

1. News from Porsche AG

Market Launch in the Summer of 2009

Porsche Presents the first Photos of the Sporty Four-Door Panamera

Around nine months before the market launch, Dr. Ing. h.c. F. Porsche AG, Stuttgart presents the first official photos of the Panamera in its final design. The design, profile and silhouette clearly identify the four-door model as a new member of the Porsche family.

Designed as a four-door travel sports car, the Panamera combines a wide range of talents in the manner typical of Porsche: sporty driving dynamics, a generous, variable interior and the superior comfort of a Gran Turismo. The Panamera is the fourth Porsche model series alongside the 911 sports car, the Boxster/Cayman, and the sporty Cayenne off-road vehicle.

The designers have succeeded in positioning the Panamera as a completely new and independent model, while firmly establishing its status as a typical Porsche vehicle. The proportions alone set it apart from other vehicles in its market segment. With a width of 1,931 millimetres, the Panamera is wider than comparable four-door vehicles, and, with a height of 1,418 mil-

limetres, it is also lower. The unmistakable, elongated GT silhouette has an overall length of 4,970 millimetres and short, sporty overhangs. The style and details follow the design philosophy refined on the 911 over the course of decades, and also successfully applied in the Boxster, Cayman and Cayenne. With its form language, the Panamera will compete in a completely new seg-



ment. The combination of traditional sports car elements from the coupé design and a unique interpretation of the traditional sedan form, with its additional benefits of a variable space concept, give the new Porsche its unmistakable appearance. The Panamera comes with individual, highly pronounced air inlets in place of a radiator grill.

The distinctive wheel housings and long hood create the typical “landscape” of the 911 front, popular among Porsche customers for over 45 years, and consisting of visibly lowered wings surrounding a flat hood. The V-shaped design of the engine hood and a rear windscreen narrowing in the shape of an arrow add typical sports car characteristics to the new, independent Panamera class. The prominent, muscular shoulders



over the rear wheels, the dynamic line of the roof reminiscent of a coupé, and the visible exhaust pipe all point to the model's status as a Porsche thoroughbred.

The elegant arch of the roof spans a generous, inviting interior. As with all Porsche models, the Panamera is designed to fulfil the needs of the driver. With a new space concept and sporty interior architecture, this special "pilot feeling" can be experienced from all four seats in the vehicle. The front seats and the two prominent single seats at the rear of the vehicle guarantee an outstanding ergonomic driving experience for up to four people. The luggage compartment can hold large pieces of luggage for all passengers, and the variable space concept with folding seat backs also enables individ-

ual adjustment to suit personal storage requirements. The coupé tailgate in the sporty rear of the vehicle combines suitability for everyday use with a sense of stylish elegance.

Porsche has developed superior, state-of-the-art drives for the Panamera, characteristic of the Porsche brand. Under the bonnet, the vehicle offers six and eight-cylinder V-engines with a performance range between 300 and 500 hp. Several units are equipped with turbo-charging and offer low consumption with high performance via direct fuel injection. The power flow is generated either via a manual 6-speed gearbox or the seven-speed Porsche twin-clutch gearbox PDK.

The Panamera comes with a sporty rear-wheel drive. The top model is

equipped with four-wheel drive, optionally available for other versions. Porsche is also developing a particularly economical Panamera model with a hybrid engine. Further details on engines, drives, driving performance, as well as prices and features, will be published next spring.

The new Porsche Panamera series is to be produced at the Leipzig plant. The site is equipped with a production hall of approximately 22,000 square meters and a corresponding logistics centre. While the engines for the Panamera are made in the main Porsche plant in Zuffenhausen, the Volkswagen plant in Hanover will supply the painted bare bodies. The vehicles will then be assembled at the Leipzig plant. The company plans to sell around 20,000 units each year.



Porsche will once again work mainly with German suppliers for the Panamera model, so that 70 percent of the manufacturing process will take place in Porsche's home country, making the Panamera "Made in Germany" in the truest sense of the word. The Panamera will celebrate its world premiere in spring 2009, and the first models will be available for purchase all over the world in the late summer of 2009.

Press release Porsche AG



Sporty Self-Ignition Model from Zuffenhausen

Porsche Premiere: The Cayenne with a Diesel Engine

The Board of Directors at Dr. Ing. h.c. F. Porsche AG, Stuttgart, has given the green light: as of February 2009, the sports car manufacturer will offer a Cayenne with a diesel engine, expanding the range of drives for the sporty off-road vehicle still further.

The decision was made in light of changes in legal regulations offering tax advantages for diesel vehicles, particularly in European countries. Porsche's shares in the Volkswagen group – the largest manufacturer of modern diesel engines for passenger vehicles in the world – has also opened up new possibilities for purchasing these devices.

Porsche will equip the Cayenne with a 3-litre V6 turbo diesel engine with 240 hp (176 kW) supplied by Audi AG, a subsidiary of the Volkswagen group. The average consumption of the Cayenne Diesel is 9.3 litres per 100 kilometres (25.3 mpg), with CO₂ emissions of 244 grams per kilometre. The spontaneous responsiveness of the engine and the high revolution speeds qualify the mod-

ern unit to be used in a sporty off-road vehicle like the Cayenne. With an impressive torque of max. 550 newton metres, sporty dynamics and superior characteristics, the model offers driving pleasure characteristic of the Porsche brand.

The new Cayenne model will initially be available in Europe, partly due to customer demand. Preparations are currently underway for the market launch in other countries.

The Porsche Board of Directors is convinced that the low-consumption V6 turbo diesel will secure the long-term



success of the Cayenne on the market. Business year 2007/08 saw sales of 45,478 units for this series, which currently includes five different models – more than ever before in a single business year.

With the launch of the Cayenne Diesel, Porsche is continuing its course towards reduced fuel consumption. Back in spring 2007, the sports car manufacturer fitted the new generation of the Cayenne series with direct fuel injection engines, which use up to 15 percent less fuel in real operation. Since summer 2008, Porsche also offers the latest generation of the 911 series with direct fuel injection engines. And the sports car manufacturer is currently working on a Cayenne model with a hybrid engine, which uses less than nine litres of fuel per 100 kilometres (26 mpg) and will be launched on the market at the end of the decade.

The new Cayenne with diesel drive will be available for purchase from February 2009, equipped with the tried-and-tested Tiptronic S automatic transmission as standard, for a basic price of 47,250 Euros.

In Germany, the Cayenne with a diesel engine, including 19 % VAT and country-specific features, costs 56,436 Euros.

Press release Porsche AG



Production

The New Porsche Assembly Line

The assembly plant in Zuffenhausen is equipped to face the challenges of the future. The expansion of the production line, one of the most important Porsche projects of recent years, has been successfully completed. Now, 29 additional stations in the assembly line offer more space, increased flexibility, improved ergonomics and optimized logistics.

With the end of the plant holiday in 2008, production at the Zuffenhausen plant entered a completely new era. "The expansion of the production line makes us fit for the future", states Dr. Reinhold Neitzel, manager of the assembly cost centre, underlining the significance of the major project. After three years of planning and extensive construction work, the plant can now produce on an extended assembly line. "It was comparable to open heart sur-

gery", describes project leader Dr. Roberto Hernández. "During the entire construction operation, great care had to be taken not to disrupt production."

There is no denying that the result is impressive. One glance in the hall shows that the production line expansion lends a completely different feeling to the room. The new building 60 covers an area of 3000 square meters. A total of 29 additional stations were integrated

in the line, optimizing the working conditions and streamlining the processes and content considerably.

The additional space helps meet the challenges posed by the ever increasing assembly quantities. After all, vehicle assembly has grown immensely to include a wide range of additional technology – from suspension systems right through to sound and communications systems. Added to this is the constant increase in customized features, shown for example in the 137 different hand brake levers on offer.

The increased space also enabled the integration of ergonomic improvements. In cooperation with Darmstadt Univer-



Assembly Line Expansion

Exciting Times and Off to a Good Start

In preparation for the conversion to the new assembly line in Zuffenhausen, the plant had to be run completely empty at the end of July. The start of operation after the plant holiday with the new line, new stations and new work content was an exciting premiere for all involved.

Some images will never die. Empty production halls, for example, are a difficult sight for Dr. Reinhold Neitzel to face. The assembly cost centre manager felt "a little queasy" on 25th July 2008, when the halls in Zuffenhausen were run empty after the late shift and the last 911 model, a Coupé C2 S, left the factory. As he remarked, "the life had somehow disappeared from the plant".

The employees working on the gearbox flange line in the engine construction

plant, who were due to switch to assembly following the renovation, added their own special touch to the proceedings. The last engine to enter assembly bore the note: "I'm the last one. PAM4 would like to wish everyone a nice holiday, and is looking forward to PMF." Around 600 employees were involved in the improvements. They were trained before the holiday at information events, and directly at the workstation. All that remained was to get everything ready for the return. Three weeks remained to breathe life back into the plant.

An enormous puzzle. The instructions included: knocking down the wall to the new Building 60, moving entire work stations, relocating large systems, connecting new assembly hangers to the old ones, and adapting complicated data processing systems (e.g. for car data sheets and supplier logistics). Flexibility was the key – the concrete slab of the former axle supply was cast, while IT experts used a steady hand to update the software next door.

Finally, it was time for the real test: for two days, around 200 employees worked on ten vehicles and examined the entire system under operating conditions. Everything was ready for the new start on Monday, 18th of August, at 7.03 a.m. on the dot. "Everything worked like clockwork", Neitzel recounts. The shift change worked perfectly later that day, and the first 911, a Turbo Cabrio, rolled off the extended assembly line at 7.25 the following morning.

But the relief only really set in after around two weeks. "Only then could we be certain that everything had gone according to plan. A key factor in the success was undoubtedly the meticulous planning and the well organized team", explains project leader Dr. Roberto Hernández.

After the plant holiday, the workers met with a special surprise on their return – a gigantic welcome plaque with the inscription: "A warm welcome to our engine production colleagues from to the assembly cost centre". The organizers had thought of everything.



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Porsche-Tennis-Grand-Prix

World Premiere at the Porsche-Arena

The year 2009 marks the beginning of a new era for the Porsche-Tennis-Grand-Prix. The best woman tennis players from around the world are due to arrive in Stuttgart in spring (25th of April to 3rd of May) for the first time to play on a sand court in the Porsche-Arena – a world premiere.

“Ours is the only event played on sand in a hall”, says Tournament Director Markus Günthardt. “It is an honour and a big chance. I am sure we will once again be able to offer our audience the very best of the best.”

Following the positive reaction from the players, he is certain that this new development will be good for the tournament, and that the audiences will experience even more exiting matches and riveting tennis. Jelena Jankovic, world number one and winner of the Porsche-Tennis-Grand-Prix in 2008, agreed to play in the 2009 tournament on the spur of the moment after the end of the last final. The players voted the tournament the most popular WTA Tour.

Olympic winner Elena Dementieva doesn't want to miss out on the chance to take part in the meeting of the best from all over the world again, “To be successful in Stuttgart is one of the biggest achievements a player can hope for in their tennis career.”

Porsche Club members can also take part in the memorable event – for particularly attractive ticket prices: with the key word “Porsche Club”, you will receive a ten percent discount on all stand tickets, season tickets (1st and 2nd category) and card packages from Easy Ticket (Tel. +49 (0)711 2555 555, or via the Internet www.easyticket.de). The only exceptions are the Family Day and the Ladies' Day tickets, as well as

all tickets already including a discount for school children and students. Club members also receive one voucher per order, which can be used at the Porsche-Tennis-Grand-Prix 2009 merchandise stand.

Sand in sight: Larry Scott, CEO and Chairman of the WTA Tour, Markus Günthardt, Porsche Tennis Grand Prix Tournament Director, and Anke Huber, Sports Manager (from left)

