
FRANKFURT TOKYO DETROIT GENEVA SHANGHAI

Motor Show Metropolises

*Five cities that could not be more different.
And yet they have one thing in common: they are famous for their
automobile trade fairs. The following five portraits focus on
the essence of each city—what makes it unique, what life is like there,
what visitors should make sure not to miss. And another aspect: each of these
five cities has its own special relationship to Porsche.*

Frankfurt – the Underestimated

*There's a lot to discover
in the world's smallest metropolis.*

Frankfurt looms large—when one thinks about the airport, the banks, or the motor show. As your plane descends for the landing, however, you can see how small the city actually is, for it takes only minutes to traverse it in the air. But there is a lot going on in that small space. Nowhere else does a major world city lie so closely together with villages. With a view of the skyline, farmers harvest herbs for the famous *grüne Soße*—a favorite local *salsa verde*-type specialty served with potatoes and hard-boiled eggs. Meanwhile, nearby in the historic Gerbermühle restaurant on the Main River, bankers meet for business lunches.

First-time visitors are well advised to head straight for the Main. It gives you an overview which then invites you to plunge into the city to seek out specific sites. Such as the Sachsenhausen district, with its many museums on the bank of the river, and above all the Städel Museum with what may be the world's most striking underground display space. Or the historic heart of the city with the Römerberg square and cathedral on the other side of the river. Or the Bahnhofsviertel (train station district), once grubby but now trendy, albeit still wild and authentic. In the east, the tower of the EZB (European Central Bank)—one of the city's landmarks—reaches high into the air.

With all of this human activity, the boundaries seem to blur. Before you know it, you've left the city and arrived at the Rheingau wine region or the Taunus mountains, fashionable Wiesbaden, or the unspoiled city of Mainz. Each can be reached within half an hour from the center of the region, Frankfurt's Hauptwache, a baroque former guardhouse on a square of that name. It's visible to everyone who takes off from the airport, usually too soon to have discovered the real essence of the city. ●



Michael Groß (49), born in Frankfurt, is an Olympic swimmer who traveled the world for his sport but then returned to his home region, where he now works in organizational change management.





What to see ...

The Tigerpalast, a theater with world-class variety shows, located in a former bathhouse. The MMK Frankfurt, the city's museum of modern art, has a superb pop-art collection. The Kleinmarkthalle, an indoor market hall, is a feast for both the eyes and the palate. The Fressgass pedestrian zone with its bars, cafés, and culinary offerings is a good people-watching place. And the Palmengarten botanical garden gives you a taste of the tropics in the middle of Europe.



Where to eat ...

Goldman for superb traditional fare. Next Level for an unsurpassed dining experience. Seven Swans is like eating at home, only better. Walon & Rosetti is hip and cool. Zum Rad (in Seckbach) has the best smoked ribs and wines.



What to leave out ...

A boat tour on the Main and a bus tour of the city. You can explore the city better on foot or by street car. Also avoid *Handkäs mit Musik*, a local cheese that stinks to high heaven.



At the motor show ...

Frankfurt's International Motor Show (IAA) is the world's largest automobile trade show. Held for the first time in Berlin in 1897, it has taken place at the Frankfurt fairgrounds on a biannual basis since 1951. At this year's fair (September 12–22), which will be the 65th, Porsche will once again feature world premieres. www.iaa.de



... and Porsche?

Less well-known than the internationally awaited and spectacular innovations at the trade show is the history of Frankfurt as the birthplace of the first Porsche Spyder. In the early 1950s, Porsche wholesaler Wilhelm Glöckler produced what was essentially the forerunner of the 550 Spyder with his design of the Glöckler-Porsche 1500 Super. One of these cars can be viewed today on display at the Porsche Center Frankfurt.

Tokyo — the Cool

*More than just the capital,
the city is the hip center of an entire culture.*

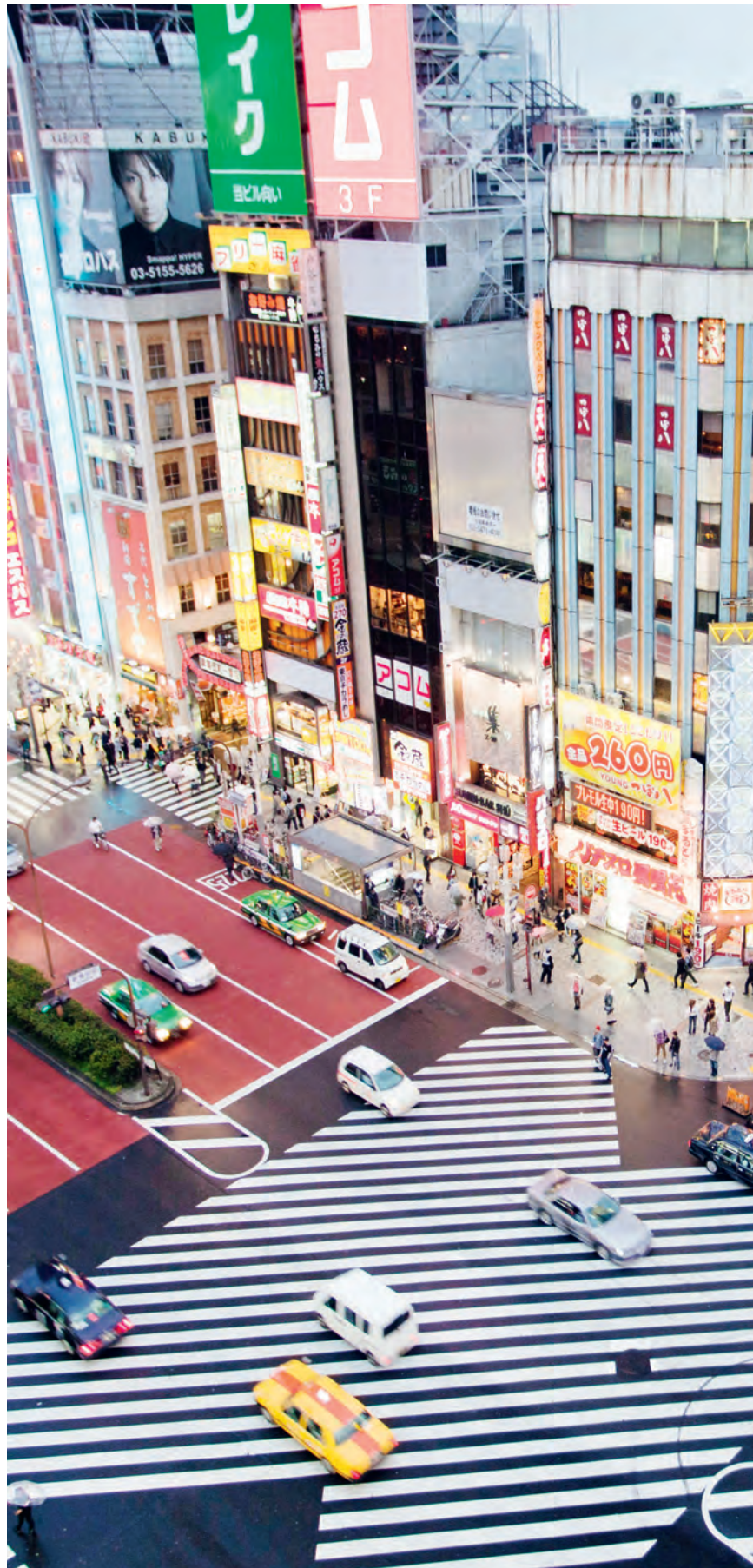
If you want to achieve something in Japan, you live in Tokyo. The city is the center of everything: business and careers, fashion and music, art and culture. Tokyo is a very old city, of major significance since the sixteenth century, and has a historic quarter to show for it. But there are also young districts such as Shibuya and Harajuku—iconic sites for trend scouts in the fashion world. The residents of Tokyo clearly enjoy their pursuit of fashion. You can see all manner of attire in the city, including clothing with exclusive labels worn together with hiking boots.

The city offers every possible opportunity to go out, and all types of cuisine in every price category. But true Japanese cuisine is marked by quality and digestibility. The Japanese have a very natural relationship to healthy food.

Some people consider Tokyo the largest city in the world. It's a difficult question, however, for technically Tokyo is not really a city, but rather a prefecture comprising individual cities and 23 districts, among them Shibuya, Shinjuku, and Minato, which includes the Roppongi area. Together they cover an enormous area. Most people use public transportation, which is always on time. There is also a high density of traffic on the roads, but you can probably get around by car here more easily than in places like Istanbul or Rome. Taxis are easy to hail and affordable, whereas parking is very expensive. On leaving the city, you should be aware that at some point the street signs no longer show Roman-letter equivalents. There's a great view from the Rainbow Bridge on expressway number 11 from Odaiba to Tokyo. And the most beautiful curves are on the road from Tokyo to Hakone, a place famous for its hot springs; the drive there takes about two hours. ●



Chikara Funada (39) grew up in Osaka, studied art in the United States, and has lived in Tokyo since 1999. A former editor-in-chief of F1 Sokuho, he works for race-car driver Kamui Kobayashi.





What to see ...

Running is a popular pastime in Tokyo—the best places are Yoyogi Park near Shibuya, Shinjuku Gyoen Park, and the park at the Imperial Palace. Visit the Tsukiji Fish Market early in the morning. Asakusa Senso-ji is a big temple with a typical market right nearby. The Tokyo Tower in the center of the city offers sensational 360-degree views.



Where to eat ...

Raw fish at the restaurants of Tsukiji Market, some of which close early. Sushi is available everywhere—usually with an English menu in Ginza, Roppongi, and Shinjuku. Meat-eaters should try *yakitori* and *yakiniku*, which many restaurants offer. The restaurants at the Grand Hyatt Roppongi Hills and the Ritz Carlton in Roppongi Midtown are excellent.



What to leave out ...

The new Skytree Tower is often recommended for its views, but it's not in the center and the old Tokyo Tower is better. You shouldn't start drinking too early, because the bars stay open until five in the morning.



At the motor show ...

The Tokyo Motor Show will take place for the 43rd time this year (November 22 to December 1) and for the second time now at the Tokyo Big Sight fairgrounds since moving there in 2011. This biannual automobile trade show was held in neighboring Chiba from 1989 to 2009.
www.tokyo-motorshow.com



... and Porsche?

Porsche will present a new model at the 2013 Tokyo Motor Show. The Porsche Centers in the city are famous not only for their fast cars. The fashion-conscious residents of this cutting-edge city also like to go shopping at the Porsche Design Store in the Seibu Department Store in Shibuya.

Detroit – the Open

Motown and urban decay are things of the past. The city is now marked by self-sufficiency and a pioneering spirit.

This *post-industrial city* at the border with Canada is worth a visit, and not only for its vibrant music and art scene. Detroit has an unusually open ambience in which a wide range of cultures come together. From Mexicantown, Banglatown, and Corktown to Polish supermarkets and Arab specialties, it features a diverse array of culinary pleasures, languages, and people.

Artists, designers, architects, and visionaries have launched micro-production operations in abandoned factory complexes. Life in the city is oriented toward community, neighborly relations, and sustainability. Urban farming is popular. The residents are not standing idly by as their city shrinks in size, but instead are actively shaping it anew.

Fans of architecture will get their fill in Downtown and Midtown. Michigan was the epicenter of modern design, and Detroit's inner city boasts numerous impressive buildings from the Art Deco period. It's hard to imagine a place with greater contrasts between nature, industrialization, decline, and renewal.

If you wish to spend a relaxing day, head out to Belle Isle, an island in the Detroit River with breathtaking views of the skyline as well as a bathing beach and wooded trails. The island's botanical garden is an enchanting place with centuries-old plants and trees.

Time is relative in "D," as the residents of Detroit call their city. Those wishing to experience the positive energy of the helpful people living here are advised to stick around longer than just a weekend. ●



Kerstin Niemann (38), a specialist in cultural studies, lives in Hamburg and Detroit. Since 2009 she has been running FILTER DETROIT, a research residence for artists, thinkers, and doers.





What to see ...

The Guardian Building, an exotic Art Deco skyscraper, Albert Kahn's Fisher Building, and Lafayette Park, Mies van der Rohe's inner-city residential development. The Heidelberg Project, an outdoor art project in what used to be the German neighborhood. The Redford Theater, a cinema from the 1920s featuring organ music before the films. The Eastern Market with fresh produce every Saturday from (urban) farmers.



Where to eat ...

Slows Bar-B-Q has waffle fries with cheddar. Aladdin Sweets & Cafe is a Bangladeshi restaurant with Indian cuisine. Avalon International Breads has organic breads, sandwiches, and cookies. Motor City Brewing Works has good pizza to go with its beer brewed on-site. Grand Trunk Pub for their olive burgers. Seva for vegetarian food. The Cass Cafe art bar and restaurant.



What to leave out ...

Greektown Casino—who needs an excessively air-conditioned gambling locale when there is much more to discover outside? Michigan Central Station, the enormous rail complex, is empty and fenced-off; it looks better on postcards.



At the motor show ...

The North American International Auto Show (NAIAS), better known as the Detroit Auto Show, is traditionally the first trade show on the automotive calendar. It is held every year in the second and third weeks of January (January 13–26, 2014). European makers also continue to present major new models in Detroit. www.naias.com



... and Porsche?

Porsche presented the Cayenne Turbo S this year in Detroit. This SUV has a tradition here. The second generation of the Cayenne was presented in Detroit in 2007—and is a best seller with its more powerful engine and new design. Roger Penske, one of the most successful Porsche dealers and Porsche personalities in general, is a son of this city. And he is closely involved in its renaissance.

Geneva – the Discreet

*Southern European joie de vivre meets
Swiss earnestness and top international brands.*

The first motor show in Switzerland took place at a polling station. It must have been rather crowded in April of 1905, as more than thirty carmakers and their vehicles squeezed into the small hall. But this first trade show was a success, attracting a good 17,500 visitors. The following year even engendered a scandal in the form of a bare-breasted torchbearer on the show's posters. The posters were immediately replaced with ones showing a clothed figure, because naked women and cars were an even more problematic combination then than they are today.

Geneva has a cosmopolitan air. The city is a popular travel destination, which has a lot to do with its international character. Although it has a population of not quite 200,000 people, it may well be home to the greatest number of international organizations and of famous watchmakers such as Chopard, Rolex, Patek Philippe, Piaget, Vacheron Constantin, and MB&F, just to name a few. In addition, more than one hundred international banks are located here. This adds to Geneva's charm, for while the city has a southern European joie de vivre and its people like to eat and stay out until late at night, you can still be assured of finding the typical Swiss qualities of earnestness and discretion.

Geneva does not boast, because that would not align with the Calvinist worldview of its people. Yet the density of luxury cars is greater here than anywhere else, for residents do show to some extent what they have. The same holds for exquisite clothing and what is certainly not cheap jewelry. Although French is the official language, just about every other language in the world is spoken here—and that too contributes to the city's flair. ●



Peter Ruch (47), a freelance automotive and culinary journalist, has visited the Geneva Motor Show every year since 1985. As a restaurant critic he also knows the best places to dine.





What to see ...

The Jet d'eau fountain, of course. The sundial made of flowers. The Old City with its cathedral and many small shops. The Carouge district. An ice hockey game by Servette. Window-shopping at the exclusive watch shops, and the Patek Philippe Museum.



Where to eat ...

The Café de Paris at the train station, where the butter of the same name was invented; it serves only entrecôte of beef with this butter. All of the five-star hotels have excellent restaurants. But the best place to dine is located a little outside Geneva in Satigny, at Domaine de Châteaui-eux, under the direction of Porsche driver Philippe Chevrier.



What to leave out ...

Geneva is one of the most expensive cities in the world, so your budget will determine where you shop and where you probably shouldn't. Watches are not better bargains in Geneva than elsewhere, and the hotels are absolutely overpriced—you're better advised to spend the night in Lausanne or in France.



At the motor show ...

The Geneva Motor Show (March 6–16, 2014) is probably the most important of its kind. There are larger shows, but Geneva was able to establish a unique status following the Second World War by virtue of the Swiss reputation for neutrality in political and automotive matters alike. The country has never had important auto producers of its own, and Geneva has always been able to count on the presence of the major carmakers. It is also a good place to show expensive exotic models, given the substantial number of wealthy potential buyers in the area.
www.salon-auto.ch



... and Porsche?

Sixty-two years ago Porsche launched its sales operations for Switzerland here. On March 14, 1951, Ferry Porsche and AMAG owner Walter Haefner signed a contract in Geneva to import 50 cars to the country, which shortly thereafter became a general agency agreement. AMAG was the sole importer of Porsche cars until 2008.

Shanghai — the Restless

The day is not far off when this city on the Yangtze River Delta overtakes even itself.

The streets of Shanghai are not just streets. Instead they might form an enormous bed for a constant flow of dreams, consisting of an infinite number of random images and coincidental encounters. Shanghai is an uncontrollable experiment in overpopulation, soon to exceed 25 million people, a city like a state, in which private life is public and takes place on the streets.

Is Shanghai of the 21st century the essence of urban perfection or parody? A city of this world or a vale of tears? It may be the most famous place in China which is the least Chinese. Skyscrapers, not temples, dominate the cityscape, and the quick movements of mah-jongg rather than the measured strokes of the calligraphers mark the rhythm of life. The main dialect here is a rapid-fire staccato of words.

“Shanghaied”—the connotations may be too negative but the term is still evocative. Visions arise in Western minds of Shanghai as the “Paris of the East.” The city today may be more aptly described as the “New York of the New China,” powered not by communists and coolies but by chic and coolness. Popular wisdom would have it that the residents consist in unequal parts of cleverness and materialism, with the latter predominating. No other population adapts so quickly to the latest trends.

The people who live here are not seduced, but rather seduce themselves. The streets of Shanghai demand to be looked at ever anew; they call out for their secrets to be discovered before everything moves on. And it is this call which makes them more than mere streets. ●



John Krich is a journalist and author with more than twenty years of experience with China. Among other things he is the restaurant critic for the Wall Street Journal Asia.





What to see ...

The French Quarter, established during the colonial period in the 19th and 20th centuries, defies modern Shanghai. Parks, villas, and quiet lanes form an urban oasis. Cafés, boutiques, and restaurants generate a pleasant bustle. Put the “French Concession” on your itinerary.



Where to eat ...

Sudi Sichuan Hotpot near the Shanghai Stadium advertises its specialty in its name, and its spicy dishes do not disappoint. You might consider ordering “yuanyang”—which means that half the dish will be milder. Address: 1 Shuangfeng Bei Lu, near Xietu Lu in the Xuhui district.



What to leave out ...

On the way to the Bund shoreline promenade, the Nanjing Road pedestrian zone seems like a huge open-air discount center. But after a few hundred yards the street dealers can get on your nerves.



At the motor show ...

Occurring in the spring, the Auto Shanghai show is the most dazzling car show in the world. The first professional event of this type in China in 1985, it has been held ever since on a biannual basis at the New International Expo Center in Pudong. The Panamera celebrated its world premiere here in 2009. www.autoshanghai.org



... and Porsche?

Helmut Bröker, who headed Porsche China until the summer of this year and is now the director of the Overseas and Growth Markets sales region, recounts a peculiarity of Shanghai’s streets. “You often see cars that already have their registrations but still have the protective plastic covers on their seats—buyers do this to show that they possess something new.” Shanghai is home to two of the country’s fifty-three Porsche Centers, and Porsche China once again posted record sales in 2012 with 31,205 vehicles sold.