

3. Information exchange

Porsche Design Driver's Selection

Timeless and sporty – The new Cayenne collection

Sometimes word associations can change. Cayenne is no longer just a city in French Guyana, a plant and a type of pepper. Since the launch of Porsche's sports off-roader of the same name four years ago, Cayenne has been a byword for power and emotion on and off the road. Cayenne drivers are always perfectly equipped for any situation. All thanks to Porsche Design Driver's Selection. It includes useful products to spice up everyday life, while its unmistakable accessories are just the thing for those who are looking for something special.

To coincide with the launch of the second generation Cayenne, we have a number of exclusive new products that combine functionality and a unique design. The collection has everything from textiles and a children's pedal car to exclusive chronographs and canvas bags. Cayenne fans get noticed – not just because of their vehicles.



Time travel

The Cayenne Classic Chronograph has a range of impressive technical details, such as a stopwatch function and interval time measurement.



Sense of time

The fashionable ladies' handbag made of robust canvas material features a detachable zip fastening pocket.



Contemporary

The polo shirt with intricately worked details such as the embroidered lettering and blue backed button panel gives a sporty yet stylish look



Zeitgeist

The canvas M travel bag has a special water-repellent coating, making it the ideal companion for any trip.



Tempo!

The Cayenne pedal car for children between three and five years has many of the details of the original.



The products are available from the Porsche Centres or under www.porsche.de/shop
Not all products are available worldwide. For further information, phone 01805-356-911.

Porsche Tequipment Extra Sportiness



Gripping:
The Alcantara-covered steering wheel provides an optimum grip on winding roads

At Porsche, motorsport and our standard road vehicles have always been very closely linked. Things that prove themselves on the racetrack usually find their way into road cars without major modifications. Sportiness comes as standard on every car that leaves our factory. The Alcantara options and red tail lights from the Porsche Tequipment range underscore this strong link with the world of racing.

Handy, robust and low maintenance – Alcantara's properties are ideal for covering standard, sport and multi-function steering wheels. The extra benefit for drivers is that the wheel provides an optimum grip on winding journeys and in tricky situations. It is no wonder that the material has been used successfully in motorsport and

in the 911 GT3 and GT3 R3 for years. To complement this, the Porsche Tequipment range also includes a gear lever/handbrake package. This gives the interior of your Boxster, Cayman or 911 an even more sporty touch and provides a genuine racing feel. The package includes a gear or selector lever and a handbrake lever in black Alcantara.

With all these sporty touches, there is still room for style – an aluminium insert with Porsche lettering sets a refined tone. With their all-red design, the tail lights continue the sporty tone on the exterior. Whether you have a Boxster, a Cayman or a 911, the signal colour guarantees an exceptionally sporty and imposing look.



Steady hand:
Alcantara coated levers bring a genuine racing feel to your car



Red light:
The tail lights give an exceptionally sporty touch

Further information about the complete product programme of Porsche Tequipment and the latest Tequipment catalogues are available from your Porsche dealer or on the Internet under www.porsche.com

Special offers at the Leipzig plant for Porsche Clubs

Behind the scenes – and then behind the wheel

To mark the start of spring 2007, Porsche Leipzig is offering an attractive range of events on its own tracks. After the successful establishment of the “Co-pilot” programme, which allows visitors to ride along with a professional driver and discover our FIA-certified break-in and control track or our 6 km off-road course, our guests can now take the wheel themselves. This is the ideal opportunity for Porsche Club members to immerse themselves in the world of Porsche by experiencing the model of their choice either on-road or off-road here in Leipzig.

Cayenne, Boxster, Cayman or 911 – the on-road Pilot scheme gives visitors a difficult choice. After detailed instruction about the vehicle, the break-in and control track is introduced while the car is warming up. The next stage is familiarisation with the fundamental skills of professional driving – slalom, braking, swerving. Finally, participants closely follow behind a professional instructor for several laps to learn the ideal line.

Porsche Leipzig also offers just the thing for those who want to go off-road – the “Pilot Cayenne Offroad”. After comprehensive instruction on the vehicle itself, you can find out exactly what the Cayenne can do away from fixed roads, on Porsche’s very own off-road course. The challenges include scaling a steep ascent and a stone ramp, dealing with a slanting section and completing a ramp crossing. Participants in

Cayenne, Boxster, Cayman or 911 – the on-road and off-road Pilot programmes give visitors a difficult choice





the programme can also look forward to a hilly section and water crossings.

Priced at between 250 and 295 Euros (depending on vehicle), all Pilot programmes include a tour of the Cayenne production plant and a visit to the customer centre. A companion (minimum age 12 years) can join the factory tour free of charge. All participants in the “Porsche Leipzig Pilot” programme must be at least 25 years of age. Drivers must have held a valid driving licence for at least 3 years and must sign a rental agreement on site with an excess of 2,500 Euros. All programmes can be supplemented with catering from “Porsche Leipzig Start” (e.g. lunch and dinner) and additional driving events can be incorporated. As an exclusive for Porsche Clubs, the Porsche Leipzig team will organise a Pilot programme on the date of your choice for groups of between 4 and 10 people (subject to availability).

A racing-style on road track, a challenging off-road course, catering service, technology, expert and friendly personnel – at Porsche Leipzig, you will find everything you need for a thoroughly successful event.

Of course, anyone interested can also obtain an individual quotation for an event at Porsche Leipzig. After all, special occasions deserve a unique setting. Every event at Porsche Leipzig is individually planned and tailored to the preferences and needs of the host. Rooms of different sizes, a racing-style on road track, a challenging off-road course, catering service, technology, expert and friendly personnel – at Porsche Leipzig, you will find everything you need for a thoroughly successful event.

Further information and an online booking form can be found at www.porsche-leipzig.com.

You can also contact the Porsche Leipzig team at info@porsche-leipzig.com or on Tel.: +49 (0) 341 999 13 911.

Porsche Driving Experience

School isn't supposed to be this much fun – the Porsche Sport Driving School



It has been a busy time – we have changed our name to “Porsche Sport Driving School” and we have once again extended our training calendar for the 2007 season to include even more exhilarating highlights for Porsche fans.

Develop your driving skills and experience total driving pleasure – on road, off road or even on ice. The training available at the Porsche Sport Driving School is almost limitless. Our on-road training allows you to experience the full thrill of being behind the wheel of a Porsche – with a choice of internationally famous racetracks and driver safety centres. Or are you looking for a challenge away from the tarmac? If so, why not try our off-road training, on our own Porsche off-road course in Leipzig or in the deserts of Dubai.

As well as introducing new products and features, we believe that innovation means adapting to the needs of our customers and trainees. We have made it our goal to establish a uniformly high level of service in the Porsche Sport Driving School worldwide and also to implement some innovative ideas. There are plenty of exciting innovations in our programme for the 2007 season.

“Women Only”

Training specifically for women? Sounds exciting – and that’s exactly what it is. Ladies have had a love of motorsport and powerful cars for years. This event at Precision level will quickly remove any remaining inhibitions, while an attractive supporting programme rounds off the concept.

Be there when we say “Welcome to Women Only” for the first time. Contact us to find out more about this training event – this summer at the Porsche Sport Driving School.

“Track Day”

On 20th July, we will be offering driving pleasure with (almost) no limits at the Hockenheimring Grand Prix circuit. It doesn’t matter whether or not you have any racing experience, there will be no practice sections or timings here. Participants will be split into groups according to their experience and the vehicles they are driving. The programme starts with a briefing, when all of the relevant “dos and don’ts” will be outlined. Drivers will then take to the track one group at a time for instruction on the re-

levant corners. However, the main focus is first on guided driving, then on “free driving”. Another highlight is the opportunity to ride along with our instructors. For just 520 Euros per driver (including all Porsche Sport Driving School services), the day will definitely be a unique experience, in the company of fellow Porsche fans and friends from the Porsche Sport Driving School.

Are you interested in our training for the 2007 season or would you like our new catalogue?

Visit us at www.porsche.de/sportfahrschule. We are also happy to answer any queries about our training, the new products and services outlined or how to order gift vouchers.

Tel.: +49 (0)711 911 78683

Fax: +49 (0)711 911 78685

**E-mail:
sportfahrschule@porsche.de**

