

News



Engine of the Year: The 3.8-liter engine is mightier than its predecessor—yet in conjunction with PDK, fuel consumption is reduced by about 13 percent, and CO₂ emissions by nearly 15 percent

Mighty and Thrifty 911 Engine Wins Award

Porsche engines continue to impress the experts. This has been confirmed again by the British trade magazine *Engine Technology International*. The 911 Carrera S models' 3.8-liter power plant surpassed all competitors to win the "Best New Engine Award" from the publication. The magazine launched this coveted prize for outstanding engine attributes eleven years ago. Last year's winner was the 911 Turbo engine with variable turbine geometry. The six-cylinder Boxer with direct injection from Porsche once again increases the sportiness, efficiency, and environmental compatibility of the 911. The Coupé and Cabriolet versions of the Carrera S are optionally available

for the first time with the Porsche double-clutch transmission (PDK). Despite an 8.5 percent increase in power output, PDK-equipped cars consume about 13 percent less fuel, and their CO₂ emissions are reduced by nearly 15 percent. The power output of the 3.8-liter engine in the S models has been increased to 385 hp, boosting the top track speed of the S version above 300 km/h (186 mph). Despite this increase in horsepower, the fuel consumption of the new 911 is lower: for the Carrera S Coupé with PDK, for instance, it averages 100 kilometers with 10.2 liters (23.06 mpg) combined fuel consumption (according to the European test cycle).

Favorite Employer among Young Managers

Germany's up-and-coming generation of managers would rather work at Porsche than anywhere else. That's been confirmed by *manager magazine*, which has published a survey by the consulting company Trendence. In this opinion poll, young managers ranked Porsche first among favorite employers. Audi placed second. Porsche had already moved into first place in the previous year's survey. The company starts recruiting talented young management students early by sponsoring a wide range of support measures while they're still in college.

New Headquarters in Shanghai

In China, Porsche is on a growth curve. By the middle of next year, the Chinese subsidiary will relocate its headquarters to Shanghai's booming Pudong district, where it will also establish a sales office. With floor space of 3,000 square meters (over 32,000 square feet), the future Porsche Center Pudong will provide customers with better access and a wider range of services. The new facilities of the sales company will be located in an adjacent office complex. "With this move we wish to show how important the Chinese market is to us," declares Helmut Bröker, general manager of Porsche China.

Porsche Plays Host to Sick Children

Social responsibility ranks high among Porsche's priorities. Among other initiatives, the company supports the Progeria Family Circle, and invited eighteen children suffering from this rare genetic defect for a few carefree days. They toured the new Porsche Museum, attended a game of the National Soccer League, and visited a riding stable as well as Stuttgart's Wilhelmina Zoo and Botanical Gardens, among other activities. Progeria is a disorder that brings on premature aging, and it shortens these little patients' life expectancy to around twelve years. About fifty children worldwide have progeria.

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Customers Give Porsche Good Grades

Porsche cars meet the highest quality expectations. That's the conclusion of the U.S. marketing research company J.D. Power and Associates in its latest "Initial Quality Study" in the United States, Porsche's largest export market. Once again, Porsche was rated as the best European automaker. This year, the brand placed second overall behind Lexus. Porsche ranked first in the 2006, 2007, and 2008 IQS.

J.D. Power and Associates surveyed the satisfaction of nearly 81,000 new-car buyers during the first 90 days of ownership, using a questionnaire covering 228 criteria of quality and workmanship. Frank Tuch, head of Corporate Quality at Porsche, notes, "Three first places and one second in four years are the result of consistent quality management and customer focus during development, in production and in sales."

World Media Festival

The Best Image Films

The stars are the cars—and this always pays off in the image films of Porsche. Whether it's about the 911, the Cayenne, the Boxster, the Cayman or the Panamera—the company keeps winning awards. At the World Media Festival in Hamburg, one of the industry's most important events, no less than three Porsche films won gold: the Panamera film *Timeless*, the Cayman trailer *Sturm und Drang*, and the film *Gewohnheitstiere* (Creatures of Habit), which tracks the Cayenne S Transsiberia during the unforgiving rally in Russia and Mongolia. www.porsche.com/webcinema

Top Honors

Supplier of the Year

Porsche CEO Dr. Wendelin Wiedeking has presented the annual Porsche Supplier Award to Japan-based Aisin AW Co., Ltd., a manufacturer specializing in automatic transmissions, hybrid systems, and navigation systems. At the award ceremony Wiedeking said, "The bond between Porsche and our suppliers will always continue to be shaped by reliability, enduring relationships, and fairness." He added that suppliers play a key role in enabling new Porsche cars to have their best-of-class quality confirmed time and again in international studies and comparison tests.

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