

Matthias Müller  
ready to start in the  
Solitude Revival 2013  
in a Formula 2  
Porsche 718/2 race  
car from 1960



## TRULY PORSCHE

Are there “Porsche people”? And if so, are they men—or women? Avant-garde types, race-car drivers, developers, or chefs? Yes. Yes. Yes. They are all of the above. Far from fitting any stereotype, they’re individualists. This issue features Porsche people—and the cars they love.

Matthias Müller is a Porsche person on Sundays, too. The photo to the left shows the president and CEO of Porsche AG at the wheel of a Formula Two race car from 1960, on the former Solitude racetrack in Stuttgart. For Patrick Dempsey, racing with Porsche in Le Mans is the dream of a lifetime, which came true in 2013. He is not the first Hollywood actor for whom the most exciting set is a racetrack with a Porsche in the starring role. He acknowledges the examples set by James Dean, Steve McQueen, and Paul Newman.

Sébastien Loeb is another crossover artist: the most successful race-car driver in the world has been known to switch between the rally course and the racing circuit. That’s not so easy, but at least transmissions are automatic these days. Gijs van Lennep talks about his victory at the Targa Florio forty years ago, which required 1,500 manual gear shifts—per lap! Maria Sharapova thrives on speed and power. A world-class tennis player, she also enjoys the dynamism of a Porsche. Above all, the brand is a statement for her. Roger Penske also harbors a love of the brand, in addition to making racing his business model.

Versatility and exceptionality are not mutually exclusive at Porsche. Eleven years ago, who would have thought that the Cayenne would become a best seller? More than 500,000 of these SUVs have been built. And when the sports car stretches out into a sedan and glides along without any emissions, like the Panamera S E-Hybrid, progressive thinking zooms forward in the fast lane yet again. Innovative—and truly Porsche.

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