

The idea of creating an artificial yet reliable test person has been in discussion in the Weissach Aerodynamics team for a long time. In the past when people were invited to comparison tests, participants would often deliver different results under the same conditions on

different days. These were not optimal conditions for the engineers in Weis-sach, who needed objective data on which to base their work.

Before Susi could take over her turbulent new job, standard values and limit values for had to be defined for comfortable driving in the Cabriolet. To define these values, numerous test candidates were asked to sit in the vehicle and subjected to the air current in the wind tunnel. They then had to enter their perceptions both with and without windbreak in a list which was then assessed by the experts. "We are sure that we have found the correct formula for comfortable driving in the vehicle", says Preiss.

The windbreak plays an essential role in ensuring the required level of comfort in the Cabriolet. It prevents the air current which breaks away from the roof

frame of the vehicle and forms a "transient wake vortex" from flowing between the seats and the side wall. The larger the windbreak, the lower the turbulence. But the risk of banging noises increases. Larger bearings are required. "It is possible to conduct an objective assessment of the effect a two-centimetre windbreak has", says Preiss.

The results in the 911 Cabriolet prove that the work of the aerodynamics team has paid off. The windbreak only permits minimal turbulence in the open-top Porsche classic compared with competitors. Susi, who would never dream of wearing a hair net, is "living" proof that it works.

Susi is currently only used in the wind tunnel. Contrary to travelling in the open air, where wind can blow from all directions, air currents in the wind tun-

nel are easier to recreate with directed air current. "We have since developed the system to enable us to use Susi on the road – as a passenger at least", says Preiss. A power supply installed in Susi's stomach area works with the vehicle's the on-board 12 volt power supply.

Despite her long, black eyelashes, the doll is not destined for shop windows. Because Susi is no lower torso. "Her legs are left behind in the store room", says Preiss. But at some point, these too will be fitted with sensors. "Then we can measure the effect the air current has on the legs". But that is a project for the future. First of all, the system will be refined so that Susi also delivers reliable results for the Targa or sports cars with a sliding sunroof. Susi is ready to brave the next storm alert.

Carrera Edition 3/2008

**The next test is on its way. In future, Susi will also be used for measurements in the Targa and vehicles with a sliding sunroof**





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**PORSCHE**

## Historical Archive

# Preparations for the Big Move: The History of Porsche is Two Kilometres Long



Order is essential: Dieter Landenberger pulls out all the stops

**Colleagues in the historical archive have to sit on packaged boxes. They are due to move into the new Porsche Museum at the end of the year.**

The history of the company can be measured. During the preparations for the move, the measuring rule has become one of the most essential working utensils. The employees in the historical archive work metre-by-metre through the 2.40 metre high rows of shelves taking measurements with the trusty rule. The data is then entered

meticulously into a list. When the inventory is complete, the general records plan covers eleven DIN-A4 sides. Under the table, the actual figure is an impressive: 1,175 running meters. "We have our own currency", says Dieter Landenberger, Head of the Porsche Historical Archive, and explains that the overall figure has increased to almost 2 kilo-

metres following the reorganization and combination of different parts of the archives and relocated stock.

This is the figure planned and measured for in the move and the subsequent space requirements for the archive quarters in the new museum. The entire furniture from the showcase and 59 steel cupboards right through to the five safe boxes are meticulously planned based on these figures. All parties involved know that the move is no easy task.



**History well in hand: Jens Torner, motor sport specialist and responsible for the picture archive**

The employees in the Porsche Archive only have to look out of the window to feel excitement in the lead up to the move into the new museum. The employees can follow the progress made on their new workplace from the old building in Schützenbühlstraße. The preparations for the move have been underway for almost one-and-a-half years and are now almost complete. Landenberger: "We're ready for the move." The Porsche Archive is not only moving to a new home, but is also being given a new look (see the box on the

right). The move is also being used as a chance to make structural changes. "The archive has grown considerably over the past few years. Material relating to the same topics was stored in different locations due to space problems", says Landenberger. "We now have the chance to combine things together logically."

Around 3,500 boxes will dominate the appearance of the Porsche Archive. The special laminate surface of the boxes will protect their contents from



## "An Innovation in the Sector"

Bright and open – the Historical Archive will have a completely new look after the move. "Our transparency when dealing with history is clear at the very first glance", states Dieter Landenberger. For the Manager of the Historical Archive, one thing is clear: "Our visual archive is the first of its kind in the sector."

The impressive library and large user room can be seen from three sides through glass walls. The new museum will be the centre of expertise for the entire history of the Porsche company. In addition to the exhibition and the Historical Archive, the Porsche Museum Workshop is also located on the ground floor, responsible for the restoration and repair of historical museum and customer vehicles. Here, visitors will be able to get an idea of the wealth of specialization employed by the Porsche brand when dealing with the cultural commodity automobiles.



**Movement is the key to success: Dieter Gross, responsible for moving images and documentation**

light, moisture, dust, mould and acids. But hard manual labour is required to turn this into reality. The pre-scored sheet is folded into a 27 centimetre wide, 38 centimetre deep and eleven centimetre high box. The boxes come in three colours: red for company documentation, products and racing history, blue for press releases, media resource analysis and press reviews and gray for the brochure archive. Each container is carefully labelled. The code is linked to the content in the database and can be accessed at any time. But the appearance must be perfect as well

as the organization. Many of the coloured boxes will be visible to visitors when the museum opens.

The removal company employees, who will be transporting furniture and heavy objects along Schwieberdinger Straße at the end of the year need to get stuck in and pay attention. Detailed plans and numbered boxes tell them exactly where they should be positioned in the new archive building. And there is also room for growth. Many boxes are already being planned in for the material expected to flow in relating to the forth

serie Panamera. And a wealth of information is also stored in numerous folders, as was discovered recently during the inventory carried out for all documents submitted by the former Porsche racing engineer Norbert Singer. This motor sport archive alone contains a total of 1,338 folders. In archive currency, this means: an additional 130 running meters of Porsche knowledge.

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## Facts and Figures on the Historical Archive

Dieter Landenberger is fond of telling a particular joke about a British gardener who, when asked to share his secret of how he makes his grass so beautiful answers, "mowing and watering over 200 years." The same approach can also be applied to a successful company archive, says the Manager of the Porsche Historical Archive. The archive is a service provider, preparing and making history accessible. Historical topics relating to the brand are also actively communicated in books and press releases as a part of our public relations work.

The Historical Archive is made up of three major areas: product history (series and race cars, studies, in-house

and outsourced development), company history (information and documents relating to Porsche AG, subsidiary companies, shareholding companies) and the media archive (pictures, films, sound recordings). An ever-growing amount of the content is saved in digital form on man-high server.

With over 2.5 million photos, Porsche boasts one of the largest picture archives in the automobile sector. The numerous cupboards are also home to around 1,000 hours of film material. The list containing the most important content of the archives makes impressive reading. Over 8,000 press releases, every calendar made since

1954, practically every poster, countless reels of film from eight millimetres right through to HDTV, over 2,000 DVDs, image material and brochures, advertising brochures, material on the early history of Porsche with correspondence from Ferdinand Porsche, a wealth of model cars, extensive advertisement material and technical documentation. The data sheets for all 356 models alone (around 78,000 vehicles) fill five cupboards. The fountain of knowledge is rounded off by a library containing over 3,000 automobile books

In addition to the internal Porsche specialist departments, the Historical Archive is available to journalists and scientists, as well as Porsche customers by appointment. All users of the Historical Archive are helped in their search for the answer to their specific question (several thousand enquires are received each year) by Porsche Archive employees. And this will not change after the move.

Manager of the Historical Archive, Dieter Landenberger, is available to answer any enquiries. He can be reached by phone on +49 711 911 25985. Other members of the Historical Archive team in Zuffenhausen include Yvonne Knotek (reception, brochures, posters), Jens Torner (picture archive, motor sport archive) and Dieter Gross (film archive, documentation, company history).

Carrera 3/2008