

EDITORIAL

PORSCHE EMPLOYEES CONSTANTLY FOCUS ON THE FUTURE.

And at the same time are proud of the past. Because vision and tradition belong together at this company, we are proud of both—and you will certainly be able to understand why when you have read this issue of *Christophorus*.

Let's take tradition. We accompanied the Museum on Wheels to the Targa Tasmania and encountered a nearly unheard of level of enthusiasm for the old models. The organizers even reserved the starting number of 356 for Porsche. The past lives on—as also shown by the gathering of Porsche Club members in Vienna.

But we are looking to the future as well. A future that Porsche has tested in the present at one of the toughest races in the world. Colleagues from the Development Center in Weissach entered a racing lab on wheels in the 24-hour race on the Nürburgring: the 911 GT3 R Hybrid. And the truly sensational part: this hybrid racing car was leading the field before having to leave the race after 22 hours and 15 minutes. If more confirmation of Porsche Intelligent Performance were needed, it was provided in impressive form on the Nürburgring. Those who intelligently address the demands of the future not only can reduce fuel consumption and CO₂ emissions but also can increase driving pleasure, as the racing drivers showed.

And thus we unite the present, the future, and the past—at our company and in this magazine. Five percent less fuel, five percent fewer CO₂ emissions, and 90 more horsepower: that is the new 911 top model, the GT2 RS, we are presenting today. But we also present a 911 SC belonging to a management consultant in Germany's Bavarian Forest: he drives through the mountains and into his own world with a car that still has its original engine and transmission as well as a kilometer counter that currently displays the number 567,340.

“PORSCHE INTELLIGENT PERFORMANCE” WAS CLEARLY ALREADY IN EXISTENCE 30 YEARS AGO. IT WAS JUST CALLED SOMETHING ELSE.

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