

# News



**On a roll: The 10,000th Panamera rolled off the assembly line in Leipzig in December, just three months after the new model went on sale; the 500-hp Panamera Turbo in platinum-silver metallic was delivered to a customer in Singapore**

## Awards

# Panamera Comes Up a Winner

The Panamera is on track for success. Its combination of luxurious comfort and dynamic performance has earned it a number of awards. The new Porsche Gran Turismo already won its first accolades just weeks after its retail launch. The German car magazine *Auto Bild* named it the “Best New Car of the Year in the Luxury Class” and presented Porsche CEO Michael Macht with its coveted prize, “Das Goldene Lenkrad” (The Golden Steering Wheel), with the words: “The Panamera came out on top where the best cars in the world compete against each other.”

The 104,442 readers who voted in the 22nd “Auto Trophy” competition held by Germany’s leading car magazine, *Auto Zeitung*, also picked the Panamera as their favorite in the luxury class.

But that’s not all. The Panamera is proving to be a success in the North American market as well; 366 cars were sold there in November 2009, the month after its introduction. And North American automotive journalists have been full of praise, too. The online magazine *Inside Line*, a leading automobile portal, named the Panamera to its “Editors’ Most Wanted” list. The members of the Automobile Journalists Association of Canada (AJAC) chose the Panamera as the “Best New Prestige Car,” and the Canadian car journal *Le Guide de l’Auto* ranked it first in the “Prestige Cars” category.

The Panamera also raked in prizes in the United Kingdom (from the *Vehicle Dynamics International* magazine) and in Latin America, where the Federación Interamericana de



**Michael Macht with the “Golden Steering Wheel” that Porsche was awarded from *Auto Bild* magazine for the Panamera**

Periodistas del Automóvil (FIPA), an association of 81 car journalists from 21 countries, gave it the distinction of “Interamerican Car of the Year 2010.”

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## The Champion Drives a 911 GT3

Thirteen races—thirteen wins. Jeroen Bleekemolen (right) was honored for his outstanding championship victory in the Porsche Mobil 1 Supercup, the fastest of all international single-make cups. The 28-year-old driver from the Konrad Motorsport team received a very special prize at the Porsche Center in Stuttgart: a brand-new 911 GT3. Jens Walther, the man in charge of Porsche single-make cups, presented Bleekemolen with the keys to the 911 GT3, a 435-hp production car developed, like all Porsche race cars, at the motorsports center in Weissach. Bleekemolen received his own personal GT3 in Carrara White—the same color as the race cars he pilots.

## A Sultan Visits Leipzig

When the governor of the Indonesian province of Yogyakarta, Sri Sultan Hamengkubowono X, recently visited Germany at the invitation of the University of Leipzig and its Oriental Institute, he took the time to stop by the Porsche factory in Leipzig. In addition to touring the factory and the customer center, the distinguished guest got a chance to copilot a Panamera and a 911 GT3 on the factory’s own test track.

### Going for a spin: Sultan Hamengkubowono X on the road in a Panamera



## A Strong Partnership

Porsche is facing a future full of new opportunities. Its gradual merging with Volkswagen in 2011 has set the premium brand for exclusive sports cars on track for growth. Michael Macht, CEO of Porsche AG, considers annual sales of 150,000 units for Porsche within the integrated corporation a realistic long-term goal. Macht is also on the board of Porsche Automobil Holding SE, which presented its annual report for the 2008/09 business year in the new constellation for the first time.

The CEO of Porsche SE, Professor Dr. Martin Winterkorn, and his fellow board members Hans Dieter Pötsch, Macht, and Thomas Edig, left no doubt about the fact that both VW and Porsche remained profitable despite the continued difficult economic climate. In the reporting year, the corporation achieved an operating result of €1.9 billion, with Porsche AG earning a return on sales of 10.3 percent and Volkswagen 2.4 percent. Porsche AG’s sales decreased by 12 percent, to €6.6 billion, with the number of vehicles sold falling to 75,238, a drop of 24 percent.

Figures for the first four months of the new 2009/10 business year also declined by 25 percent (18,764 vehicles) compared to the same period in the previous year. There is nonetheless hope for a reversal of the trend: around 20,000 orders came in between August and October 2009, an increase of around 25 percent compared to the same period in the previous year. “Our current range of products is the most diverse and attractive in the entire history of our company,” says Macht.

The merger opens up new perspectives for Porsche AG—not only with regard to development, but when it comes to purchasing and production, as well. Macht emphasized, however, that Porsche’s distinctiveness won’t be lost. “A Porsche will always remain a Porsche, and our customers will see and feel that when they’re sitting in one of our cars. Porsche will always stand for the very best in design, engine performance, and driving dynamics.”