

# RUHR TOUR



DRIVING

**MOTORING IS A CULTURE, AND A VIBRANT ONE AT THAT.** AND THE 911 TURBO S, PANAMERA, AND CAYENNE PROVIDE **PLENTY OF FLAIR AND TEMPO FOR A BEGUILING FEATURE STORY.** THE UNUSUAL SETTING FOR THIS ADVENTURE IS A CLASSIC GERMAN INDUSTRIAL LANDSCAPE: THE RUHR VALLEY, NEWLY DESIGNATED AS A EUROPEAN CAPITAL OF CULTURE 2010.

By Elmar Brümmer Photos by David Breun



**Dynamics** What was once home to Germany's "Economic Miracle" is now a diverse cultural landscape.

Would you have guessed that this 911 Turbo S is in downtown Gelsenkirchen? Displaying power and surprises.

It's the new allure of the Ruhr.

**The "Ruhr Speedway":** despite its name, it can sometimes take quite a while to drive down it. Barely 60 kilometers (about 35 miles) from Duisburg to Dortmund, right through the heart of industrial Europe. Everyone here drives on or crosses Route A40—tuning into the traffic radio can become routine. Traffic congestion has even increased this year, thanks to a change in the region's status. Long regarded as a grimy industrial district, the area now has been given a new name—"Ruhr.2010." The name signifies its designation as European Capital of Culture 2010 by the European Union, the first such designation ever made. A fascinating story of cultural renewal and of the transition from depleted coal mines to a bright world of new ideas.

*STOP: The future as a resource—that's quintessential at Porsche too. The new 911 Turbo S is a showcase for Porsche Intelligent Performance. Despite the significant increase in engine power and the outstanding driving performance, the vehicle uses exactly the same amount of fuel as the 911 Turbo, which makes it the most efficient sports car in its class. The Turbo S has the most advanced drive system technology available from Porsche in the sports-car segment. The heart of the new top-of-the-line 911 is the six-cylinder boxer engine with two exhaust-gas turbochargers featuring variable turbine geometry (VTG); at 530 hp, the engine delivers 30 hp more power than the 911 Turbo. Porsche Torque Vectoring (PTV) improves vehicle dynamics and agility when making turns.* ▶

## REVEALING SIGNS

► FASCINATION



JUST AS UNMISTAKABLE AS THE DESIGN OF PORSCHE CARS IS THE STYLING OF PORSCHE SCRIPT. WHEN YOU READ THE LOGO *turbo S*, YOU INSTANTLY KNOW WHICH BRAND THIS LETTERING REPRESENTS. AN EXCURSION INTO THE WORLD OF DYNAMIC TYPOGRAPHY.

By Jürgen Zeyer

**An S that says a lot.** Of course what immediately suggests itself is that S stands for Sport. Ever since the model 356 1300 S in 1953, Porsche has used this letter to designate especially sporty types—such as today's top-of-the-line model of the 911 family, the Turbo S. What's more, this expressive Porsche "S" with its calligraphic extended sweep conveys an array of emotional messages. "To Porsche drivers it means a lot more than just some letter of the alphabet. To them it also connotes race-tracks like Nürburgring's North Loop and Laguna Seca, motorsports, movement, and energy. It reminds everybody of all kinds of stories," says Ulrich Sauter. A graphic designer at Style Porsche in the Weissach Development Center, he is in charge of the "typographic" corporate image—and that includes the evolution of the name marks of legendary models.

What originally inspired the "Porsche script" is now subject to speculation. "It's quite likely that there was a strong American influence," is the expert judgment of Sauter, as he gently glides his fingers over the "turbo" and the "S." Different versions of the name mark from different years are spread out on the table before him. "The sinuous cursive script, the alternation between contracting and expanding curves, the elliptical shapes—it all expresses dynamics," Sauter explains.

The original version was created by graphic designer Hans Ploch. He also designed the original version of the P\_O\_R\_S\_C\_H\_E logo, which,

unlike the car model names, has been deliberately kept very simple, unpretentious, and rectangular. Very few documents survive that tell of the beginnings of "sign language" at Porsche. But Sauter uncovered a unique treasure when he saved an old file folder from the shredder. The contents of the folder provide insights into the evolution of an important aspect of Porsche's corporate culture. These relics include a technical drawing dated August 6, 1954, in which the precise height, width, and spacings of the brand logo are defined. A 1963 sketch specifies the design details of the Carrera name mark for future 911 models. This sketch probably ranks as the company's most noteworthy relic regarding name marks. "The lettering is so complex that the initial specimens can't be mechanically produced. The lettering has to be done by hand," says Sauter. "This script emulates some traits of the shading of light illuminating a car's fender. That effect can't be created mechanically." The designer continues to leaf through the folder until he comes to a piece of cardboard from 1961, measuring 8.3 x 11.7 inches (210 x 297 cm). Attached to it is an early version of the Porsche "S" made of polished brass, along with a listing of the following specifications: four  $\mu$  of silver substrate supporting three  $\mu$  of burnished gold.

Any differences between an earlier and a present-day "turbo S" name mark are mere nuances. The lettering has become more organic, softer, more representative of the car's curved contours, and even more dynamic, Sauter ex-

SIGNS OF THE TIMES:  
THE EVOLUTION OF  
BRAND TYPOGRAPHY356 A Carrera  
1957

Carrera

911 S 2,0  
1966

911S

911 Carrera S  
1996

Carrera S

911 Carrera S  
2004

Carrera S

911 Turbo 3,3  
1977

turbo

911 Turbo S  
1992

turbo S

911 Turbo S  
2010

turbo S

plains. Because, just like the sports cars, the typography continues to evolve—without changing its fundamental character. Any changes Sauter might need to make now are in the hundredths-millimeter range. Before the revised name mark is accepted, a solid-brass, chrome-plated "data control model" must be attached to the current vehicle and inspected outdoors, with no artificial light, to ensure that the combination of the name mark and the auto body is a perfect stylistic match.

From then on, the new name mark adorns the rear end of a Porsche model, symbolizing the character and perfecting the unmistakable look of the vehicle. As Ulrich Sauter points out, "The 'turbo S' in particular is a terrific, distinctive name mark—it tells you everything." Bold. Powerful. And perfect down to the letter. ◀

Experiencing the Turbo as a legend is easy; it just becomes an addiction. But experiencing the Ruhr Valley as a cultural site? Here a cliché is being transformed as extensively as green is growing over gray, as thoroughly as the countryside and the river have become a vital part of the city. The 4,435 square kilometers (1,712 square miles) of the Ruhr Valley are a melting pot of the most diverse cultures, to which our tour added some motoring culture. Coal still is useful in the form of tar. Tar is still important, including its use on the Ruhr Speedway. An industrial landscape needs transportation if it is not to turn into a wasteland. The Zollverein coal mine in Essen with its landmark shafthead frame was long ago designated a cultural World Heritage Site by UNESCO. That is not just a tribute to one of Europe's largest megalopolises; it also provides encouragement. And it makes you look forward to further change. Industrial regions have a special allure when evening falls; the Ruhr Valley seems to glow at night, even to blaze. The 5.3 million people here still share some of the traditional miners' yearning: the lust for light. However, they seek it in a very different sense. "The Ruhr Valley is no longer about dust, but about the future," notes the Swiss author Adolf Muschg, and culture is one engine driving it. In minerspeak: "Good Luck Back Up!"

*Germany's Wild West, ideal terrain for the Porsche Cayenne Diesel too, a powerful endurance vehicle with low fuel consumption. This combination of a versatile off-road vehicle ▶*

Continued on page 36



**Torque** The pithead frame above the ancient Shaft XII has become the symbol of a profound transformation. The Zollverein coal mine is emblematic of a different Ruhr culture.

The pavement is still some shade of gray, but the Ruhr Valley also preens in shinier colors, as shown during the crisscross tour with the three new Porsche models.

This wheel cannot be turned back.

**Highlight** The new Cayenne as a shining example of a change in energy awareness. Dortmund's erstwhile streetcar depot is also emblematic of a drastic change in direction.

Once a streetcar maintenance site, it is now an art museum in a workshop setting.

Ever new beginnings.



Surprise package Workday or vacation?  
Somewhere in the middle. Living life well  
is an important skill—in the Capital of Culture and  
for the Cayenne driver too.

The “kiosk community” is  
a wonderful example of how to be in touch during  
the communication age.

In the midst of it all.



Power dome: **The bulge in the engine hood is reminiscent of the Panamera and is emblematic of the car's enhanced performance.**

**The overall styling makes the profile look low. And the prominent rear fenders extend far into the rear door. A precisely modeled edge line also resembles the Panamera.**

**Stylistic expressions of power** make it immediately clear what this car is about. The engine hood bulges to form a power dome—like in the Panamera. The hood joint line follows a steeper angle. The fender contours are more muscular. The headlights with medially placed auxiliary headlights follow sports-car styling even more closely. The modified forward air inlets contribute to a focused, dynamic face. The conspicuously narrow-waisted doors lend emphasis to a muscular tail section, which has been accentuated much more than in the precursor model. The rear fender now extends by as much as one-third into the rear door, a precisely modeled contour that resembles the look of the Panamera. The dynamic appearance is supported by transversely arranged, two-part taillights, a pronounced change in the hatchback joint line, and the rear wing with the

additional brake light at the roof, a detail that is reminiscent of the Carrera GT roof.

Notwithstanding all these changes, the new Cayenne is a genuine Porsche even more so than its predecessors, because the experts have strictly adhered to the Porsche DNA in its industrial design. At Porsche, this is governed by the 911: a low-slung front section, descending side profile, and a muscular tail end determine the overall look. The Porsche topography furthermore requires the front fenders to rise above the hood, and the rear fenders to be taller than the front ones. And the “Porsche face” leaves no doubt about the family resemblance: diverging hood joint lines, the headlight configuration including secondary headlights positioned medially, and the low position of the air inlets. “It’s up to us to interpret the

Porsche DNA for each type of vehicle. We’ve made this car even sportier, and substantially boosted its quality as well,” says Mitja Borkert. As chief designer for the exterior, it was he who decided in favor of this Cayenne’s bolder new look. As a result, this model’s appearance more closely resembles the Panamera and the entire Porsche family.

The new Cayenne is even more dynamic and sportier than its predecessor. At first glance it also seems to be lower, but it is not. The dimensions of the vehicle have not changed significantly. From the wheelbase all the way to the height, they have actually been increased by a few millimeters. The new Cayenne owes its sportily brawny appearance to ingenious details. The B- and C-pillars are finished not in chrome but in glossy black. And the D-pillar is tilted far-

ther forward. At the front end, the air inlets are located even lower than before. “That brings the vehicle closer to the road,” says Borkert.

The sporty look is carried over to the interior. Much like in the Panamera, the driver feels like he is in a cockpit. Much of this effect is due to the upward sloping center console with the higher position of the gearshift and the operator controls. The diameter of the sporty triple-spoke steering wheel has been reduced by two centimeters (0.8 inch), and the dashboard, including the instrument cluster, has been redesigned. The tachometer occupies a prominent place at the center. Of course, the ignition lock is placed to the left of the steering wheel—the most important of all Porsche features. Because when it comes to form and function, Porsche makes no compromises. ◀

► DESIGN

## SHARP CURVES

**THE NEW CAYENNE NOW LOOKS MORE SPORTY THAN EVER BEFORE. IN THIS MODEL, THE STYLISTS HAVE ARTICULATED THE PORSCHE DESIGN PHILOSOPHY MORE DISTINCTLY—AND IN DOING SO HAVE GIVEN VISUAL EXPRESSION TO INCREASED EFFICIENCY.**

By Reiner Schloz





## SIX OUT OF SIX

### ► TECHNOLOGY

#### A FIRST IN THE COMPANY'S HISTORY:

THE NEW SIX-CYLINDER ASSEMBLY IN THE PANAMERA IS THE FIRST V6 THAT PORSCHE HAS DEVELOPED—AND PRODUCED—ITSELF.

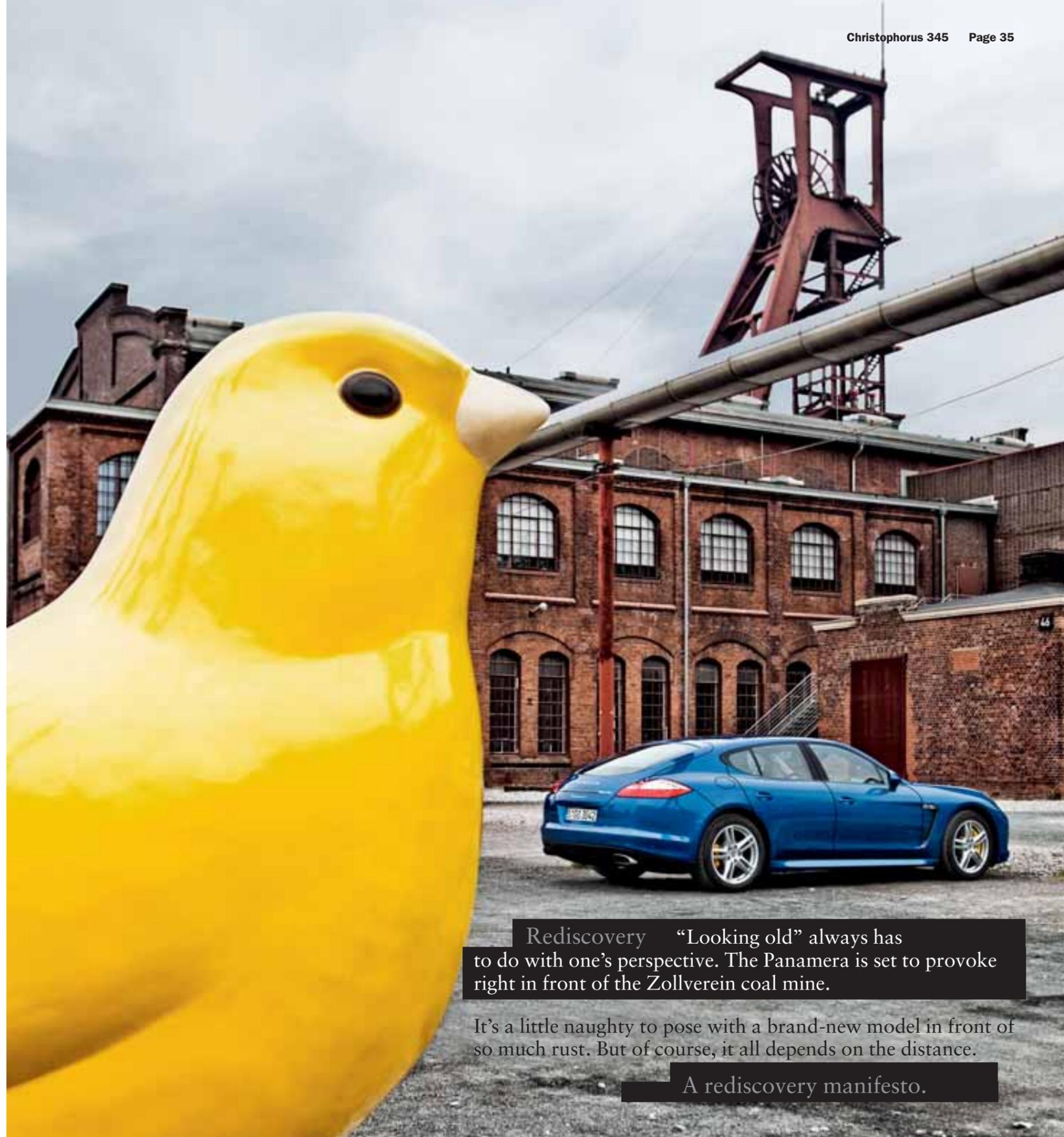
By Reiner Schloz

Sometimes you have to know the history of an engine in order to understand its individual characteristics—and to truly value its merits. The new V6 for the Panamera is this type of assembly. It is something special for Porsche, but above all for its customers. After all, this 300-hp power pack can proudly call an established V8 engine its big brother—and can only benefit from that.

In 2005 the decision was made to bring not only the initial Gran Turismo models with V8 engines onto the market but also one with Porsche's own six-cylinder engine. So early on the engineers and production experts had the job of developing a V8 engine from which the V6 assembly could be derived by means of the same-component principle. From the start, therefore, the production specialists planned the new assembly line for the V engines in such a way that it could handle the subsequent assembly of a "little" V6 as well—another example of what Porsche calls efficiency. The company's own knowledge of cutting-edge production methods means it can implement such a line and achieve superior qualitative results—and the same goes for the same-component principle with the V8. And that makes the V6 so attractive for customers.

Christoph Pleuss, the team leader for basic engines, explains, "We left all the important technical features from the premium V8 in the Panamera's basic assembly—which is not necessarily standard practice." That includes, for example, high-grade lightweight construction with aluminum parts (such as camshaft phasers and screws) and magnesium parts (such as valve and control box caps), the lightweight exhaust manifold, and the weight-optimized crank train. There are additional technical fine points that reduce fuel consumption, such as direct injection, friction-optimized valve operation, the engine-map thermostat, the controlled oil pump, and the start-stop function. Of course, the space available under the hood and the optimum weight distribution also influence the architecture of the V6. That is why the front-axle drive is integrated into the engine. The six-cylinder assembly attains its sporty performance levels thanks to its ample torque, with a peak level of 400 Nm at 3,750 rpm.

One of the V6's most important differences from the V8 is its balancer shaft module, which serves to make it run more smoothly. For like in the V8, the cylinders stand at right angles to each other. Porsche is presenting a strong six-cylinder assembly with extremely typical sports-car qualities. As Pleuss sums it up, "With respect to performance and efficiency, our new V6 is a clear leader in its sector." ◀



Rediscovery "Looking old" always has to do with one's perspective. The Panamera is set to provoke right in front of the Zollverein coal mine.

It's a little naughty to pose with a brand-new model in front of so much rust. But of course, it all depends on the distance.

A rediscovery manifesto.

*with an economical high-torque drivetrain and a driving range of 1,000 kilometers (about 620 miles) is extremely well suited for long trips, like crisscrossing the Ruhr, and offers superb handling, safety, and off-road capability in a new design. The hood conceals a 3-liter V6 Turbo that embodies the latest state of diesel technology—with common rail direct injection through piezo valves. As a result, high power, ample torque, and low fuel consumption are combined with a smooth and quiet ride, reliability, and low emissions.*

A happy find among the roadside culture waits just around the next corner. The locals call these kiosks *anne Bude*, but people come here to get more than beer, ice cream, or the daily paper. Consumption and communication go hand in hand here. These modest establishments, which number 16,000, are also meeting places where real life is conducted with beer and banter. And it is taken for granted that the kiosk owners are still selling *Wundertüten*—packages containing little surprises. Even everyday life needs some culture. One just has to feel it and live it. If you want to understand the Ruhr Valley and the soul of its people, just drive along Alsumer Strasse in Duisburg or stop by the Kolonie Kirdorf in Dortmund, one of the first coal-miner housing projects. People might ask you here: “Culture, what’s that?” But you can breathe it. Beauty, even, though not always at first glance.

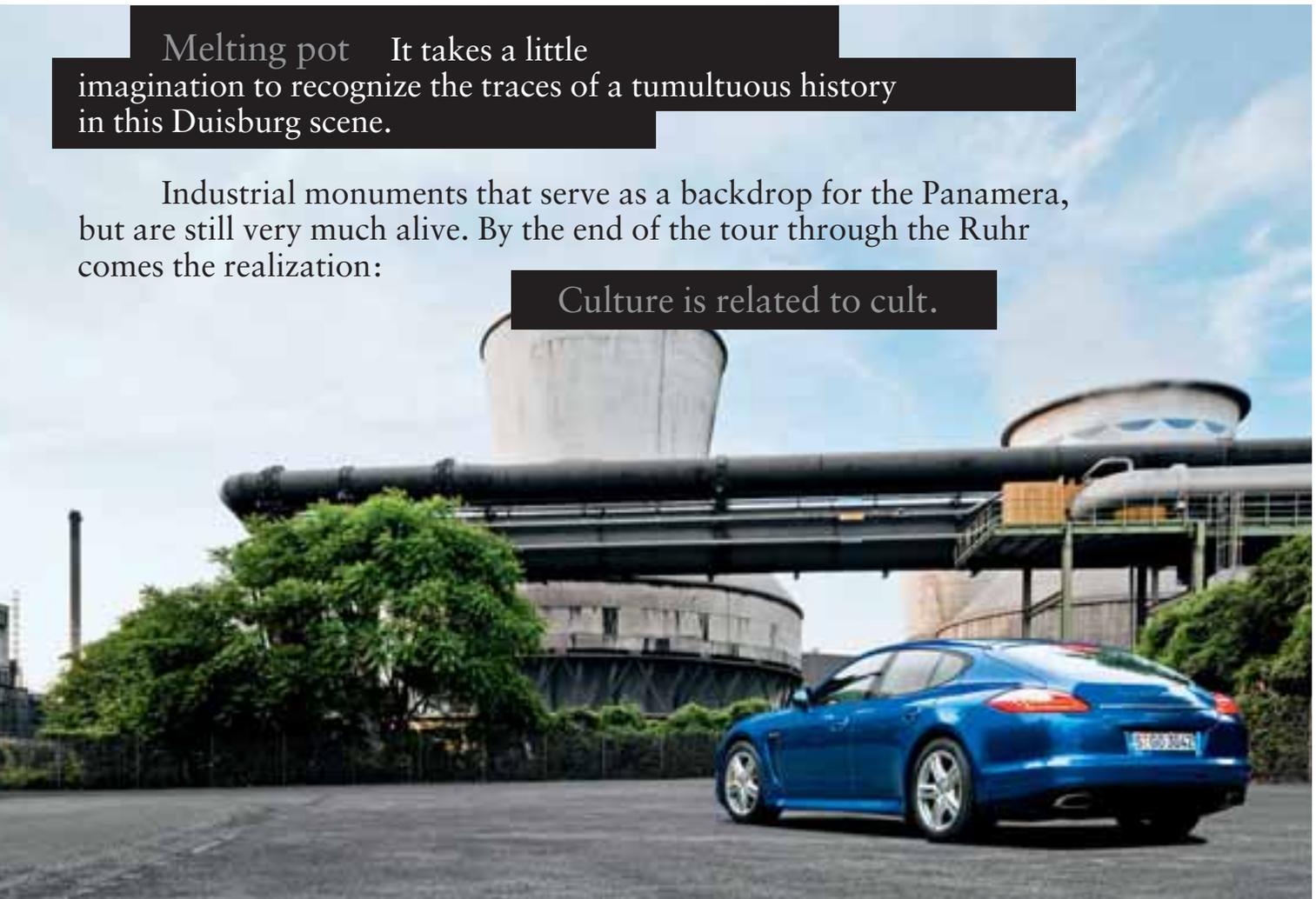
*A smooth, quiet ride is a key feature of a Gran Turismo. The Panamera family is growing fast. The Panamera and the Panamera 4, two new models with completely new six-cylinder engines, complement the model range, which now heads into an even brighter future with five versions. The V6 is a derivative of the Panamera V8. The new models increase the Porsche momentum in this market segment, all the more so since they achieve a symbiosis of economy and sportiness that makes for an ideal touring car. The Porsche Intelligent Performance principle also shows in the uncompromising lightweight construction achieved by the selective use of aluminum. Another reason why the Panamera feels so at home on this trip through a great industrial culture.*

Life aboveground goes on, and at a fast pace. This blend of business and culture generates a uniquely dynamic environment—from the new displays at the Folkwang Museum to the Zollverein coal mine with the surrounding creative businesses and countless concert and theater stages. There is certainly no lack of initiative or groundbreaking thinking in this former coal-mining region. The fires continue to blaze in a new domain. It is good for these people to be in the mainstream again, so that everyone here can feel like they’re living in a cultural capital. The tour following the traces of a tumultuous history, shaped by the four classic elements of fire, water, air, and earth, appropriately ends at Essen City Hall. The address: Porscheplatz. ▶

Melting pot It takes a little imagination to recognize the traces of a tumultuous history in this Duisburg scene.

Industrial monuments that serve as a backdrop for the Panamera, but are still very much alive. By the end of the tour through the Ruhr comes the realization:

Culture is related to cult.



TECHNICAL SPECIFICATIONS  
911 TURBO S COUPÉ



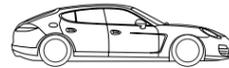
Displacement:	3,800 cc
Power:	390 kW (530 hp)
Maximum torque:	700 Nm (516 lb.-ft.)
Top track speed:	315 km/h (195 mph)
Acceleration:	0–100 km/h (0–62 mph) in 3.3 sec.
Engine:	Six-cylinder boxer engine, with two exhaust-gas turbochargers featuring variable turbine geometry, with seven-speed Porsche double-clutch transmission (PDK)
CO <sub>2</sub> emissions:	268 g/km
Fuel consumption (NEDC):	City: 16.5 l/100 km Highway: 8.1 l/100 km Combined: 11.4 l/100 km

TECHNICAL SPECIFICATIONS  
PANAMERA



Displacement:	3,605 cc
Power:	220 kW (300 hp)
Maximum torque:	400 Nm (295 lb.-ft.)
Top track speed:	261 km/h (162 mph)
Acceleration:	0–100 km/h (0–62 mph) in 6.3 sec. with PDK
Engine:	3.6-liter V6 engine with gasoline direct injection
CO <sub>2</sub> emissions:	265 g/km; 218 g/km with PDK
Fuel consumption (NEDC):	City: 12.7 l/100 km with PDK Highway: 6.9 l/100 km with PDK Combined: 9.3 l/100 km with PDK

TECHNICAL SPECIFICATIONS  
PANAMERA 4



Displacement:	3,605 cc
Power:	220 kW (300 hp)
Maximum torque:	400 Nm (295 lb.-ft.)
Top track speed:	257 km/h
Acceleration:	0–100 km/h (0–62 mph) in 6.1 sec. with PDK and the optional Sport-Chrono package
Engine:	3.6-liter V6 engine with gasoline direct injection
CO <sub>2</sub> emissions:	225 g/km
Fuel consumption (NEDC):	City: 12.8 l/100 km Highway: 7.2 l/100 km Combined: 9.6 l/100 km

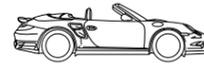
With the use of the optional roll resistance-optimized all-season tire, fuel consumption is reduced by 0.2 l/100 km, CO<sub>2</sub> emissions by 5 g/km.

TECHNICAL SPECIFICATIONS  
CAYENNE DIESEL



Displacement:	3,000 cc
Power:	176 kW (240 hp)
Maximum torque:	550 Nm (405 lb.-ft.)
Top track speed:	218 km/h (135 mph)
Acceleration:	0–100 km/h (0–62 mph) in 7.8 sec.
Engine:	3.0-liter V6 turbo diesel engine, standard with eight-speed automatic Tiptronic S with Auto Start-Stop function
CO <sub>2</sub> emissions:	195 g/km
Fuel consumption (NEDC):	City: 8.7 l/100 km Highway: 6.6 l/100 km Combined: 7.4 l/100 km

TECHNICAL SPECIFICATIONS  
911 TURBO S CABRIOLET



Displacement:	3,800 cc
Power:	390 kW (530 hp)
Maximum torque:	700 Nm (516 lb.-ft.)
Top track speed:	315 km/h (195 mph)
Acceleration:	0–100 km/h (0–62 mph) in 3.4 sec.
Engine:	Six-cylinder boxer engine, with two exhaust-gas turbochargers featuring variable turbine geometry, with seven-speed Porsche double-clutch transmission (PDK)
CO <sub>2</sub> emissions:	270 g/km
Fuel consumption (NEDC):	City: 16.7 l/100 km Highway: 8.2 l/100 km Combined: 11.5 l/100 km

TECHNICAL SPECIFICATIONS  
CAYENNE



Displacement:	3,600 cc
Power:	220 kW (300 hp)
Maximum torque:	400 Nm (295 lb.-ft.)
Top track speed:	230 km/h (143 mph)
Acceleration:	0–100 km/h (0–62 mph) in 7.5 sec., 7.8 sec. with Tiptronic S
Engine:	3.6-liter V6 engine, standard in combination with six-speed manual transmission
CO <sub>2</sub> emissions:	236 g/km with Tiptronic S
Fuel consumption (NEDC):	City: 13.2 l/100 km (with Tiptronic S) Highway: 8.0 l/100 km Combined: 9.9 l/100 km

Technical details may vary from country to country.

# RUHR.2010 FIVE FOR 53, THE METROPOLITAN PORTALS

**VISITOR CENTERS** have been established at **FIVE** locations to serve as orientation hubs for tourists interested in cultural activities in the Ruhr Valley. These are the best entry locations, centrally located in newly developed urban districts of interest with a high density of facilities, events, and cultural programs of all kinds.

THE RUHR VALLEY  
EUROPEAN CAPITAL  
OF CULTURE 2010

**Other European Capitals of Culture in 2010:**  
– Istanbul (Turkey) [www.en.istanbul2010.org](http://www.en.istanbul2010.org)  
– Pecs (Hungary) <http://en.pecs.hu/>

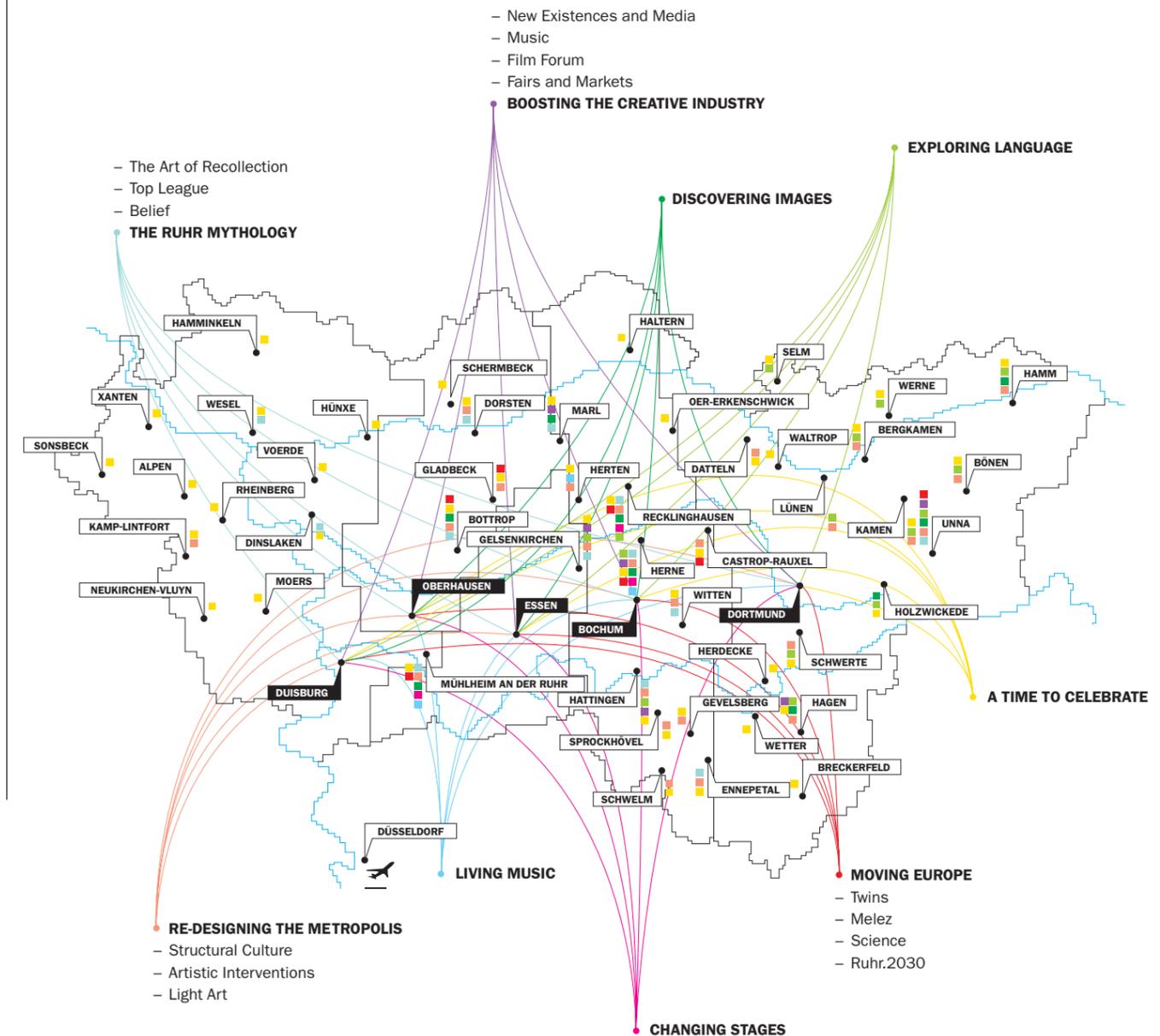


Illustration: Linientreu

- 1 DUISBURG  
HARBOR OF THE METROPOLIS  
With its location at the confluence of the Ruhr and the Rhine, Duisburg is the starting point for discoveries along the rivers, as well as a visit to the world's largest inland port or to Emscher Park.
- 2 OBERHAUSEN  
ENTERTAINMENT METROPOLIS  
Spectacular exhibitions in the Oberhausen Gasometer and convenient access to art, culture, and industrial history make Oberhausen the entertainment center of the Ruhr Valley.
- 3 ESSEN  
EMBLEMATIC  
The dynamic city of Essen is the cultural center of the Ruhr Valley, particularly with the Zollverein mine's designation as a UNESCO World Heritage Site and its role as a design center.

- 4 BOCHUM  
CENTRAL  
Every metropolis has a location most typical of what it is like. In Berlin it is Kreuzberg, in London the East End, and in the Ruhr Valley it is Bochum.
- 5 DORTMUND  
GATEWAY TO THE METROPOLIS  
As a convenient entry point, Dortmund is the tourist hub of the eastern area of the Ruhr Valley. Many routes lead from here to surrounding centers for tourists interested in art.
- HATTINGEN  
THE OLD TOWN OF THE METROPOLIS  
The Ruhr Valley, easily accessible via bicycle or canoe, also boasts castles, historical mine galleries, and the picturesque town of Hattingen, regarded as the "Old Town" of the Ruhr Valley.