



PORSCHE



**Peak performers:** Porsche presents the new 911 Turbo and 911 Turbo S, the top-of-the-range models in the 911 series

**May 2013**

# Porsche Club

## News 2/13

**911 Turbo – Engine:** Six-cylinder Boxer engine, **Displacement:** 3,800 cc, **Power:** 383 kW (520 hp), **Maximum torque:** 660 Nm, **Top speed:** 315 km/h, **Acceleration (0–100 km/h):** 3.4 s (3.2 s with SPORT PLUS), **CO<sub>2</sub>-emission:** 227 g/km, **Fuel consumption (NEDC), City:** 13.2 l/100 km, **Highway:** 7.7 l/100 km, **Combined:** 9.7 l/100 km

## Editorial

### Dear Ladies and Gentlemen, Dear Porsche Club Members,

The first quarter is now behind us and we are pleased to note that Porsche has made a successful start to 2013. The sports cars from Zuffenhausen and Leipzig are much in demand – and thus bucking the general trend on the automotive market. In particular, demand for our iconic 911 is still very strong: the Porsche 911 further strengthened its market position in the sports car segment. This is impressive proof that the 911 concept remains attractive and up-to-date, even in its 50th year and seventh generation.

We are particularly proud of the many classic car awards that the Porsche 911 has won. It won three categories in the awards presented by “Motor Klassik” magazine. The Porsche 901 came top of the sports car category in the “Classic Cars” magazine awards, and the current 991 won the readers’ poll for classic car of the future. What a way to emphasise our anniversary motto: 50 Years of the Porsche 911 – Tradition: Future

All over the world, the Porsche Clubs are celebrating the iconic 911 sports car. Once again, this issue of Porsche Club News has the dates of this season’s events. The celebrations began with the two classic car fairs, the Techno Classica and Retro Classics. The German Porsche Classic Clubs, Porsche Community Management and Porsche Germany’s Club Coordination co-operated on a successful stand at each fair showing special cars from Porsche’s history. Porsche’s presence at the fairs was rounded off by the Porsche Classic and Porsche Museum stand, with an exhibition marking the anniversary of the 911. Next up is the anniversary event of the Porsche Club Great Britain in Silverstone, which will surely be a highlight. With the motto “911x911”, the British Club will be putting on a very special parade of nine hundred

and eleven Porsche 911s from every generation at the Silverstone Grand Prix circuit.

This will be directly followed by the Porsche Days in Francorchamps in the middle of the Ardennes, and the Porsche USA Parade, which this year takes place in Traverse City. This year, the Porsche Club of America again expects more than 1,500 Club members at the world’s biggest Porsche Club event – and as has been customary from the start, members of the Porsche family will be in attendance.

I am particularly pleased that Porsche Community Management will again be putting on the popular Porsche Club night at the Internationale Automobil Ausstellung (IAA). Fittingly, it will be taking place 50 years to the day after the debut of the Porsche 901 in Frankfurt. We are looking forward to welcoming guests from all over the world. Please remember that only a limited number of tickets are available for this exclusive Club evening, and that you must order them via your Club President.

As it does every year, the IAA has some very special highlights in store for you. In

1973, the first Porsche 911 Turbo prototype was presented at the IAA – and 40 years later on the anniversary of the 911, Porsche will be presenting the new top-of-the-range Porsche 911 Turbo and 911 Turbo S.

Before that, however, the second generation of the Porsche AG Gran Turismo, the Porsche Panamera, will be making its debut in Shanghai. The new Panamera stands out with its even tighter lines, increased comfort and new engines. As well as this, Porsche will be presenting the Panamera S E-Hybrid, the world’s first plug-in hybrid in the luxury class. With its futuristic concept, it too carries the genes of the Porsche DNA – Tradition: Future.

I wish you every success with your Club events and a successful season marking the anniversary of the Porsche 911!

**Best regards from Stuttgart,  
Yours,  
Dr. Kjell Gruner**



**Dr. Kjell Gruner** Marketing Manager

### A note to our contributors

To make sure that your contributions to the Porsche Club News can be published in a proper quality, we ask you to let us have it by E-mail and in the following format. We prefer you to save images in **TIFF format**; otherwise, JPEG format may be used (at a minimum resolution of **300 dpi** and an actual size of at least **13 cm width**, as RGB or CMYK). Make sure that images **do not exhibit pixelation**, and do not save images as indexed colours (Web colour scale). Please attach text contributions as a Word file. We regret that we cannot process Powerpoint presentations or Word files containing embedded images to printable quality.

### Thank you for your support.

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## DR. WOLFGANG PORSCHE 70TH BIRTHDAY ON THE 10TH OF MAY

**Dr. Wolfgang Porsche**, Shareholder and Chairman of the Supervisory Board of Porsche Automobil Holding SE as well as of the Dr. Ing. h.c. F. Porsche AG, celebrated his 70th birthday on the 10th of May, 2013.

Wolfgang Porsche was born in Stuttgart on May 10, 1943, the youngest son of Dorothea and Ferry Porsche, the founder of the Porsche sports car brand. Wolfgang Porsche spent the first six and a half years of his life at the so-called "Schüttgut" in Zell am See, Austria, the estate of his grandfather Ferdinand Porsche. The family, and the company, returned to Stuttgart in 1950. Wolfgang obtained his Abitur (higher school-leaving certificate) in 1965. He also passed his journeyman's examination as a metalworker. Afterwards, Porsche obtained his degree in Business Administration from the Vienna University of Economics and Business Administration. He received his doctorate in International Business in 1973. In 1978, he was appointed a member of the Supervisory Board of Porsche AG, taking over the position of Chairman in 2007. He was also appointed Chairman of the Supervisory Board of Porsche Automobil Holding SE at its incorporation in June 2007. In addition, Dr. Wolfgang Porsche has been a member of the Supervisory Board of Volkswagen AG, Wolfsburg, since April 24, 2008.

The father of four lives alternatively in Salzburg and the "Schüttgut" in Zell am See, which he acquired from the family estate. There, in Salzburger Land, he operates an Alpine organic farm with around 200 dairy cows. An ardent hunter, he has always felt close to nature. His enthusiasm for sports cars has been the focus of his life from his very early youth on. Over the course of decades, a private collection of classic cars has evolved that contains numerous very rare Porsche vehicles, which he drives regularly.

Matthias Müller, President and CEO of Dr. Ing. h.c. F. Porsche AG, paid tribute to the "invaluable contribution" Mr. Porsche has made for the sports car maker: "The fact that a member of the founder family is actively representing our company internationally is essential for many Porsche fans in their extraordinary identification with the brand and its products."

The Porsche Clubs around the world value his commitment to the Porsche Clubs, his keen involvement in the many international Club events and Porsche Club meetings in his home country. Congratulations, Dr. Wolfgang Porsche!

### Closing Dates:

PC News 3/2013: 03/06/2013

PC News 4/2013: 30/08/2013

PC News 5/2013: 28/10/2013

### Porsche Club News on the web:

The latest Porsche Club News and the archived back issues from issue 1/99 on are available on the Internet at:

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# 01 News from Porsche AG In Brief



## A successful first quarter Right on course

### THE FAMOUS SPORTS CARS FROM ZUFFENHAUSEN AND LEIPZIG ARE STILL HIGHLY IN DEMAND IN 2013:

In the first three months, Porsche delivered 37,009 vehicles to customers all over the world – 21.1% more than during the same period last year.

“The success of the first quarter confirms our policy of consistently implementing our Strategy 2018,” says Bernhard Maier of the Executive Board for Sales and Marketing. “Our answers to the uncertainties of the market are exciting products like the Panamera and a highly motivated workforce.”

On the Chinese market, Porsche noted increased customer interest in rear-engine and mid-engine models. In the first quarter of 2013, deliveries of the Boxster, Cayman and 911 were up by a third. In total, Porsche sold 8,844 vehicles in China during this period, which represents an increase of a quarter compared to the first three months of 2012.

Demand for the 911 remains strong: from January to March, Porsche delivered 7,230 of the iconic sports cars – up 18.6% on the first quarter of the previous year. ◀

Porsche AG press release

### Porsche Boxster and Cayman win World Performance Car 2013 Award

## The Boxster and Cayman are officially world class



### THE PORSCHE BOXSTER AND CAYMAN WERE CROWNED WORLD PERFORMANCE CAR 2013 AT THE NEW YORK INTERNATIONAL AUTO SHOW.

The decision was made by an expert jury of 66 automobile journalists from 23 countries. They elected the mid-engine roadster and the Coupé to joint first place.

Porsche sports cars have now won around 20 awards since the start of the year in the US, Canada, Russia, South Africa, Singapore and Germany. Most re-

cently, the Porsche 911 Carrera 4 won the Auto Bild Allrad readers' poll in Germany. Matthias Müller, the Chairman of the Executive Board, explains the success of the Porsche models: “The Porsche 911 has won several awards in its anniversary year. Even after 50 years, it's still an outstanding concept, thanks to its dynamic response, efficiency and emotional appeal. The redeveloped Boxster and Cayman also carry the 911's DNA, and this impresses both customers and jurors. That makes us very proud.” ◀

Porsche AG press release

### Porsche classics in action

## Highlights

### IN THE ANNIVERSARY YEAR OF THE PORSCHE 911, THE PORSCHE MUSEUM IS ONCE AGAIN TRAVELLING AROUND THE GLOBE.



From **16th to 19th of May**, the Porsche Museum will cover the legendary thousand miles of the **Mille Miglia** with an impressive field of starters. Two Porsche 550 Spyders, two 356 Coupés and a 356 Speedster will take part in the famous long-distance road race.

On **23rd of June 2013**, Porsche will be sending two classic racers to **Le Mans**, as the major long-distance race celebrates its 90th anniversary. The legendary Porsche 917 KH with the number 23 and its driver Hans Herrmann just have to be there.

The Festival of Speed at **Goodwood** would also be unthinkable without Porsche. From **11th to 14th of July**, the focus will be on the 50-year anniversary of the 911. In addition, a 917 KH, a 962, a 911 GT1 '98, a 917/30, a 935/78 “Moby Dick” and a 936 Spyder will be on show.

The first part of the year will be rounded off by the **Solitude Revival** from **19th to 21st of July**. Various Porsche 911 will be in action here just outside Stuttgart, joining the Type 718 Formula 2 and the 356 Abarth. Once again, there will be a star-studded array of drivers, including Hans Herrmann, Kurt Ahrens and Eberhard Mahle.

Porsche Museum press release

# 01 News from Porsche AG In Brief



PARADE FOR 50 YEARS OF THE PORSCHE 911

## 911 x 911 on the Silverstone Grand Prix circuit on the 28th of July 2013

**THE ICONIC PORSCHE 911** had its first debut at the 1963 Frankfurt Motor Show. 50 years on and 2013 sees Porsche Club Great Britain, (PCGB) paying homage to the iconic sports car's anniversary.

As the largest single Porsche Club in the world outside of the US, Porsche Club Great Britain celebrated its own 50th anniversary in 2011. With over 12,000 Porsche owners as Members, this important Club has seized on the anniversary of the 911 with gusto.

Forming an integral part of the Club's celebrations will be a magnificent parade of nine hundred and eleven, Porsche 911. Sunday 28th of July sees the many 911 and their drivers, taking to the full Silverstone Grand Prix circuit to mark this historic milestone in the life of what's unquestionably one of the world's most celebrated, revered and distinguished sports cars of all time.

This very special parade will highlight five decades of glorious 911 heritage and evolution by including the most famous models from past and present generations, including the legendary Carrera, RS, RSR, GT, Speedster, Targa and Turbo variants. To this day the truly evergreen 911 is also one of the most popular and successful competition cars ever created and the dazzling on-track pageant will also feature a plethora of winners from both racing and rallying.

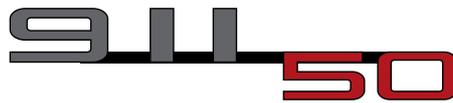
We are delighted to report that there has been incredibly strong interest from 911 owners from all over the world. There are some spaces left for the world record Porsche parade, those wanting to secure a slot on the track will need to act fast.

**The three day weekend of the Silverstone Classic Racing Festival** taking place from 26th to 28th of July will also be the Porsche Club Great Britain's National Event for 2013.

The Porsche Club Great Britain has been allocated a huge area that will accommodate 2,000 cars in the central infield area, which is close to all the attractions available to all who come to Silverstone.

PCGB's National Concours will be taking place during the weekend, together with various 911 and Anniversary displays. There is so much to see and do at the Silverstone Classic that we feel sure there will be plenty to entertain all the family, just within our Porsche Club Village itself. ◀

Porsche Club Great Britain



50 Years of the Porsche 911 – Tradition: Future



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**Silverstone Classic** booking details:

Full details are available on the official

[www.silverstoneclassic.com](http://www.silverstoneclassic.com) website.

If you would like to be a part of this spectacular parade please contact Silverstone Classic direct to book your event ticket

Tel.: +44 871 231-08 49

Quote code C13911

**Closing date: 31/05/2013** Members and non-Members may take place and you must state your 911 model type.



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**The Porsche Museum.**

More info at [www.porsche.com/museum](http://www.porsche.com/museum)



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## 01 News from Porsche AG

### The new Porsche 911 Turbo and 911 Turbo S Reference values for dynamics and fuel consumption



**911 Turbo** – Engine: Six-cylinder Boxer engine, Displacement: 3,800 cc, Power: 383 kW (520 hp), Maximum torque: 660 Nm, Top speed: 315 km/h, Acceleration (0–100 km/h): 3.4 s (3.2 s with SPORT PLUS), CO<sub>2</sub> emission: 227 g/km, Fuel consumption (NEDC), City: 13.2 l/100 km, Highway: 7.7 l/100 km, Combined: 9.7 l/100 km

**01 News from Porsche AG**

**911 Turbo S** – Engine: Six-cylinder Boxer engine, Displacement: 3,800 cc, Power: 412 kW (560 hp), Maximum torque: 700 Nm, Top speed: 318 km/h, Acceleration (0–100 km/h): 3.1 s with SPORT PLUS, CO<sub>2</sub>-emission: 227 g/km, Fuel consumption (NEDC), City: 13.2 l/100 km, Highway: 7.7 l/100 km, Combined: 9.7 l/100 km

**DOUBLE ANNIVERSARY:**

**1963** 50 YEARS AGO, THE 911 MADE ITS DEBUT AT THE FRANKFURT INTERNATIONAL AUTO SHOW.

**1973** AND JUST TEN YEARS LATER, THE FIRST 911 TURBO PROTOTYPE WAS AT THE IAA.

## 01 News from Porsche AG



**An imposing look:** The new 911 has the widest body of all 911 models

### **Porsche is presenting the generation 911 Turbo and Turbo S – the technological and dynamic performance peak of the 911 series.**

New all-wheel drive, active rear axle steering, adaptive aerodynamics, full-LED headlights and the up to 560 hp flat six-cylinder engine with bi-turbo charging underscore the role of the new generation 911 Turbo as a circuit racing car, everyday car and technology platform. Playing an equally crucial role are the entirely new chassis in lightweight design with a 100 mm longer wheelbase and larger 20-inch wheels. The PDCC active anti-roll system, which is being offered for the first time in 911 Turbo models, increases dynamic performance even more. This system is standard equipment in the 911 Turbo S, as is the Sport Chrono Package with dynamic engine mounts and PCCB ceramic brakes; all of these features are also available as options in the 911 Turbo. The results: The new 911 Turbo S shortens the lap time for the North Loop of the Nürburgring to well under 7:30 minutes – naturally with standard production tyres. The standard sound symposer intensifies the driving experience; it transmits induction sounds of the

turbo engine to the passenger compartment via a speaker diaphragm.

### **More power, fuel economy improved by 16 per cent**

The performance partners in the powertrain area are the further advanced engines and the new PTM all-wheel drive system. The turbocharged 3.8-litre six-cylinder engine with direct petrol injection produces 520 hp (383 kW) in the 911 Turbo and 560 hp (412 kW) in the S model. Porsche continues to be the only carmaker to offer two turbochargers with variable turbine geometry for a petrol engine. Power is transferred to the drivetrain via the seven-speed dual clutch transmission (PDK), which now enables an auto start/stop function with engine shutoff that now activates earlier during coasting to a stop as well as a coasting function. Together with the new thermal management system for the turbo engine and the PDK transmission, fuel efficiency technologies have reduced NEDC fuel consumption by up to 16 per cent to 9.7 l/100 km; these figures apply to both models.

### **New all-wheel drive with electro-hydraulic control**

For an even faster and more precise power distribution to the two axles, Porsche deve-

loped a new all-wheel drive system (PTM) with electronically controlled and activated multi-plate coupling. The system is equipped with a new water cooling function, so that it can direct even more drive torque to the front wheels if necessary. Simultaneously, the optimised interplay of the engine, transmission and all-wheel drive systems takes the new top 911 to even better sprint capabilities. The 911 Turbo with the optional Sport Chrono Package accelerates from zero to 100 km/h in 3.2 seconds, which is even one-tenth better than the value of the previous 911 Turbo S. The new 911 Turbo S handles the standard sprint to 100 km/h in just 3.1 seconds. The car's top speed is 318 km/h.

### **Widest body of all 911 cars**

The two new top models display their performance visually more than ever. The characteristic, expansively wide rear body panels of the new generation 911 Turbo are 28 mm wider than on the 911 Carrera 4 models – they feature a nearly level surface, about the width of a hand, between the C-pillar and the outer edge of the car body. Other differentiating characteristics include two-tone forged 20-inch wheels – on the 911 Turbo S they have hub wheel locks. The Turbo S is also making its ap-

## 01 News from Porsche AG



**Well under 7:30 minutes:** The new 911 Turbo S sets one lap record after another on the Nordschleife of the Nürburgring

pearance with new full-LED headlights that feature four-point daytime running lights and dynamic, camera-based main beam control, which can be ordered as an option for the 911 Turbo.

### Rear axle steering sustainably improves handling

The introduction of rear axle steering in all turbo models immensely improves both circuit racing and everyday performance of the two new top sports cars. The system consists of two electro-mechanical actuators instead of the conventional control arms on the left and right of the rear axle. The steering angle of the rear wheels can be varied by up to 2.8 degrees, depending on vehicle speed. At speeds up to 50 km/h, when the front wheels are turned the system steers the rear wheels in the opposite direction. This actually corresponds to a virtual shortening of the wheelbase by 250 mm, which gives the 911 Turbo unrivalled performance in bends. The system lets the car turn faster into the bend and offers more dynamic steering response. This noticeably simplifies manoeuvring and parking.

At speeds above 80 km/h, the system steers the rear wheels parallel to the turned front wheels. This is equivalent to a virtual lengthening of the wheelbase by a significant 500 mm and gives the sports

car tremendous stability, especially at high speeds. At the same time, the steering input by the driver leads to significantly faster build-up of lateral force at the rear axle, which initiates the change in direction more spontaneous and harmoniously.

### Active aerodynamics improve efficiency and performance

Porsche developed an active aerodynamic system on the new 911 Turbo models for the first time — Porsche active aerodynamics (PAA). It consists of a sturdy, retractable three-stage front spoiler, whose segments can be pneumatically extended, and a deployable rear wing with three adjustable wing positions. This makes it possible to tune the aerodynamics of the 911 Turbo to fulfil driver wishes for either optimal efficiency (speed position) or top dynamic performance.

In the performance position, all segments of the front spoiler are fully extended, and they generate considerable downforce at the front axle. Similarly, the rear wing is extended to its maximum height with the greatest angle of attack. This also generates more downforce at the rear axle. Dynamic performance is improved to such an extent that lap times at the North Loop of the Nürburgring are improved by up to two seconds due to this system alone.

### New interior with high-end features

The interior was completely redesigned in both 911 Turbo models, and it builds on the 911 Carrera family. The S model is particularly well equipped, offering such features as an exclusive interior in a black/carrera red colour combination and adaptive sport seats plus with 18-way adjustment and memory. In addition, the seat backrest shells are leather upholstered with double cap seams and various elements in carbon look. Like on the previous models, the Bose sound system is installed as standard; for the first time, a Burmester system is also available as an optional feature. A radar-controlled cruise control system, camera-based road sign recognition and speed limit recognition are other new options being offered.

The new top models of the 911 model series arrive on the market at the end of September 2013. In Germany, the 911 Turbo costs 162,055 Euro; the new 911 Turbo S costs 195,256 Euro, including VAT and country-specific features.

**Public relations and press**  
**Product press**



**Our benchmark: 30,000 race wins.  
Celebrated in a 1:43 scale.**

For more information please visit:

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## 01 News from Porsche AG

## The new Porsche Panamera Looking to the future: World's first plug-in hybrid drive in the luxury class



### Panamera S E-Hybrid

Panamera S E-Hybrid – Engine: Six-cylinder engine, Displacement: 2,995 cc, Power: 245 kW (333 hp), Maximum torque: 440 Nm, E-Motor max. power: 70 kW (95 hp)  
E-Motor max. torque: 310 Nm, Parallel full hybrid max. power: 306 kW (416 hp), Parallel full hybrid max. torque: 590 Nm, Top speed: 270 km/h, Acceleration (0–100 km/h): 5.5 s,  
CO<sub>2</sub>-emission: 71 g/km, Fuel consumption (NEDC), Combined: 3.1 l/100 km, Electrical energy consumption (combined): 16.2 kWh/100km

## 01 News from Porsche AG



**Panamera S E-Hybrid:** The world's first plug-in hybrid to the luxury class

**IN THE SECOND GENERATION OF THE GRAN TURISMO, PORSCHE IS INTRODUCING THE WORLD'S FIRST PLUG-IN HYBRID TO THE LUXURY CLASS.** Along with the Panamera S E-Hybrid with 416 hp of system power, two luxurious Executive versions are also making their debut with an extended wheelbase and an entirely new three-litre V6 engine with biturbo charging for the Panamera S and Panamera 4S. An already unrivalled broad base of models has now been extended and consists of ten models offering an even further broader range between sportiness and comfort. New and further developed technologies have enabled fuel savings of up to 56 per cent, while further enhancing operating and driving comfort. The new Panamera underscores its exceptional positioning with an even more expressive design language in the style of the new sports car generations that are marked by

tighter lines, more pronounced contours and newly shaped body elements. In short: The Porsche Panamera is even more efficient, sporty, comfortable and elegant. The new generation Gran Turismo celebrated its world premiere at Auto China in Shanghai, which opened its gates on the 21st of April 2013.

**Panamera S E-Hybrid sets new standards in efficiency, performance and operating convenience**

The Panamera S E-Hybrid is a systematically advanced development of the parallel full hybrids with a more powerful electric motor, a higher-performance battery that supplies more energy and the ability to charge it externally from the electrical grid. The electric drive produces 95 hp (70 kW), which is more than double the power of the previous model's electric motor at 47 hp (34 kW). It draws its energy from

a newly developed lithium-ion battery, which at 9.4 kWh has over five times the 1.7 kWh energy capacity of the previous battery in nickel metal hydride technology. When connected to an industrial outlet, it can be charged within around two and a half hours via the integrated on-board charger and the standard Porsche Universal Charger (AC), and it can be charged in less than four hours when connected to a conventional household electrical outlet in Germany.

The Panamera S E-Hybrid far exceeds the driving performance of the previous model. In addition, the previous model's NEDC fuel consumption of 7.1 l/100 km was reduced by 56 per cent to 3.1 l/100 km. That equates to CO<sub>2</sub> emissions of 71 g/km. At the same time, its all-electric driving performance was substantially improved with regard to electric accelera-



**The uniqueness of the new Panamera is emphasised by an even more expressive design in the style of the new generation of sports cars, which is characterised by tighter lines, more pronounced contours and newly shaped body elements.**

## **Panamera**

**Engine:** Six-cylinder engine, **Displacement:** 3,605 cc, **Power:** 228 kW (310 hp), **Maximum torque:** 400 Nm, **Top speed:** 259 km/h, **Acceleration (0–100 km/h):** 6.3 s (Sport Chrono Package 6.0 s), **CO<sub>2</sub>-emission:** 196 g/km, **Fuel consumption (NEDC), City:** 11.2 l/100 km, **Highway:** 6.8 l/100 km, **Combined:** 8.4 l/100 km



**Although the new generation has only just been launched, the Panamera range already includes ten individual models, covering an even wider range between sportiness and comfort.**

## **Panamera Diesel**

Engine: Six-cylinder engine, Displacement: 2,967 cc, Power: 184 kW (250 hp), Maximum torque: 550 Nm, Top speed: 244 km/h, Acceleration (0–100 km/h): 6.8 s, CO<sub>2</sub>-emission: 166 g/km, Fuel consumption (NEDC), City: 7.8 l/100 km, Highway: 5.5 l/100 km, Combined: 6.3 l/100 km

## 01 News from Porsche AG

tion, the electric range and electric top speed. An intensive pure electric driving experience is possible without any fuel consumption or local emissions, which is especially advantageous in the urban environment. The electric driving range of the Panamera S E-Hybrid was determined to be 36 kilometres in NEDC-based testing. Driving range may vary in real operation, since air conditioning and heating are deactivated in NEDC test conditions, for example. A realistic all-electric driving range in everyday operation would lie somewhere between 18 and 36 km – and under particularly favourable conditions it could even exceed this range. The Panamera with the new hybrid drive can reach speeds of up to 135 km/h in all-electric operation.

The acceleration time from a standstill to 100 km/h was shortened by half a second

to 5.5 seconds. The electric boost function helps here, in which the performance of the electric motor boosts that of the combustion engine. Boosting can also be activated by kick-down – such as in overtaking situations. The car's top speed is 270 km/h. The parallel full hybrid concept developed by Porsche also offers "coasting" at higher speeds, which refers to free coasting with the internal combustion engine shut off and energy recovery by generating electricity.

The forward-looking concept of the Panamera S E-Hybrid also embodies an entirely new range of convenience functions, which can also be activated and called up by a smart phone app. There is the charge status indicator, for example. In addition, the auxiliary climate control option of the plug-in hybrid enables car preheating or cooling via Porsche Car Connect; it can be

programmed in the vehicle or even more conveniently via the smart phone app. A smart phone may also be used for battery management or for remote access to vehicle information such as the remaining driving range or for guiding users back to their parked vehicles. All functions that are not specific to the hybrid drive are also available as options for the other Panamera models via the Car Connect smart phone app from Porsche.

### Long wheelbase, spacious rear seating area: Executive models with the comfort of the exclusive class

The spatial concept of the Panamera with two full-fledged bucket seats in the rear seating area proved to be so successful that Porsche is further extending it in the new generation Gran Turismo. The new Panamera Turbo Executive and Panamera 4S Executive models – with their 15 cm



## Panamera S

**Engine:** Six-cylinder engine, **Displacement:** 2,997 cc, **Power:** 309 kW (420 hp), **Maximum torque:** 520 Nm, **Top speed:** 287 km/h, **Acceleration (0–100 km/h):** 5.1 s (Sport Chrono Package 4.8 s), **CO<sub>2</sub>-emission:** 204 g/km, **Fuel consumption (NEDC), City:** 11.9 l/100 km, **Highway:** 6.9 l/100 km, **Combined:** 8.7 l/100 km

**Panamera S:** 20 hp more power and 20 newton metres more torque, but up to 18% less fuel consumption compared to the V8 engine in the predecessor



**Another step toward increased performance and efficiency is the completely new 3-litre V6 biturbo engine that replaces the V8 in the Gran Turismo versions of the Panamera S and Panamera 4S.**

## **Panamera 4S**

**Engine:** Six-cylinder engine, **Displacement:** 2,997 cc, **Power:** 309 kW (420 hp), **Maximum torque:** 520 Nm, **Top speed:** 286 km/h, **Acceleration (0-100 km/h):** 4.8 s (Sport Chrono Package 4.5 s), **CO<sub>2</sub>-emission:** 208 g/km, **Fuel consumption (NEDC), City:** 12.2 l/100 km, **Highway:** 7.2 l/100 km, **Combined:** 8.9 l/100 km

## 01 News from Porsche AG



## Panamera 4S Executive

**Engine:** Six-cylinder engine, **Displacement:** 2,997 cc, **Power:** 309 kW (420 hp), **Maximum torque:** 520 Nm, **Top speed:** 286 km/h, **Acceleration (0–100 km/h):** 5.0 s (Sport Chrono Package 4.7 s), **CO<sub>2</sub>-emission:** 210 g/km, **Fuel consumption (NEDC), City:** 12.4 l/100 km, **Highway:** 7.3 l/100 km, **Combined:** 9.0 l/100 km

**Panamera 4S Executive:** The Executive models have a very generous range of equipment with an outstanding level of comfort, especially on the two rear seats, even in the standard version. All Executive models feature the innovative Panamera air suspension, which combines excellent rolling comfort with the typical Porsche driving characteristics.

longer wheelbase – offer more rear seating space and even better ride comfort. They have a very extensive range of features, and above all they offer exceptional comfort at both rear seat locations as standard. All Executive models have the innovative Panamera air suspension, which combines excellent ride comfort and typical Porsche driving properties.

### More performance and efficiency by downsizing: new V6 biturbo engine

Boosting of performance and efficiency is a core competency at Porsche. In developing the new Panamera, this led to an entirely new engine based on the downsizing concept: a V6 engine with three litres displacement and biturbo charging. The V6 biturbo replaces the previous 4.8-litre V8 engine in the Panamera S and Panamera 4S, and it is also used in the new Executive version of the Panamera 4S. Its basic

parameters themselves are indicators of progress: 20 hp more power and 20 Newton metres more torque, but up to 18 per cent better fuel economy compared to the V8 engine in the previous model. This not only gives the driver a more powerful and efficient engine; turbocharging results in a maximum torque of 520 Newton metres being available over a very broad range of engine speeds for a superior and uniform power curve, even at low revs.

Most Panamera models are equipped with the seven-speed Porsche Doppelkupplung PDK. The comfortable eight-speed automatic Tiptronic S operates in the Panamera Diesel and Panamera S E-Hybrid. This transmission creates optimal conditions for further development of other efficiency functions. For example, the extended start-stop function now deactivates the engine earlier while coasting to a stop,

which saves more fuel. With the exception of the Panamera GTS, models with PDK also offer a coasting function in which the clutches open in overrun, the engine idles, and the vehicle coasts freely. This function can significantly improve fuel economy, especially when travelling on the motorway.

### Further developed design with a new option: LED headlights

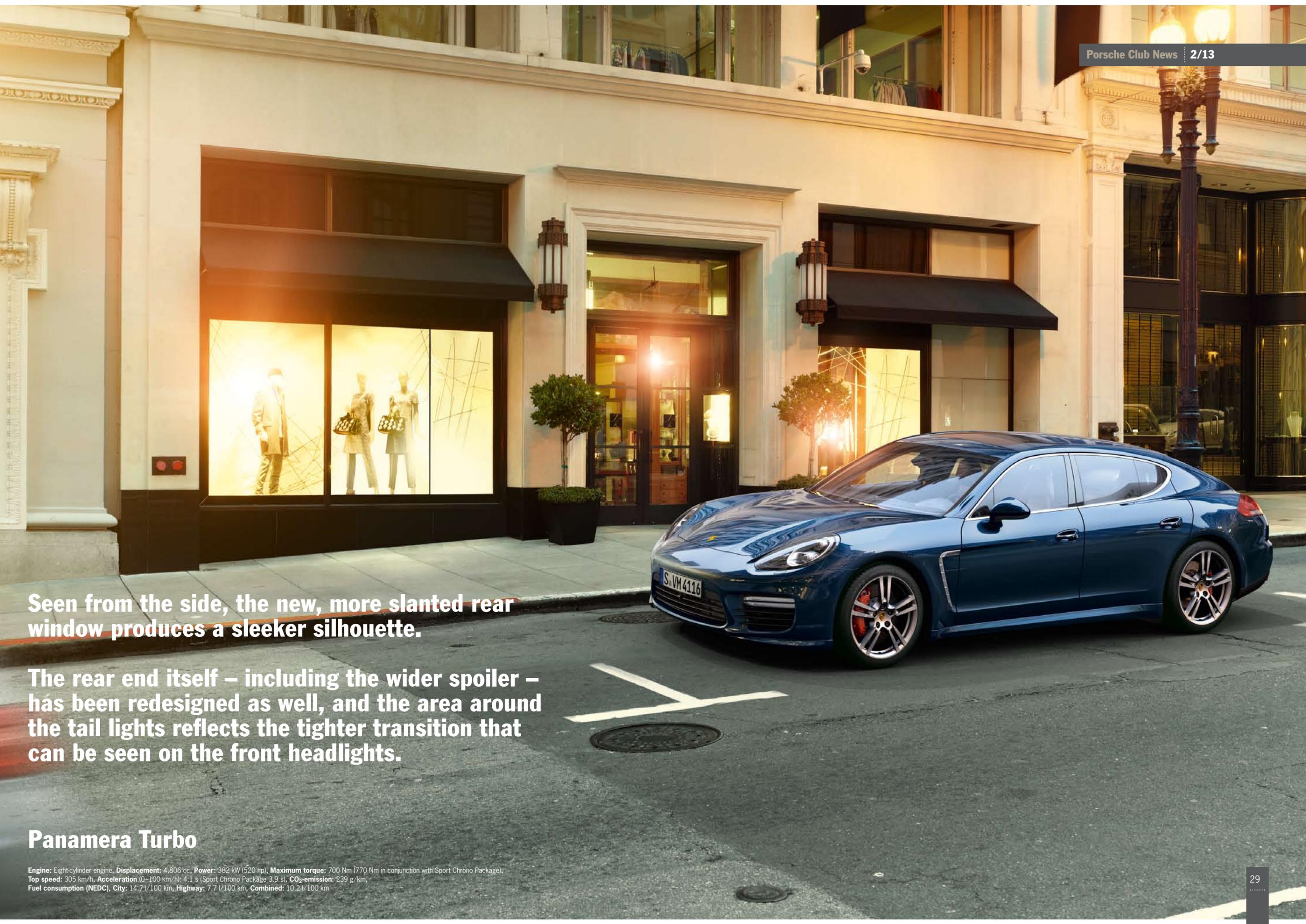
The further advanced exterior design of the Panamera can be made out at first glance. The tighter and more prominent line-work at the front end is especially apparent in the larger air intakes and the distinctive transition to the headlights. In side profile, the new, more swept-back rear window creates an even more extended silhouette. When viewed from the back, the new generation Panamera is primarily made out by its new boot lid. The widened rear window emphasises the ho-

The refined exterior design of the Panamera is obvious at first glance. The tighter, bolder lines on the front end are most clearly illustrated by the larger air intakes and the more imposing transition to the headlights.



## Panamera GTS

Engine: Eight-cylinder engine, Displacement: 4,806 cc, Power: 324 kW (440 hp), Maximum torque: 520 Nm, Top speed: 288 km/h, Acceleration (0-100 km/h): 4.4 s, CO<sub>2</sub>-emission: 249 g/km, Fuel consumption (NEDC), City: 15.7 l/100 km, Highway: 7.8 l/100 km, Combined: 10.7 l/100 km



Seen from the side, the new, more slanted rear window produces a sleeker silhouette.

The rear end itself – including the wider spoiler – has been redesigned as well, and the area around the tail lights reflects the tighter transition that can be seen on the front headlights.

## Panamera Turbo

Engine: Eight-cylinder engine, Displacement: 4,806 cc, Power: 382 kW (520 hp), Maximum torque: 700 Nm (770 Nm in conjunction with Sport Chrono Package), Top speed: 305 km/h, Acceleration (0–100 km/h): 4.1 s (Sport Chrono Package 3.9 s), CO<sub>2</sub> emission: 239 g/km, Fuel consumption (NEDC), City: 14.7 l/100 km, Highway: 7.7 l/100 km, Combined: 10.2 l/100 km

## 01 News from Porsche AG



### **PANAMERA TURBO EXECUTIVE: WITH A 15 CM LONGER WHEELBASE, THE NEW PANAMERA TURBO EXECUTIVE HAS MORE SPACE IN THE BACK AND OFFERS EVEN GREATER DRIVING COMFORT.**

horizontal orientation of the Gran Turismo and therefore its sporty character. The rear section itself was also redesigned, including the wider spoiler, and it shows a tighter transition to the rear lights, similar to the visual transition of the headlights at the front of the car.

As in previous models, the new Panamera models also offer many differentiating exterior characteristics. Further customisation is achieved by the numerous options that are offered, including the new LED headlights, which give the Gran Turismo a very special appearance.

The Panamera models are further upgraded by new standard features such as bi-xenon headlights, multifunction steering wheel and an automatic boot lid. In addition, an extended line-up of assistance systems is available for safety and convenience. The optimised adaptive cruise con-

trol system, for example, now actively intervenes in the braking process in hazardous situations. Camera-based traffic sign detection and lane departure warning offer greater convenience in cross-country and motorway travel.

The new generation of Panamera models will be launched on the market in July 2013. Prices start at 81,849 Euro for the Panamera Diesel and 83,277 Euro for the Panamera. The Panamera 4 is priced at 88,513 Euro, the Panamera S at 101,841 Euro and the Panamera 4S at 107,196 Euro. The Panamera S E-Hybrid costs

110,409 Euro, which is followed by the Panamera GTS at 121,595 Euro and the Panamera 4S Executive at 132,662 Euro. The top models are the Panamera Turbo for 145,990 Euro and the Panamera Turbo Executive for 163,364 Euro. The cited prices are valid for Germany, including VAT and market-specific features.

At the beginning of next year, a new diesel engine with 300 hp (220 kW) will replace the current diesel, offering even more driving fun with typical diesel efficiency. Also arriving on the market in 2014 are the new Porsche Panamera Turbo S and Panamera Turbo S Executive. They represent the exclusive and sporty pinnacle of the model range. ◀

**Public relations and press  
Product press**



Please visit [www.porsche.com](http://www.porsche.com) for further information.

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to give it your own personal touch.**

### **The Porsche Exclusive package for the Cayman.**

This Cayman S from Porsche Exclusive has its very own character: yours.

It has been personalized at the factory to your expectations. With Platinum Silver Metallic exterior, painted air vents in the rear side panel, painted rear view mirror base, painted headlight cleaning system cover – and with the 20-inch SportTechno wheels. In brief: the Cayman S Platinum Silver Metallic is your Porsche all the way.



**PORSCHE**

01 News from Porsche AG 911 Special

# 50 Years of the 911 ICON, RACING CAR, CLUB CAR

The Porsche 911 has been considered the automotive icon and sports car for five decades. Because the 911 is a lot more than just a car. It is a cult object capable of raising the pulse of car lovers all over the world, even when it is stationary.

And it has been the core of the Porsche brand for fifty years. There's hardly another automobile in the world that can look back on such a long tradition and continuity as the Porsche 911.

Part 2 of the Porsche Club News special feature on the 911 throws some light on the archetypical design language of the Porsche 911.

Our 5-part series first took a look at the beginnings of the iconic sports car. In part 2, we will turn to the design and investigate the curves and lines of the 911. The next issue of Porsche Club News will be all about innovations, because with each of the seven generations, the Porsche engineers from Zuffenhausen and Weissach reinvented the 911 and demonstrated the innovative force of the Porsche brand.

The pictures we have chosen for the series on the 911 anniversary are vivid proof that



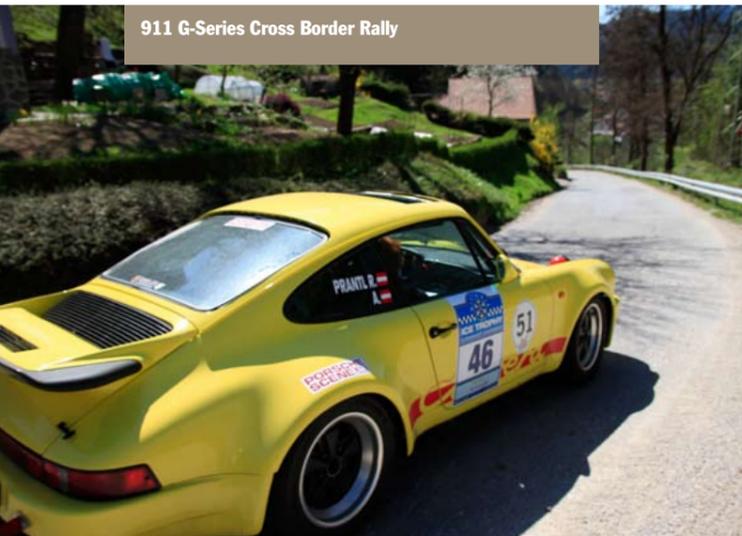
**“The 911 is the only car you can drive from an African safari to Le Mans, to the theatre and then on the streets of New York.”**  
Ferry Porsche

the Clubs are not just a lively and committed community, but has been a loyal group of Porsche 911 fans for 50 years.

Around the world, Porsche Club enthusiasts are celebrating the anniversary of their icon. On page 39 we have put together some of the highlights of the Club season for you.



911 996 and 997: Porsche Club Indonesia (top), 993 and 964 of the Porsche Classic Club Russland



911 G-Series Cross Border Rally



911 997 Porsche Escape Porsche Club of America



911 997 Porsche Parade Europe



01 News from Porsche AG 911 Special

# 50 Years of the 911

## Part 2

### The Design



**One of the things that make the Porsche 911 series so legendary is its timeless design.** A 911 is unmistakable from any angle, even without seeing the Porsche badge or crest.

However, in the very early stages of its development, there was great uncertainty at Porsche regarding the design of the future successor to the 356. It was not until several internal and external studies had been carried out that Ferry Porsche's son Ferdinand Alexander came up with his revolutionary draft. In 1958, F.A. Porsche – as he was known to his colleagues – joined the design office of the company then known as Dr. Ing. h.c. F. Porsche KG.

He soon demonstrated his talent for design with his plasticine model of a groundbreaking successor to the 356 series in 1959. A prototype based on his designs was produced in 1960. The 754 T7 was a very promising study of a four-seater, but the rear end did not come up to Ferry Porsche's expectations. He decided to halt development of the four-seater T7 in favour of the T8, a hatchback Coupé with

a 2+2 seat arrangement, which was developed from 1962 onwards under the project name Type 901.

This is where F.A. Porsche, who was 27 at the time, struck gold. In the early sixties, automobile design and product design were still entirely separate worlds, and his emotionally appealing yet highly functional design brought them together for the first time. In the original 911, F.A. Porsche distilled the design DNA of Porsche into a concentrated masterpiece. He created a distinctive brand design that forged the identity and success of all Porsche model lines to the present day.

**The archetypal form is like an organic sculpture – immediately recognisable from any angle as a Porsche 911, even without a Porsche crest.**

Seven generations of the 911 have been produced since then, and the Porsche designers have never been tempted to follow fashionable trends. Instead, the design has been carefully evolved so as to always keep its own identity. It was always without question that function took priority over form, which means the Porsche 911 has never been spoiled by cheap stylistic effects. This approach has proven its



911 993, 996, 997 GT3 RS: Porsche Club Osaka, Porsche Parade Japan

## 01 News from Porsche AG 911 Special

911 997 Sport Classic, Porsche Days at Zell am See



value in the last fifty years. Its design has always been modern, but never trendy – as befits a genuine classic. It has always remained true to the philosophy of its creator, F.A. Porsche, who said: “Good design has to be honest.”

Nevertheless, the evolving design of the 911 always reflected the work of the chief designer at the time. When F.A. Porsche founded his own company “Porsche Design Studio” in 1972, Anatole Carl Lapine became the sports car maker’s head designer and remained so until 1989, when he was succeeded by Harm Lagaay. In 2004 Michael Mauer took over – and his current 991 series is the latest masterpiece in the 50-year history of the 911.

### The evolution of the 911 design

After F.A. Porsche’s revolutionary draft of the original 911, every designer in the history of the brand has been faced with the challenge of retaining the iconography of the 911 while translating it into a contemporary form. And they have managed to do this in every generation – even today, the 911 remains a sports car that is absolutely distinctive. The first 911 established the basic shape, which is still retained today. The lateral lines, the design of the fastback, the shape of the side windows and the free-standing front wings with the slanted front bonnet are just a few of the core design features.



—  
**After the original model, the G-Series in 1973 was the next great step.**

The first thing that stood out was the design of the bumpers, which were painted in the same colour as the rest of the car, had rubber trims around them and featured integrated indicator lights. There were also plastic bellows on the sides, which were incorporated in response to new laws in the US demanding zero repair costs for collisions at speeds of less than 5 km/h.

Porsche manufactured the bumpers from sturdy light alloy, and on US models they were fastened to the frame using replaceable impact tubes and a concealed spring structure. The exterior mirrors on the Carrera were also painted in the same colour as the rest of the car, as were the headlamp rings, which were previously chrome-plated. Between the two tail lights there was a dark red trim with a black Porsche logo. One of the G-Series, the 911 Turbo, pushed the design even further: it had an imposing, large rear spoiler with a soft polyurethane surround.

As well as the flared wheel arches, exterior mirrors and headlamp rings painted in the same colour as the vehicle, the rear spoiler gave the Turbo an absolutely unique appearance. This Turbo look was later available for other 911 models, and in some years also without the large rear wing. Optionally, the Turbo was also available from 1982 onwards as a Flatnose, as had been used in motor sports: pop-up headlights meant that the bonnet could

911 Carrera RS 2.7, Porsche Club für den Carrera RS



## 01 News from Porsche AG

be more slanted. The trend-setting 911 SC Cabriolet was introduced in 1982. Its innovative hood featured struts and 50% of it consisted of embossed sheet steel sections. This guaranteed stability of form even at high speeds, as well as protection in the event of an accident.

—  
**The 964 model line was presented in 1989. Its body design looked very similar to that of the previous 911, but in fact it had been completely revised.**

Two of its main features were that the front and rear ends were now integrated in the body segment, and that the rear spoiler deployed automatically on the Carrera 2 and Carrera 4. One feature that was not noticeable at first glance, but was of great functional importance, was the smooth underbody panelling. The Turbo got the new bodywork two years later.

—  
**The 993 model generation was presented in 1993. It had revised front and rear sections compared to the previous 911.**

New features included slightly more slanted headlights as well as a wider, more slanted rear end. The rear side windows were now bonded flush with the body. The convertible hood was completely revised and more slanted at the back. The result was that the Cabriolet looked more sporty with the hood closed.

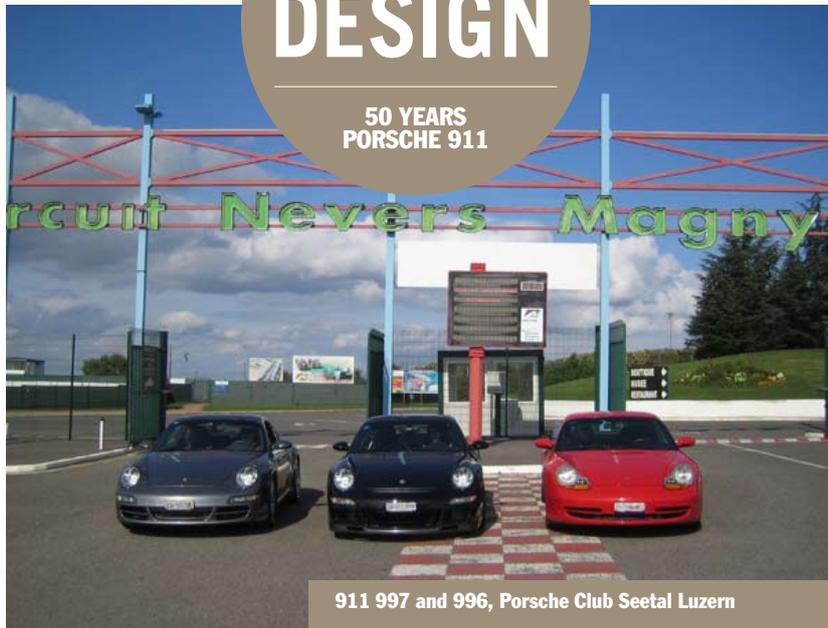
The Targa was presented at the IAA in 1995. The 911 also had some refinements to its bodywork, such as redesigned front and rear ends as well as a new door sill

911 993 at the Porsche Paradis St. Tropez



# 2 DESIGN

50 YEARS  
PORSCHE 911



911 997 and 996, Porsche Club Seetal Luzern

design that graduated more harmoniously into the flared wings. The fixed rear spoiler was also redesigned.

**In 1997, the 996 series was not only the first 911 with a water-cooled engine, but also had redesigned bodywork.**

The roof line, with a windscreen that was swept lower by an angle of 5 degrees,

made for a more flowing side view. As well as this, the overall body was smoother, with features such as narrower gap dimensions and windows that were completely flush in the bodysell. In addition, all these measures reduced the drag coefficient to 0.30 – compared to 0.34 in the 993 series. The two exterior mirrors were no longer fitted on the door, but in the side window triangle. The Cabriolet came with a light alloy hard top painted in the same colour as the car, which only weighed 33 kilograms and could be easily mounted and

## 01 News from Porsche AG

removed by two people. In 2011 the body of the 911 Turbo was comprehensively re-designed. The most important distinguishing features from the Carrera models were a different front and rear end trim, a rear spoiler with movable fins and air intake ducts to the charge air coolers.

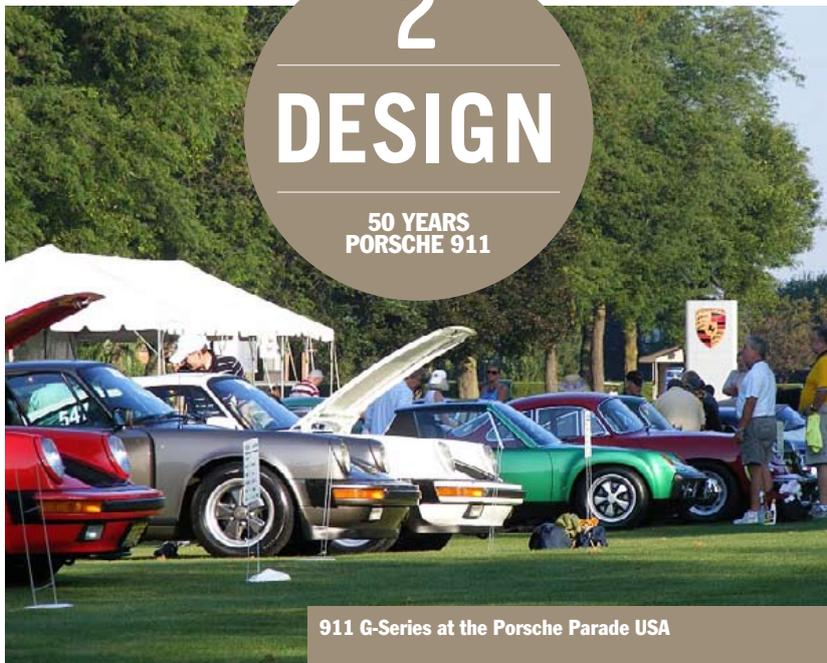
The front wings were wider and could accommodate Bi-Xenon headlights. The extendable rear wing of the Turbo was a completely new feature. It greatly improved the aerodynamics of the car at high speeds and driving stability in particular. The rear spoiler consisted of two wings mounted on top of each other.

Up to a speed of 120 km/h, the two wings remained together; above that, the top fin was raised by 65 millimetres. If the car slowed down to less than 60 km/h, the top fin returned to the basic position. In 2002, the 996 series had new headlights with a slightly redesigned front end and front wings.

**A completely new generation of the 911 made its debut in 2004 in the form of the 997 series. One of the main features were the oval headlights.**

From a distance they looked almost round – in keeping with the spirit of the original 911. As well as the driving lights, the clear plastic headlamp unit also included the parking light, fog light and indicator, giving the front of the car a clearly structured and tidy appearance. The wind tunnel was intensively used in designing the 997 series, and the combined aerodynamic features gave it a drag coefficient of 0.28, which was the lowest yet for a standard Porsche production vehicle.

911 964 of the Porsche Club Ireland



911 G-Series at the Porsche Parade USA

**The Porsche 911 of the 991 series that was introduced in 2011 is the latest version of this definitive sports car.**

No radius was left unchanged in the draft design. This 911 has a long, low silhouette, sleek surfaces, razor-sharp edges and precisely designed details, yet is still immediately recognisable as a 911.

The starting point for the new design were the modified proportions of the sports car. The 100-millimetre longer wheelbase, the wider front track and the reduced height, in combination with the 20-inch wheels, provided the basis for the new Coupé's even sportier appearance. The designers used it to develop the new 911 shape with an optimised height-to-width ratio. Without changing the overall width, they created a sports car with even more roadholding.

01 News from Porsche AG

2  
**DESIGN**  
50 YEARS  
PORSCHE 911

The standard Bi-Xenon headlights were re-designed, inspired by the traditional round headlights of the 911. Also in keeping with tradition, the new 911 does not have a radiator grille, but side air intakes – a characteristic feature of the Porsche rear-engine sports car.

The other front lights (direction indicators, daytime driving lights and LED position lights) are pushed out to the sides around the front apron, thus emphasising the powerful, wide front end of the 911. The exterior mirrors are now positioned on the door panel. Seen from the side, the 911 boasts precise lines and a taut, dynamic appearance.

The more convex and slanted front windscreen contributes to the fast, sleek silhouette. A typical distinguishing feature of the 911 is the characteristic side window design, this time with an even sharper triangular window. This means it retains the famous Porsche “flyline” – the roof line that slopes to the rear over the back wheels, emphasising where the 911 transmits its power to the road.

There is now a trim over the new, strikingly narrow tail lights that extends across the entire rear end of the vehicle and creates a wider effect, which is in turn emphasised by the powerful shoulders of the broad

911 991 Club Coupe, early 911



911 Carrera RS 2.7, Classics at the Castle

rear wings. The rear spoiler below the air intakes of the engine cover has a new, wider design. And the tail lights are now all in LED technology.

The 911 Cabriolet is another masterpiece of modern design. The fabric hood is almost exactly the same shape as the Coupé roof, so that the 911 Cabriolet looks just as perfect as the Coupé. This is thanks to the work of the roof designers, who developed a folding and stretching system that produces exactly that shape. ◀

PART 3 IN THE NEXT ISSUE:  
THE INNOVATIONS  
Porsche Club News  
Press information and public relations  
Porsche Museum

**01 News from Porsche AG 911 Special**

**THE PORSCHE CLUBS CELEBRATE THE 911**

**For Porsche, the 50th anniversary is the central theme of 2013.**

**Porsche Club News keeps you up to date at all times. It contains updated schedules, promotions and events relating to the 911.**

**The newsletter**

Many more highlights await you in 2013 for the 50th anniversary of the Porsche 911. You will find a newsletter about this at [www.porsche.com](http://www.porsche.com). It keeps you updated on all the news.

<http://www.porsche.com/germany/dialog/newsletter/>

**The Roadshow**

The Porsche Museum is sending an original unrestored 1967 911 on a trip around the world. As an ambassador of the Porsche brand, it will attend various international events, trade fairs, historic rallies and motor sport events in its anniversary year. At [www.porsche.com/follow-911](http://www.porsche.com/follow-911), fans can follow the individual stations, that started at the end of february.

**The 911 in the museum**

From 4th of June to 29th of September 2013, the Porsche Museum will look back at the history and development of the 911 in a special exhibition.

**The 911 photo competition**

To go with the anniversary, Porsche is holding a photo competition: show us your 911 to win a professional photo shoot with your Porsche 911.

Entry is easy: follow @porsche and share your photo via Twitter or Instagram by using the #50Y911 hash tag. Your photo will then appear in the Porsche 911 photo stream.

The photos from the shoot will be exhibited as artwork in the Porsche Museum. The closing date for entries is 01/06/2013.

More information is available at <http://www.porsche.com/microsite/50years-911/international.aspx>



**DATES CONNECTED WITH THE 911 ANNIVERSARY**

**New dates from the Clubs:**

**12th to 14th of July**

Birthday party at Ofenwerk (centre for classic vehicles) in Nuremberg, Porsche Club für den klassischen 911 Südwest e.V., Rhein/Ruhr, Süd, Nord e.V.

**911 anniversary dates:**

**6th to 8th of September**

5th Schloss Bensberg Classics

**Club highlights 2013**

**23rd to 29th of June**

USA Parade / Traverse City / Michigan / USA

**27th to 30th of June**

50 Years of the 911, 60 Years of Porsche Clubs Belgium

**4th to 7th of July**

Porsche Parade Italia / Cortina d'Ampezzo/ Italy

**26th to 28th of July**

Porsche Club Great Britain

Annual meeting at the Silverstone Classic and 911 Parade / Silverstone / UK

**2nd to 4th August**

Copenhagen Historic Grand Prix

50 Years of the Porsche 911 / Porsche Club Danmark

**5th to 8th of September**

Porsche Club Deutschland "Freundschaftstreffen" in Trier / Germany

**8th of September**

Classics at the Castle / Heddingham / UK

**18th of September 2013**

25 Years of Porsche Club Singapore / Singapore

**27th to 29th of September 2013**

50 Years of the 911 / Fédération Clubs Porsche de France / Clermont-Ferrand / France



911 G-Series, 911 Carrera RS, Porsche Club Great Britain



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**PORSCHE**

## 02 INFORMATION EXCHANGE

### IAA 2013

#### Invitation to the Porsche Club night

**IAA  
Club night**  
16/09/2013



**With the motto “the world’s most automobile show”, the 65th International Motor Show (IAA) opens its doors in Frankfurt from 12th to 22nd of September 2013, with entry for the general public from 14th of September.**

Connoisseurs of the automotive scene have long been familiar with this, the largest motor show in the world. Every two years, vehicles and developments from around the world are exhibited over a total area of more than 235,000 square metres in Frankfurt. Porsche will be once again represented, and is already preparing a suitably high-class appearance.

Of course, in this, the year of the 50th anniversary of the Porsche 911, we would also like to invite you to attend an exclusive Club night. This evening will definitely be one of the highlights of the Porsche Club events and is being held jointly by Porsche Community Management and Porsche Deutschland’s Club Coordination.

**We are pleased to invite you to the Porsche stand in Hall 5 on Monday, 16th of September starting at 7 p.m.**

Based on our experience in 2011, we would like to advise you of the high level of interest in this Club night and recommend that you register via your President in good time. For safety reasons stipulated by the show management, we can accommodate a maximum of 350 persons and this cannot be increased, even by popular request. We would also like to ask for your understanding that – as is the case every year – access to the catering area of the Porsche stand is not possible before 7 p.m.

As the Club scene is constantly growing and we would like to guarantee that the tickets are distributed fairly, we have decided to allocate a specific number of tickets per Club depending on the Club size. This means:

- Max. 4 tickets for Porsche Clubs with up to 40 members
- Max. 6 tickets for Porsche Clubs with 41 to 80 members
- Max. 8 tickets for Porsche Clubs with over 81 members

Please use the attached registration form and use **a fully completed form per participant. Please send this to your Club President.**

We ask the **Presidents** to collect registrations (not exceeding the maximum number of tickets/club) and to send them to **Claudia.Schaeffner@porsche.de** by E-mail or fax by **Monday, 1st of July 2013**. Claudia Schäffner is also available to answer your queries on **+49 (0)711 911 2 32 51** or by fax on **+49 (0)711 911 2 32 54**. We would like to thank you in advance for your understanding and for complying with this procedure.

Please note that due to a high level of interest, it is possible that tickets may all be taken before this date. We will use the first-come, first-served policy to process the registrations and then contact you regarding confirmation in good time.

We are already looking forward to a great evening with enthusiastic Porsche fans, one which you will surely look back on fondly in years to come.

#### Your Porsche Community Management

**More information about travel options to Frankfurt as well as information about the city and hotels is available from the following address:**

**Tourismus+Congress GmbH**  
Frankfurt am Main  
Kaiserstraße 56  
D-60329 Frankfurt am Main

Tel.: **+49 (0) 69 21 23 88 00**  
E-mail: **info@infofrankfurt.de**  
or online at:  
**www.frankfurt-tourismus.de**

**NEW  
REGISTRATION**  
Registration via  
Club President  
only

## 02 Information Exchange

# Registration form for the Porsche Club night at the IAA 2013

By post or fax to the President  
of your Porsche Club

**NEW  
REGISTRATION**  
Registration via  
Club President  
only

Closing date for forms to Porsche AG  
via the President is 1st of July 2013

**International Motor Show (IAA) in Frankfurt – Porsche Club night, 16/09/2013 from 7 p.m.**

Yes, I would like to attend the Club evening at the IAA.

First name/surname: \_\_\_\_\_

Street/house number: \_\_\_\_\_

Town/postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

I will be coming alone.

I will be accompanied by \_\_\_\_\_ first name/surname: \_\_\_\_\_

**I am a member of the following Porsche Club:** \_\_\_\_\_ **since:** \_\_\_\_\_

(Please enclose a copy of your membership card or a fee invoice or other suitable proof of Club membership with the registration form.)

**Membership number:** \_\_\_\_\_

**You will receive confirmation of your attendance from Porsche Community Management by the end of August at the latest as well as more information about the event, e.g. the programme of events and specific details of the location of the Porsche stand as well as the relevant admission tickets for the show and the Club night in early September.**

Data protection note: Dr. Ing. h.c. F. Porsche AG processes and uses the information you provide exclusively to organise and hold the event. Are you also interested in Porsche customer and potential buyer support? If so, please tick the box below.

I confirm that the data I provide here may be saved in a central database in Germany managed by Dr. Ing. h.c. F. Porsche AG, and that it may be combined with other data from the Porsche Group where said data is available. The data will be used exclusively by Dr. Ing. h.c. F. Porsche AG, the national sales company and the relevant Porsche Centre and the service providers commissioned for the purposes of market and opinion research and for information about products and services provided by the Porsche Group. I can withdraw consent at any time – a short message suffices.

Signature: \_\_\_\_\_ Date/Location: \_\_\_\_\_

## 02 Information Exchange

# Porsche Sport Driving School Onroad Training Circuit Park Zandvoort (NL)

**IN MOTOR SPORT, PERFORMANCE IS EVERYTHING.** And yet, it is always essential to implement one's performance potential intelligently. It is now time to learn what intelligent performance behind the wheel means.

The two-day training course at Zandvoort Circuit Park in the Netherlands is aimed at advanced participants who have already completed the precision training as a foundation. It is time for the next level of development. Intensive driving periods sensitise your capacity to master the vehicle – lap by lap.

Another component of this training course is “free driving”, a topic that receives much closer attention here – the opportunity to refine your skills across the entire course of the track. The Porsche Sport Driving School instructors follow your drive on the race course and then evaluate your learning success.

**Date:** 26–27/08/2013

**Price:** 1,900.00 Euro\*

\*when taking part in your own car. Porsche rental cars are available on request.

Further information is available from the Porsche Sport Driving School at: [www.porsche.com/sportdrivingschool](http://www.porsche.com/sportdrivingschool)  
**E-mail:** [info@porscheporstdrivingschool.de](mailto:info@porscheporstdrivingschool.de)  
 or simply call us on: **+49 (0) 711 – 911 2 33 64**



**Performance-Training:** Aimed at advanced participants who have already completed the precision training as a foundation

## 02 Information Exchange

# Porsche Travel Club Porsche Tour Portugal in the new Panamera

**During the Age of Discovery, Portugal was seen as a stronghold. It looks like this era is far from over.** Portugal, one of the most popular travel destinations in Europe. Located in the south-west of the Iberian peninsula, Portugal has not only a Mediterranean climate, but also beautiful coasts and diverse vegetation.

As well as the fun of driving the new Panamera, guests can enjoy historical locations such as Lisbon, the cosmopolitan capital city, where rows of houses across the city's seven hills give it an unforgettable atmosphere. This is contrasted by the programme in the Alentejo region. The flower-filled plains and beaches that extend kilometre after kilometre are just as fascinating as the rich heritage of mediaeval civilisations and cultures who once inhabited the castles, churches and monasteries.

**Discover the variety of the country for yourself:** Cosmopolitan Lisbon, the old town centre of Évora – a UNESCO world heritage site since 1986 – and the winding coastal roads. Impressive and a pleasure to drive: be one of the first to try out the new Panamera.

**Dates:** 19–23/07/2013 / 24–28/07/2013, and 29/07–02/08/2013 (on request)  
**Price:** from 2,990.00 Euro

Further information is available from the Porsche Travel Club at:

[www.porsche.de/travelclub](http://www.porsche.de/travelclub)

E-mail: [info@porschetravelclub.de](mailto:info@porschetravelclub.de) or simply call us on:

+49 (0) 711 – 911 2 33 60



**Lisbon:** Experience the city's unforgettable atmosphere as one of the first to drive the new Panamera

## 02 Information Exchange

**Porsche Exclusive.****Individuality straight from the factory.****The new 911 Turbo**

**True strength comes from serenity. This was certainly true for the first 911 Turbo back in 1974. And it is equally true for the 991-type 911 Turbo – and its factory customisation.**

Everything we do is done with commitment, precision and patience. And, of course, according to your wishes. With Porsche Exclusive, every model that leaves the factory is unique. 100% Porsche. 100% you. We make dreams come true. How? With originality, inspiration and enthusiasm. Porsche Exclusive stands for the highest level of personalisation.

The design options are extensive. The level of precision is high. And the exclusivity speaks for itself. We offer a wide variety of options for enhancing and personalising your Porsche. Both visual and technical. For both the interior and exterior. From a selective change to extensive modifications.

Our wealth of experience goes back a long way. From the outset, we made it our goal to bring the customisation wishes of customers to life. Until 1986, this was called the "Sonderwunschprogramm" (Customising Programme). It was then renamed Porsche Exclusive. So what has been the secret to our success over the past 25 years? Attention to detail. And passion. This is what drives us to continue creating exceptional vehicles at Porsche Exclusive.

**For example: the 911 Turbo in Lime Gold Metallic.**

Of course, not just the exterior colour is exceptional. At first glance you notice the Black Bi-Xenon headlights including the Porsche Dynamic Light System (PDLS), privacy glazing, tail lights with clear glass look and 20-inch Sport Classic wheels. These are by no means the only unique features as you quickly realize when you open the vehicle. The highlights keep on coming, combining to form a coherent composition. This is particularly noticeable in the passenger compartment, which features two-tone leather in

**The design options are extensive.  
The level of precision is high. And the exclusivity speaks for itself.  
Porsche Exclusive.**



**Exclusive interior:** Decorative stitching in Lime Gold cleverly accentuates the design

**Information on the 20-inch Sport Classic wheel\*:** One-piece forged alloy wheel in 5-spoke Sport Classic design (with 5-hole wheel connection). Available in GT-silver metallic or black. With bright-polished cross-sectional area. Including wheel hub cover with coloured Porsche crest and anti-theft protection (Thatcham).

**FA:** 9 J x 20 RO 51, **with tyres:** 245/35 ZR 20 — **RA:** 11.5 J x 20 RO 56, **with tyres:** 305/30 ZR 20

Agate grey and Lime Gold. Another clever design touch is the decorative stitching, which accentuates a number of areas. And the colour? Lime Gold, of course.

It can be found on the dashboard and door panel, on the Sports seat Plus backrests, the air vents and the leather-covered centre console lid with model logo. Even the individual floor mats with leather edging have decorative stitching in Lime Gold.

So what other refinements ensure that the 911 Turbo in Lime Gold Metallic lives up to its name as a Porsche Exclusive vehicle? The carbon interior package, the carbon centre console trim and personalised and illuminated carbon door entry guards. This Exclusive vehicle uses the high-tech material carbon as well as hard-wearing Alcantara for the SportDesign steering wheel and the PDK gear selector. Do you have any other wishes? Let us bring them to life. With Porsche Exclusive, virtually anything is possible.

**More information on the complete Porsche Exclusive range and the current Exclusive catalogues are available from your Porsche Centre or online at [www.porsche.com/exclusive](http://www.porsche.com/exclusive).**

Please visit the Porsche Car Configurator also at [www.porsche.com](http://www.porsche.com).

\*Available from November 2013 at the earliest

**911 Turbo – Engine:** Six-cylinder Boxer engine, **Displacement:** 3,800 cc, **Power:** 383 kW (520 hp), **Maximum torque:** 660 Nm, **Top speed:** 315 km/h, **Acceleration (0–100 km/h):** 3.4 s (3.2 s with SPORT PLUS), **CO<sub>2</sub>-emission:** 227 g/km, **Fuel consumption (NEDC), City:** 13.2 l/100 km, **Highway:** 7.7 l/100 km, **Combined:** 9.7 l/100 km

## 02 Information Exchange

# Porsche Driver's Selection by Porsche Design Model version of the Porsche 911 Sport Classic A modern classic at a scale of 1:18

**Porsche Exclusive captured the genes of the 911 and immortalised them in the 911 Sport Classic for a very limited number of special 911 enthusiasts.** In doing so, Porsche brought new life to the tradition of exclusive small series of limited batch size. The 911 Sport Classic was presented at the 2009 International Motor Show in Frankfurt and is now already a classic. Only 250 customers were able to enjoy this vehicle. But, in the near future, more customers will be able to partake of this experience – at a scale of 1:18.

As an exclusive high-end model, the model vehicle reflects all the details that make the original so special. From the double-domed roof, the legendary “ducktail” and the Sport Classic wheel in typical Fuchs alloy rim design to the woven leather interior in Espresso Natural colour tone. Everything can be found in high-quality detail on this miniature.

The model will be available **from June 2013** via the Porsche shops at the Porsche sites in Zuffenhausen, Weissach and Ludwigsburg, the Porsche Online Shop ([www.porsche.com/shop](http://www.porsche.com/shop)) and, for large orders, via the major customer sales department for Porsche accessories at a price of 179.00 Euro (including VAT at 19%).

For further information about the model version of the Porsche 911 Club Coupe, please contact Mr. Martin Herold:

**Tel.: +49 (0) 711 911 – 7 83 98**

**E-mail: [Martin.Herold@porsche.de](mailto:Martin.Herold@porsche.de)**

### DETAILS

- High-end resin model
- Scale: 1:18
- Limited edition of 1,000 units
- Original Porsche packaging
- High-quality wooden base with Plexiglas® case
- **Recommended retail price 179.00 Euro (includes VAT at 19%)**

**Available from June 2013**

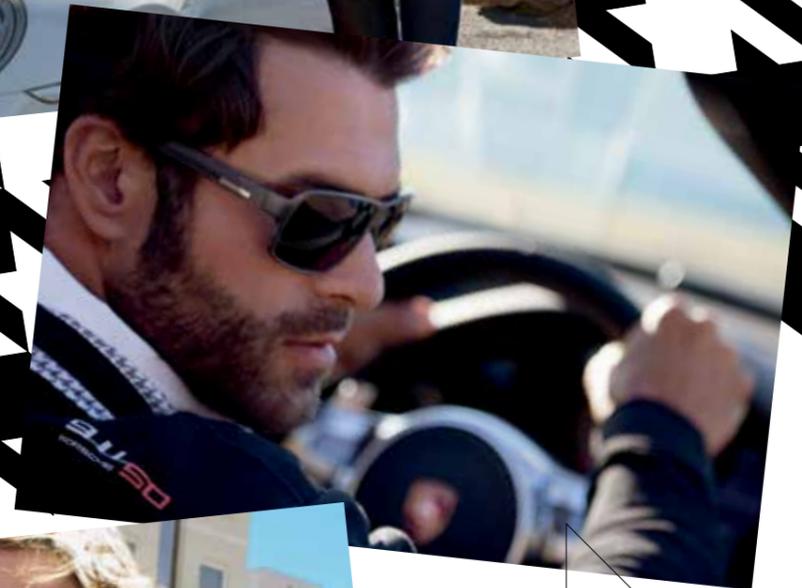


**The essence of a classic:** The 911 Sport Classic, available as a model

# 16 months. 16 motifs.

## '50 Years of 911' anniversary calendar.

The '50 Years of 911' calendar from September 2013 to December 2014.



**NEW. '50 Years of 911' anniversary calendar.** A trip back in time to the Porsche 911's very first years. The pages of the calendar feature authentic images from the last 50 years, in which a 911 Carrera from 2013 creates a modern design comparison. 16-month calendar. Dimensions: 59 x 55.5 cm. WAP 050 101 0D

The calendar comes out in June 2013 and is available exclusively in Porsche Centres and at [www.porsche.com/shop](http://www.porsche.com/shop)

**911 50**  
50 Years of the Porsche 911 – Tradition: Future

## The 50 Years of 911 Collection.

Clothes that exude iconic style: the 50 Years of 911 Collection awaits you. As of July 2013 in your Porsche Centre or at [www.porsche.com/shop](http://www.porsche.com/shop)

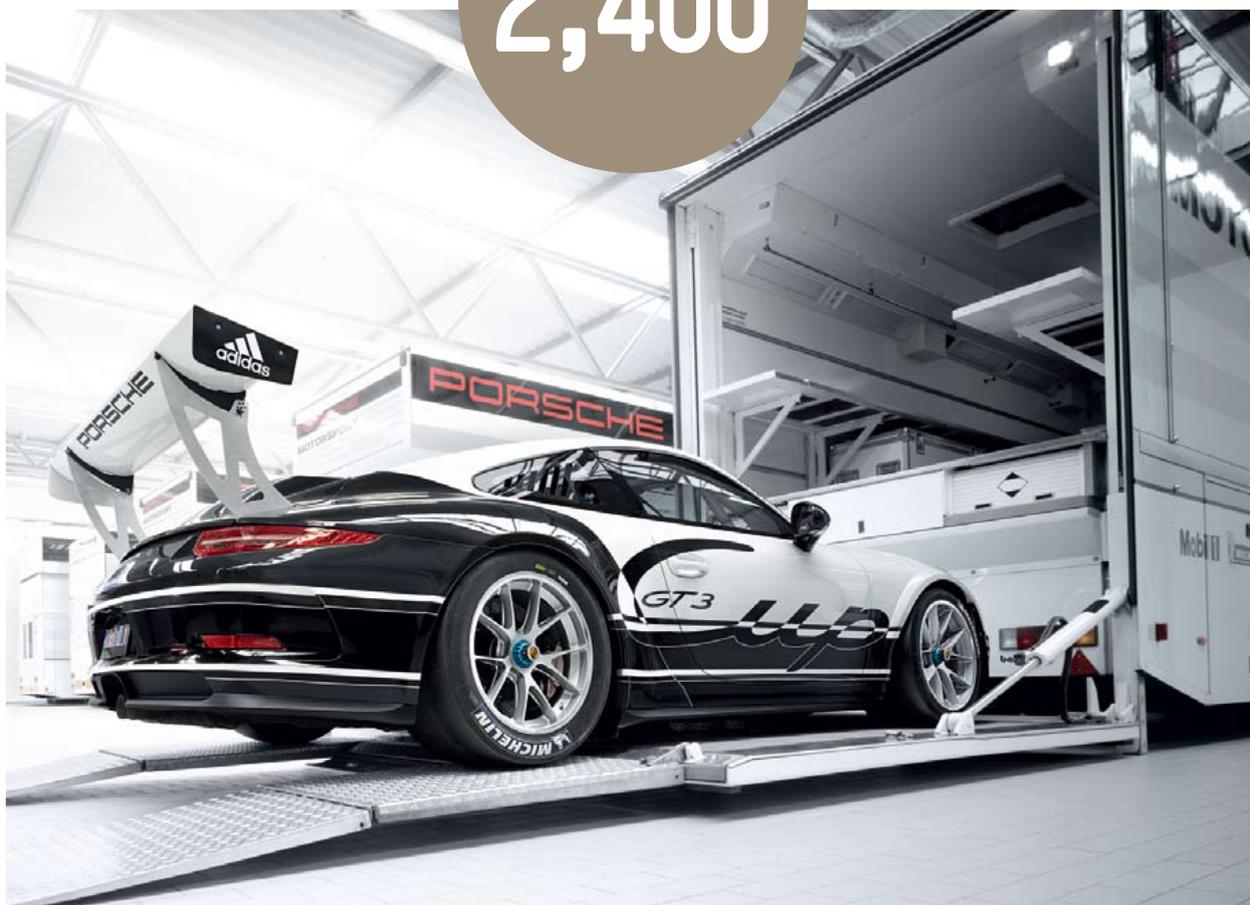
02 Information Exchange

## Porsche number games

It is our pleasure to present you with a special number in every issue of our "number games" feature.

THIS TIME, WE FOCUS ON THE NUMBER: 2,400

2,400



**2,400 911 GT3 CUPS HAVE BEEN SOLD TO DATE, MAKING IT THE WORLD'S TOP-SELLING RACE CAR.**



Please visit [www.porsche.com/service](http://www.porsche.com/service) for further information

**We give your Porsche a thorough check.  
Front to back, left to right, top to bottom, inside and out.**

**Porsche Service**



**PORSCHE**

## 05 Reports



**Retro Classics in Stuttgart:**

The attraction was a Porsche 550 Spyder – the only specimen of the successful super sports car at the motor show

### Porsche Classic Clubs Deutschland

## Retro Classics and Techno Classica 2013

**THIS YEAR'S RETRO CLASSICS 2013 IN STUTTART** scored with a record number of visitors (77,000 visitors – 20% more than in 2012) and, for the first time, covered the entire available show grounds (100,000 m<sup>2</sup>) including the piazza.

The show – a firm favourite amongst fans of classic and exotic vehicles – is becoming more and more international every



**Neighbours:** The truck by Porsche Driver's Selection by Porsche Design

year. This year there were 1,308 exhibitors from Austria, Belgium, Switzerland, France, the United Kingdom, Hungary, Italy and the Netherlands. The visitors came from even further afield – from all over Europe and from the USA, the United Kingdom, South Africa, Brazil, Argentina, Korea and China, as well as many other countries.

The Porsche Museum and Porsche Classic were represented in Hall 1 and exhibited a special selection of Porsche 911 derivatives, such as a 1959 pre-series vehicle, which is regarded as a milestone in the development of the 911.

Our German Porsche Classic Clubs exhibited together again this year. The Porsche Club 356 e.V., the Porsche Club 968 e.V., the Porsche Club 928 e.V. and the Porsche Carrera RS Club e.V. showcased nine exciting vehicles – including a legendary Porsche

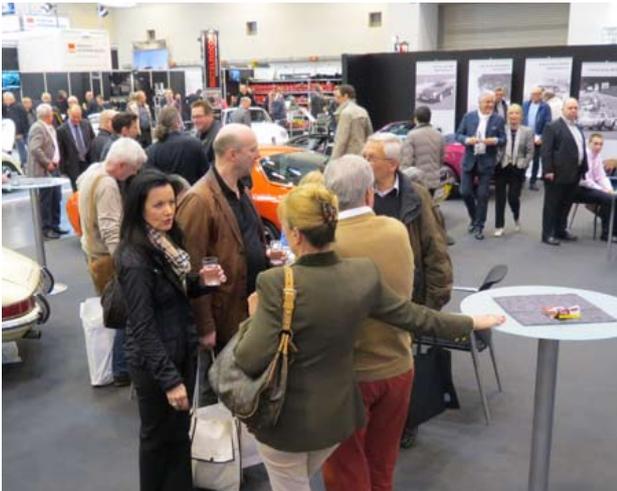


**Lots going on:** The Porsche exhibition models put visitors under a spell

550 Spyder – the only one at the entire show.

Porsche AG provided the 911 Club Coupe, which has been kept in the inventory. Only 13 were built last year for the 60th anniversary of the Porsche Clubs. In this way, the stand planners created a link between the Porsche Clubs and the 50th anniversary of the Porsche 911. The 911 Club

## 05 Reports Porsche Classic Clubs Deutschland



**The hub in Essen:**

High life at the Porsche Classic Club Deutschland stand

Coupe was positioned very close to a 1972 Porsche 911 2.7 RS prototype and an early 1965 Porsche 911 still with its first owner.

The team, including Jan Ulrich and representatives of the Porsche Classic Clubs, once again provided an exceptionally high-quality stand this year, inviting visitors to linger and enjoy. The Porsche Classic Clubs were also pleased to welcome new Club members. Directly next door was the Porsche Drivers Selection truck, creating a homogeneous unit together with the Club stand.

To celebrate the 60th anniversary of the first Porsche super sports car – the Porsche 550 Spyder – a screen was affixed to a sideboard that had specifically been designed with the 550 Spyder “Carrera Panamericana” look. The exhibited Porsche 550 Spyder was a spectacular eye-catcher and a popular photo opportunity. Another highlight was the screen showing historic Porsche motor sport film footage. Many visitors and fans took the opportunity to sit down and watch the Porsche 550 Spyder in action.

Once again this year, those involved in the project succeeded in creating a brilliant framework with which to present Club life. Porsche Community Management would like to extend heartfelt thanks to all of the organisers and helpers involved, as well as the owners of the vehicles showcased, for their tireless efforts and brilliant implementation.

The date has already been set for the next Retro Classics. It will be held from 13th to 16th of March 2014.

### Techno Classica

This year's Techno Classica exceeded also expectations once again. Over 190,000 people from all over the world came to the 25th anniversary trade fair. The exhibition halls and outdoor areas were fully booked, right up to the last square metre. Masses of visitors from all over the world streamed in to admire and acquire automotive treasures from every category and price class. A flourishing trade in replacement parts and automotive paraphernalia invited visitors to browse and talk shop.



**Group of experts:** The organisers of the Porsche Classic Clubs joint stand

It is tradition that the German Porsche Classic Clubs join together to present a stand at the show. This year as well, the Clubs shared a stand with the Bensberg Porsche Centre. The Bensberg Porsche Centre is known for its attentive maintenance of classic Porsches and has a very successful trade in these vehicles. The selection of vehicles was very exclusive – there was even one of only 21 Porsche 996 GT1 road vehicles built, providing a magical attraction for visitors.

The number of visitors was particularly high in Hall 3. Around the centrally positioned Porsche Classic Clubs stand, seven-

## 05 Reports Porsche Classic Clubs Deutschland



### Classic:

Additional appearances by the Porsche Classic Clubs and Porsche Classic

ral dealers were represented as well as the Bensberg Porsche Centre and they had some Porsches – primarily air-cooled Porsche 911s – on offer. The Club vehicles exhibited were not for sale, even if a few offers were definitely made.

This year's selection of vehicles reflected almost all the successful Porsche designs from the past decades.

The Porsche Club 924/944 e.V. exhibited a „Star Ruby“ Porsche 944 Cabrio, a member of Porsche Club 968 Deutschland e.V. provided his very rare Porsche 968 Turbo S and another representative of the transaxle vehicles came from Porsche Club 928 Deutschland e.V.

Air-cooled Porsche lovers were also well looked after, thanks to the Porsche Club für den klassischen 911 Rhein-Ruhr e.V. with a 911 F model; the Porsche Club 356 Deutschland e.V. with a beautiful Porsche 356 B; the Porsche Diesel Club Europa e.V. with a Porsche Diesel AF 122; the Porsche

Club 914 Deutschland e.V., which showcased a rare 914 special “Bumblebee” model – only available in the US – and the Porsche Club 914/6 Deutschland e.V. contributed a 914/6 GT.

A brilliant stand that invited visitors to linger, an interesting selection of vehicles, perfect organisation and a structured mode of working all helped to create an exceptionally successful presence at the show. Porsche Community Management wholeheartedly thanked all those involved with a dinner together in a comfortable atmosphere to get the event kick-started on Wednesday evening. Special thanks go to the organisational team, including Anne Koppers, Willi Göbel, Klaus Striemer, Peter Echterhoff, Barbara Schürmann, Bernd Wildoer, Heinz-Jürgen Eisenkopf, Ralf Dobro and all the other helpers who looked after the stand and helped to set it up and clear it away at the end.

Once again, Techno Classica has proven that it is the platform for the European



### Black Beauty:

The Techno Classica is also a good starting point for potential buyers

classic scene. Meeting Club members and Porsche fans from around the world in person in Essen is a very special experience. See you next year!

**Benjamin Marjanac**  
Porsche Community Management



Please visit [www.porsche.com/classic](http://www.porsche.com/classic) for further information.

**We make sure it retains its sporting spirit  
well up into old age.**

### **Porsche Classic.**

Maintenance, restoration and  
genuine parts for your Classic Porsche.



**PORSCHE**



05 Reports Porsche Classic Club Russland

# PUSHING PAST THE LIMIT

Russia's Porsche Classic Club visits the Porsche Driving Experience Ice Force Training

## 05 Reports Porsche Classic Club Russland



### Experiencing fascination:

The ideal driving pleasure in white

**EXPERIENCING PORSCHE AT THE LIMIT.** Not just when it comes to slalom, handling and traction. The test terrain for this event is also at the outer limits of the European continent. Here, the Arctic Circle defines the boundary to extensive, virtually untouched nature – and a climate that reaches the limits of what can be experienced.

**For the first time,** the Porsche Classic Club Russland embarked on **their own expedition** to the Porsche Driving Experience Ice Force Training at a camp that is remote even by Russian standards. **In the past,** it had thankfully been possible to participate with a few places made

## On the road, the train of vehicles travelled 1,100 kilometres from Moscow to Helsinki via St. Petersburg.

available **for training by their partner Porsche Club Finland,** but this time 20 drivers and 10 guests set off on their own from Russia to Rovaniemi.

The Club sponsor Volkswagen NFZ Russia provided four Multivans for the purpose. On the road, the train of vehicles travelled

1,100 kilometres from Moscow to Helsinki via St. Petersburg, then travelled with the stowed vans 825 kilometres with the night train to Rovaniemi and a further 250 kilometres to the remote Saariselka, headquarters of the Porsche Ice Force programme. A road trip worth experiencing in its own right!

05 Reports Porsche Classic Club Russland



**Here, the Arctic Circle defines the boundary to extensive, virtually untouched nature – and a climate that reaches the limits of what can be experienced.**



## 05 Reports Porsche Classic Club Russland



### Vast country:

Snow tour by Porsche Classic Club Russland

A summary of the intensive programme that followed: an ice cart competition to start with, a ski-doo for wedel fans, a reindeer safari, a visit to a husky farm and, of course, the Ice Force programme as well as an extraordinary gala dinner in a local lavvu with a bonfire. A visit to Joulupukki's ('Father Christmas' in Finnish) local post office was a must to conclude the trip.

The Porsche vehicles provided were all professionally prepared and – thanks to special spikes – coped very well with the extraordinary snow and ice conditions.

Under the direction of the Porsche instructors, everyone got his profit worth and had the opportunity to test the vehicles to their hearts' content and develop their driving skills.

The temperatures also left nothing to be desired and kept within limits. Relatively "mild" minus 6 °C compared to the usual minus 30 °C experienced in the past meant the days flew pleasantly by.

Once again, the Ice Force was a worthwhile challenge for the Porsche Club Russ-

land in the icy limits – which we like to visit again and again.

Our thanks go to Porsche Club Finland, Volkswagen NFZ Russia, Marriott St. Petersburg and Porsche Russland.

**Dmitri Kartsev**  
Porsche Classic Club Russland

05 Reports Porsche Club of America

# Tech Tactics East 2013

## 05 Reports Porsche Club of America



Group of experts:

The new Porsche Cayman was the focus of the Tech Tactics event in Easton, Pennsylvania

The Porsche Club of America held its 33rd annual Tech Tactics event. Members of the Porsche Club of America (PCA) met in the Porsche Cars North America (PCNA) sales centre in Easton, Pennsylvania on 23rd and 24th of February. Tech Tactics – two days of technical seminars “all about Porsche” – was hosted here by the PCNA for the third time.

Not only do the facilities provide the best conditions for technical seminars, PCNA can also present its training and warehouse centre to expert Porsche enthusiasts. And as a result, all the participants

### Knowledge, tips and tricks: The relaxed atmosphere was perfect for professional discussions and exchanging technical information.

found this year’s well-attended event with over 250 Porsche Club of America members to be the best one yet.

The various seminars, presentations and courses were just as numerous as the par-

ticipants. The event gave the attendees an opportunity to watch presentations by PCNA trainer David Becker on C4 drive trains and Rolf Kitlitz (Porsche Diesel technologies); those by PCA and Michelin also covered a broad spectrum.

## 05 Reports Porsche Club of America



### Drawing lesson:

VIP guest Anthony Hatter explains the core characteristics of the Porsche Boxster/Cayman and the Porsche 911



The event highlight was the presentation by the Porsche VIP guest speaker Anthony Hatter, who has been with the Porsche Design Group for 25 years and is now Design Manager for sports vehicles. His current projects are the 911 and 981 (Boxster and Cayman). His many years of experience include extensive work on the model series

911 (993), 911 993 Turbo, GT1 96 (LeMans), GT1 97 Evo (LeMans), GT1 98 (LeMans), 911 (997) GT2 and the Carrera GT.

Hatter gave two presentations: the first was about the design and development process of the 981 Cayman; the second was about the Porsche Design philoso-

phy in general and design development in particular. Not only did he show attendees computer animations of the new Cayman S, he also impressed them with his drawing talents as he quickly sketched the core characteristics of a Cayman and a Porsche 911 freehand.

PCA, the staff at Porsche Easton and the local dealer Knopf Automotive prepared the event brilliantly. The relaxed atmosphere was perfect for professional discussions and exchanging technical information, knowledge, tips and tricks. Replacement parts and items from Porsche Driver's Selection by Porsche Design were also available, and guided tours through

**Body of experts: 250 members of the Porsche Club of America enjoyed exclusive technical expertise and service.**

## 05 Reports Porsche Club of America



### Informative curve sketching:

Hatter explains the lines and shapes of the current models to the 250 participants

**Hatter impressed the attendees not only with his computer animations, but with his drawing talent as well.**

the warehouse facilities were offered during the lunch breaks.

At the end of the event, all the participants were given a special Porsche gift set. This included a Porsche calendar, a poster, a Cayman catalogue and a Tech Tactics t-shirt.

The next Tech Tactics will be held on 23rd and 24th of November, at PCNA Ontario, California.

**Paul Gregor**  
Porsche Club of America

**For a first-hand impression, take a look at a summary of Tony Hatter's presentation on YouTube:**

<http://www.youtube.com/watch?v=tX4VOHuyvS8&feature=youtu.be>



Porsche recommends Mobil 

[info@porschesportdrivingschool.de](mailto:info@porschesportdrivingschool.de)

## **In our school, we've got a clear seating plan: Behind the wheel.**

### **The Porsche Sport Driving School.**

Basically, our school is like any other. Except that our Elementary, Intermediate and Advanced levels are known as Precision, Performance and Master. And the academy for special training? Camp4, Camp4S or Ice Force Training, for example. Our classrooms are driving safety centers, or international race circuits. Our syllabus is restricted to the essential: sport. And all our teachers are professional instructors. Their curriculum: optimising your driving safety. But apart from this? Just as in other schools. Except, perhaps, for the clear seating plan. And the driving pleasure, naturally.

Current schedule:



[www.porsche.com/sportdrivingschool](http://www.porsche.com/sportdrivingschool)



**PORSCHE**

## 06

## An interview with Michael Mauer

Based on the questionnaire of Marcel Proust, we put 20 questions to Michael Mauer, Head of Design in the Porsche AG Design Studio

**Where would you like to live?**  
In the mountains.

**What is your idea of perfect happiness?**  
Peace.

**Which faults are you most likely to forgive?**  
My own.

**What do you regard as the lowest depth of misery?**  
I don't think about misfortune.

**Your favourite historical figure/s?**  
Leonardo da Vinci.

**Which traits do you most appreciate in a woman?**  
My wife's.

**Which traits do you most appreciate in a man?**  
Authenticity.

**Your favourite virtue?**  
Respect.

**Your favourite pastime?**  
Being creative.

**Who or what would you have liked to be?**  
What I am.

**What is the Porsche legend?**  
People and products that have character.

**What makes a Porsche sports car?**  
Its typical design.

**What does the Porsche of the future look like?**  
Good.

**If you could choose just one car, what would it be?**  
Porsche 911.



20

QUESTIONS TO

MICHAEL MAUER

**Your main character trait?**  
Open to new ideas.

**Your greatest fault?**  
That is for others to judge.

**Who are your heroes in real life?**  
Employees of the One World Academy.

**What do you despise the most?**  
Winters without much snow.

**What natural talent would you most like to possess?**  
The ability to fly.

**Your motto?**  
Never go too far, but always go far enough.

## CV

**Name:** Michael Mauer  
**Date and place of birth:** 28/07/1962, Rotenburg/Fulda

## Education and Career

**1981** Final school examinations at Kolleg St. Blasien/Baden Württemberg  
**1982–1986** Transportation design degree at Pforzheim University  
**1986–1989** Exterior designer at Mercedes-Benz AG, Sindelfingen  
**1989–1991** Head Designer for commercial vehicles  
Design project manager for the Mercedes V-Class  
**1991–1992** Head Designer for Mercedes-Benz Design, Passenger Car Department, responsible for designing the Mercedes SLK  
**1992–1995** Team leader for Mercedes-Benz Design, Exterior and interior design of the Mercedes A-Class, Mercedes SLK and Mercedes SL  
**1995–1998** Department Manager for Mercedes-Benz Design, Manager responsible for the exterior and interior design of the Mercedes A-Class, Mercedes SLK and Mercedes SL  
**1998–1999** Studio manager of Mercedes-Benz Advanced Design Studios, Japan  
**1999–2000** Head of Design, MCC Smart GmbH  
In charge of developing the Smart Roadster and various Smart concept cars  
**2000–2003** Head of Saab Design  
**2003–2004** Head of Saab Design and General Motors Europe Advanced Design  
**2004** Head of design, Design Studio  
Dr. Ing. h.c. F. Porsche AG, Stuttgart



Porsche recommends Mobil 

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

## **A dream that endures.**

### **Porsche Approved.**

Over time, we develop and collect memories. We cherish the things that have inspired us and proved their worth to us. A Porsche is no different. From conception its goals were to deliver pure driving pleasure, impeccable quality and absolute engineering integrity. An Approved pre-owned Porsche delivers this dream precisely as it was intended. Our provenance checks verify every car's history while the Porsche Approved Warranty and Porsche Assistance provide complete peace of mind and absolute proof of quality.



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