

Editorial

59th year, December 2010/January 2011

THE NEW CEO LIVES AND BREATHES THE SPIRIT OF PORSCHE

It is the dawn of a new era: the outgoing chairman of the board, Michael Macht, presented his successor at Porsche, Matthias Müller, with a steering wheel at the Paris Motor Show, symbolically showing a change of hands at the sports-car manufacturer. The fact that it was the steering wheel of a 911 GT3 indicates the speed and dynamism that can yet be expected from the brand.

Matthias Müller is no newcomer to Porsche. He has already internalized the sports-car manufacturer's spirit during the company's long-standing cooperation with VW. He is a man of vision when it comes to the product and the company, but still has both feet on the ground. He has already been able to sample the more enjoyable side of his new job: Müller accepted the Golden Steering Wheel, one of Europe's most important car

awards, for the new Cayenne model series. In the United States, where sales increased by 141 percent when compared with the previous year, the Cayenne was voted Motor Trend's 2011 Sport/Utility of the Year.

Porsche's spring of 2011 promises to be an exciting one. The new sports-car models, with their environmentally friendly, fuel-efficient six-cylinder boxer engines, are the perfect embodiment of the power, purism, and optimism of the Porsche product lineup. They are thus an attractive addition to the 911 series, and *Christophorus* has risen to the occasion in this stunning edition with a colorful and informative fold-out—an overview of a harmonious family. You can order the overview in large poster format from our editorial department. Or the 911 itself from your Porsche Center.



Karen Schulze
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