

News

It's showtime: The new Porsche Center in the Paris suburb of Vélizy has a two-story showroom



International Market Launch

Setting the Stage for the New Panamera

You'll find this gem in Paris—with a two-story showroom, 107,000 square feet of floor space, and France's largest Porsche service workshop. The Porsche Distribution Group, a wholly owned subsidiary of the company, has invested €15 million in its Vélizy branch.

Porsche has greatly increased its profile in other European locations as well. For the launch of the new Gran Turismo, ten new Porsche dealerships have been opened in addition to the facility in Paris: in Amsterdam and Groningen (the Netherlands); in Lau-

sanne and Saint Gall (Switzerland); in Glasgow (Scotland); Pesaro (Italy); Almería (Spain); Braga (Portugal); Katowice (Poland); and Mainz (Germany). At the same time, the dealership network has also been expanded on other continents. New Porsche Centers have been opened in Montreal (Canada), Neihu (Taipei, Taiwan), and Bogotá (Colombia). "Our goal is to create sufficient showroom space to accommodate further models like the Panamera," says Klaus Berning, head of Sales and Marketing, of the new Porsche offensive.

A Gift for the Porsche Museum

In honor of the 100th anniversary of the birth of Ferry Porsche, Ernst Piëch, brother of Ferdinand Piëch, chairman of VW's supervisory board, has bequeathed a mechanical drawing of the Cisitalia to the Porsche Museum. This gift is a drawing based on the original engineering plans for the Italian racing car, and was prepared by the renowned graphic artist Wolfgang Franke. The Cisitalia was part of a development order received in 1946 by Ferry Porsche's design office in Gmünd.



From left to right: Graphic artist Wolfgang Franke presents a drawing of the Cisitalia to Christian Dau, head of the press and public relations department, and Dr. Heinz Rabe, former head of labor relations and an expert in Porsche history

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