

EDITORIAL

A PERFORMANCE REVOLUTION



**“PORSCHE HAS A RICH TRADITION
OF BRINGING POWER IN INTELLIGENT
FORM TO THE ROAD.”**

MICHAEL MACHT,
CEO OF PORSCHE AG

A new idea is what shifts every revolution into gear. With the new technologies from “Porsche Intelligent Performance,” the sports-car maker is honoring its roots. And with the help of hybrid designs as diverse as they are spectacular, it is showing that fuel efficiency and performance are not mutually exclusive.

This issue of *Christophorus* is dedicated to the new hybrid era.