

# 1. New from Porsche AG

## Porsche plant visits



The guided tours do not include a visit to the development centre in Weissach. Those who do not want to miss the opportunity of a taxi ride over the test track or are interested in the engine test bench or wind tunnel can book a so-called “backstage tour” through the Porsche Travel Club, though there is a charge. Details of the tour are available from the Porsche Travel Club on:

Tel.: +49 (0)711 911 78 155.

Those wishing to attend one of the free guided tours in Zuffenhausen can obtain information from Sigrid Mauz on:

Tel.: +49 (0)711 911 25 384.



Free plant visits are also offered in Leipzig. Information is available on:

Tel.: +49 (0)341 999 13 911.

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Special plant visits for the clubs have long since been part of the service provided by Porsche Club Support. Although the number of such visits is limited, and therefore places are taken up very quickly, all members nevertheless have an opportunity of a free guided tour of Zuffenhausen without the supporting programme offered for

the clubs. These guided tours take place from Monday to Friday, either in the morning or in the afternoon, and last around an hour and a half. In most cases there are visits to the engine production facility and part of the vehicle assembly line. It is also possible to visit the Porsche Museum free of charge.

## Porsche Panamera – development goes to plan



The eagerly awaited Porsche Panamera will hit the market in 2009. Development of this premium class four-seater, four-door front-engined rear-wheel drive sports coupé is currently in full swing in Weissach. The interior and exterior of the vehicle have now been approved by the Board of Directors. The engineering has also been defined, but remains a secret.

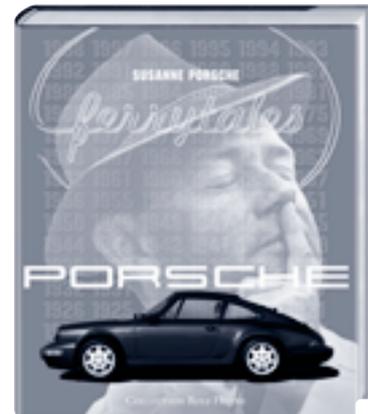
Discretion is top priority during the development phase. To avoid any nasty surprises, “this time the most important suppliers have been involved in the development of the vehicle at an earlier stage”, explains Dr. Michael Steiner, who is in charge of the fourth series. The selected suppliers are contractually obliged not to communicate their involvement in the project, and certainly not to advertise it.

Those keen to find out more must be content with the design outline already announced. Michael Mauer, head of Style Porsche, promises that: “The Panamera is a vehicle with typical

Porsche design characteristics adapted to its size.” The only thing Michael Steiner will say about the Panamera is that it is “a sporty top-class car with all of the Porsche characteristics, in other words a car like no other before it.”

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## Ferrytales



The Rolf Heyne Collection now includes a new book about Porsche vehicles and the character of Ferry Porsche. The book differs from previous works in at least two respects. Firstly, the book's author is Prof. Susanne Porsche who has been able to collate first-hand information from her father-in-law Ferry Porsche. Secondly, Ferrytales contains numerous previously unpublished photographs.

The 784-page retrospective view of Porsche in the years between 1909 and 1998, which comes in a slip case, takes the reader on a journey of the thoughts and dreams of Ferry Porsche, provides an insight into the family album, and relates the history of the Porsche marque from a previously unknown perspective.

Ferrytales, by Prof. Susanne Porsche  
Rolf Heyne Collection  
ISBN 3-89910-278-9  
Price: € 150.00

## Porsche strengthens partnership with VW



Last year, Porsche became the biggest individual shareholder at Volkswagen. Porsche now owns 18.53 per cent of VW ordinary shares. For many, the involvement of the small-scale car manufacturer Porsche with the giant VW came as something of a surprise. "There were strategic reasons behind the deal", is how Porsche Managing Director Dr. Wendelin Wiedeking explains the move. It was a matter of preventing a hostile takeover by VW and not putting in danger the long-term co-operation between the two companies. "As far as we are concerned, VW is now an important technology and production partner for more than a third of our sales volume", adds Wiedeking.

He quotes the Cayenne/Touareg cooperation as an example of a successful cooperation. The intention was to continue to cooperate with VW in important technological areas because it would mean savings for both parties. Porsche paid around 3 billion euros to

acquire its stake. The liquidity reserve has since been made up through two bond issues. Wiedeking is convinced that VW will regain its former strong position. With representation on the VW Supervisory Board in line with the size of its holding, Porsche has an opportunity to make a constructive contribution in this respect. The cooperation with VW will have no bearing on Porsche's plans for the future. "If anything, it should be seen as a supportive step", according to the Porsche CEO.

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## Ferdinand Alexander Porsche celebrates his 70th birthday



Acknowledged as the father of the Porsche 911, Prof. Ferdinand Alexander Porsche, shareholder and honorary chairman of the Supervisory Board of Dr. Ing. h.c. F. Porsche AG, Stuttgart, celebrated his 70th birthday in December 2005.

Born in Stuttgart, the eldest son of Ferry Porsche wrote the history of the car's design. "He designed everything that is important to men. Many of his designs became classics", says Dr. Wendelin Wiedeking, Chairman of the Board of management of Porsche AG.

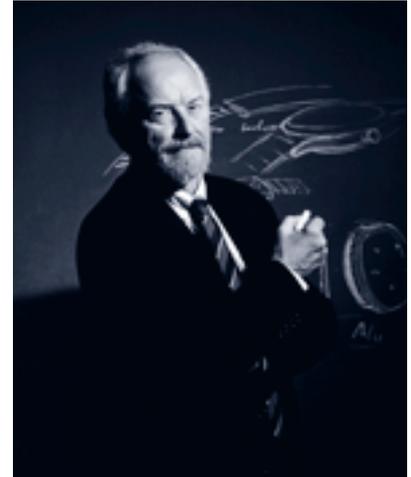
Ferdinand Alexander Porsche was in charge of the design studio of the Zuffenhausen-based sports car manufacturer between 1962 and 1972. It was during this era that the Porsche 911 and the 904 racing car were designed. In 1972 he established his own design studio, moving the head office to Zell am See in Austria two years later. It was here in the decades that followed that he designed gentlemen's accessories such as watches, spectacles and writing instruments marketed under the "Porsche Design" brand. At the same time, together with a dozen other designers, he designed a large number of industrial products,

household appliances and consumer goods for internationally renowned clients. Ferdinand Alexander Porsche summed up his recipe for success quite succinctly: "Good design must be honest." Today the design studio in Zell am See is one of the most famous in the world.

Wiedeking recognises that, despite his success and numerous awards for his designs, Butzi, as he is known to his family, has always remained a "modest and humane" man.

In the autumn of 2003, in conjunction with Porsche AG, he and the other "Porsche Design" shareholders founded the company Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG (PLH) in which Porsche AG has a majority shareholding. The task of this new company is to utilise the potential of the Porsche name in areas beyond that of the car. Central to this task is the "Porsche Design" brand, which is to be built up into one of the world's leading luxury brands with its own sales network.

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For more information, visit [www.porsche.com](http://www.porsche.com).

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