

1. News from Porsche AG

Design

Behind the Scenes – Creation Stories Around the 911

The Porsche world is not just made up of 911s, Boxsters, Caymans and Cayennes. The subsidiary Porsche Design Group is conquering new fields with innovative luxury products. “Carrera” visited Porsche Design in Zell am See in Austria.

Around 400 kilometres lie between Zuffenhausen and Zell am See. But Porsche is omnipresent in the small town with a population of 9,600. Schüttgut, the Porsche family manor, is in view with the chapel alongside, where Ferdinand Porsche, his daughter Louise and son Ferry are laid to rest. Porsche Design is situated in Flugplatzstraße 29, close to Professor-Ferry-Porsche-Straße, Porscheallee and the Ferry Porsche Congress Center. The studio in the heart of the picture-postcard landscape of Kitzsteinhorn

and Großglockner offers the necessary tranquillity for the 15 designers to find inspiration for their creative work.

The diverse nature of the work can be seen on entering the studio in a small showroom to the left of the entrance: glasses, clocks, cameras, lights, writing utensils, coffee machines, toasters, train track models and a motorized yacht. The selection shows: design equals existence. Through the use of high-class materials, top-quality processing and innovative technology,

every product is a classic because they stand the test of time. “We aim to design companions for life”, says manager Roland Heiler, “real heirlooms. A writing utensil from Porsche Design is perfect for handing down to a son or daughter.”

In the exhibition, visitors can admire the finished products which are the result of visions formed in the same building one floor higher. Simple free-hand sketches usually form the basis for discussions leading to a new product. And the exchange of ideas becomes a permanent process. Questions are asked and the essence of the matter determined. Designers are problem solvers. Do sunglasses really have to create a bulge in jacket pockets? The solution was the sports sunglasses “F0.9”. The kinematic solution means that the folded glasses are 0.9 centimetres flat.

From the idea to the implementation: every product starts with an intensive exchange of ideas and initial vague sketches





Do toasters really have to gather dust? The device developed for Siemens was made with a sliding roof feature.

State-of-the-art: the product then takes shape on the graphics tableau

Following an appraisal and intensive exchange of ideas, state-of-the-art 3D and 2D software turn forms into reality. Via the graphics tableau, a kind of virtual drawing block, the project begins to take form on the screen. Minimalism forms the basis of the design. And this is also reflected in the interior of the studio. Walls would distract, so the design was reduced to the essentials, with room-high cupboards fulfilling the function of walls. The birch wood fills the atmosphere with its warm, feel-good colour.

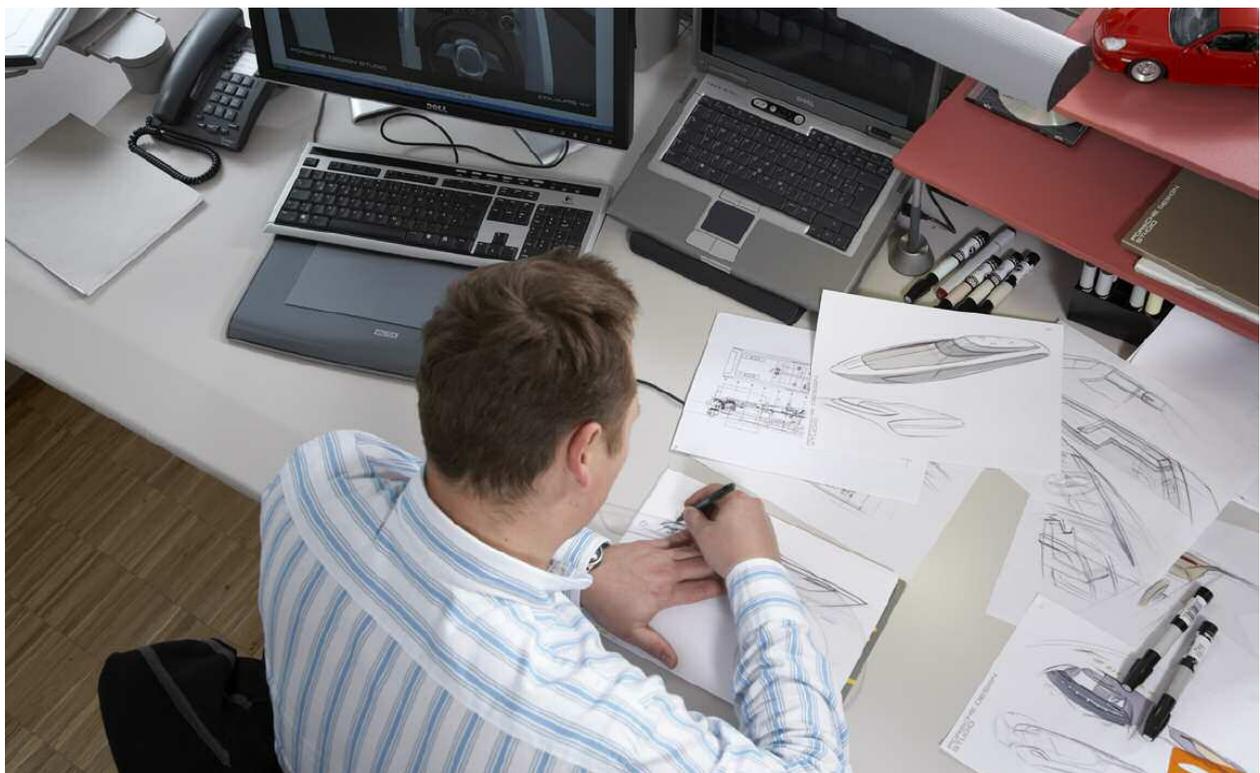
Yacht manufacturer Fearless Yachts is currently commissioning the design of



The Porsche Design Studio designs innovative yachts for yacht manufacturer Fearless

44, 68 and 125 foot long boots based on the existing 28-foot boot (1 foot equals 30.48 cm). Bold, aesthetic, distinctive – Porsche right down to the smallest detail. As if to confirm this sentiment, a 911 in 01:18 scale can be seen on the stand. An ornament which also serves as a reminder of the company's roots.

And the theme of remembrance is continued in the former office of Professor Ferdinand Alexander Porsche. You feel as if you have been transported into another time – this was the workplace of Professor Ferdinand Alexander Porsche, designer of the 911, founder of Porsche Design, and now honorary chairman of the advisory board. The room looks as though the 73 year-old has just popped out – children's sketches are hanging on the wall, the model car collection is lined up on the shelf, the golden spade from the ground-breaking ceremony for the Porsche factory in Leipzig is





Manager Roland Heiler: “We aim to design companions for life”

propped next to the door. The drawing board is positioned in the centre of the room as though F. A. Porsche could come back any minute and take up his pen once again.

The office is located in the old part of the studio – a simple house in the traditional design of the Pinzgau region in Austria complete with gables and wooden panelling. The house was so inconspicuous in the beginning that customers would often miss the building completely. The decision was therefore made seven years ago to build a more distinctive annexe. With its discrete facade and large glass sides, the annexe reflects transparency and sovereignty without denying its past.

Tradition remains a major part of the Porsche experience. Roland Heiler: “All our products are based on the same philosophy at the heart of the 911 – after all, it was created by the founder of our company.”

Carrera Issue 02/08



Stuttgart – Where it all Began

The Porsche Design Studio was founded in Stuttgart in 1972 by Professor Ferdinand Alexander Porsche and moved to Zell am See in Austria two years later. Since 2003, the company has been a subsidiary of the Porsche Design Group (Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG, headquarters in Bietigheim-Bissingen) and part of Porsche AG. The products stand for a functional, puristic, timeless and distinctive design.

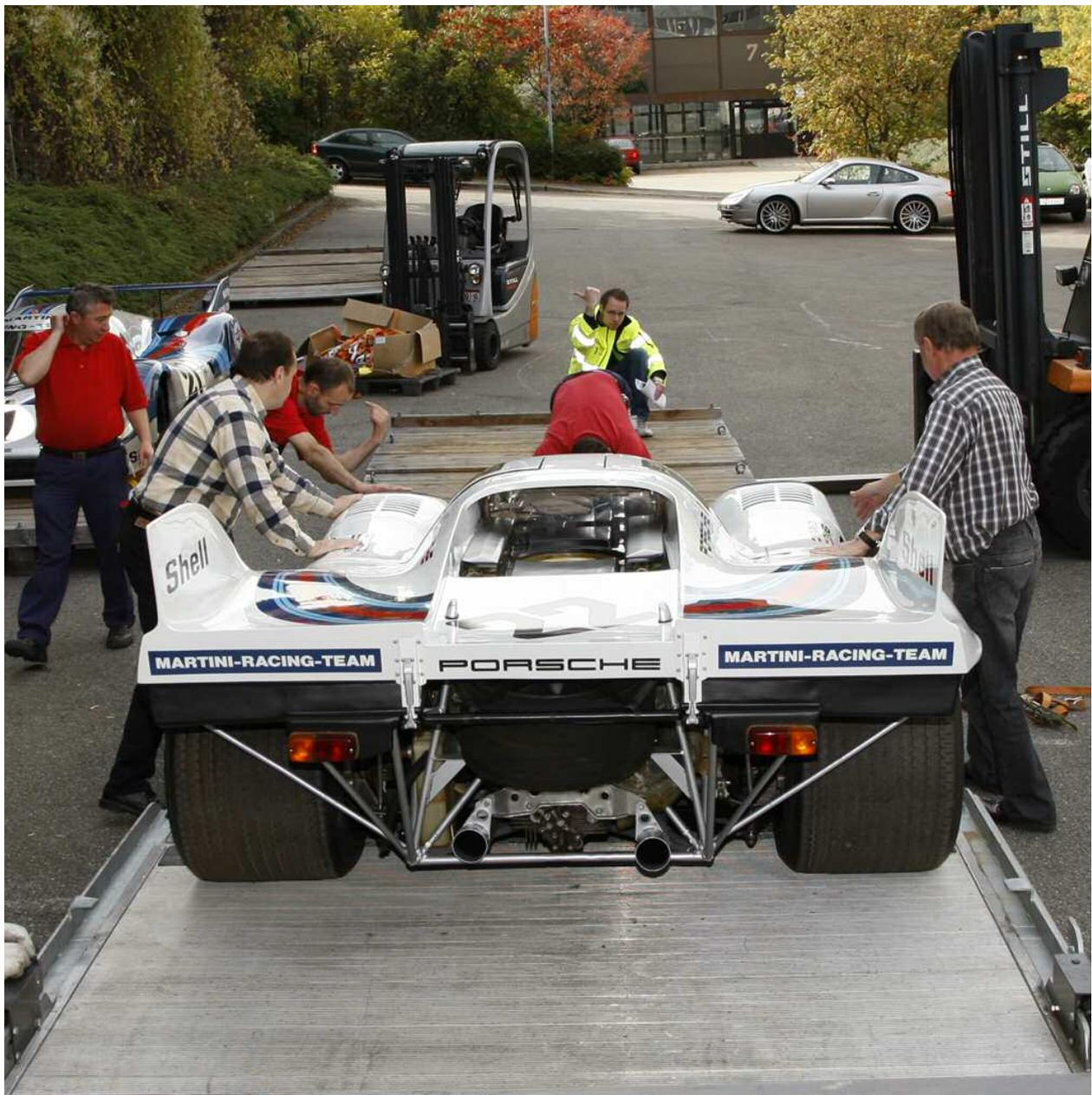
The “Porsche Design” brand produces luxury accessories for men. The products are sold all over the world in Porsche Design Stores, Shop-in-Shops, warehouses with high-quality stock and top-class specialist dealers. Industrial products, household devices and consumer goods for internationally renowned customers are also developed.

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Museum

Oldies on the Move: Around the World in a Container

Rallye Classic in Adelaide, Le Mans Classic Japan in Fuji or an endurance test in Mexico – the Porsche racing cars of the past are welcome guests all over the world. However, the strain of travelling poses the biggest problem for the stars of the rolling Porsche Museum. Logistic experts are therefore on hand to ensure that nothing happens to the valuable freight.



When historical Porsche vehicles are on the move, the wheels remain still. Tied to pallets or stored in extremely clean conditions in containers, the transport destinations range from Australia, India, Dubai, Jordan, Saudi Arabia or Chile. Once at their destination, the oldies then show what they can do.

Whether the vehicles travel by plane or ship is determined purely by price and time. Hermann Kaiser, expert for special transports in the department for Production, Logistics, Transports at Porsche states: "Air freight is quicker but is between three and four times more expensive than sea freight."

Kaiser is often on-site when the 40-foot long standard containers for sea freight are loaded in Stuttgart or in Weissach. Two vehicles fit in each container. With an interior width of 2.35 meters, space is extremely limited. Kaiser: "The Porsche 917-30 CanAm or the pink 917 'Pig' are 2.25 meters wide. Immense skill and visual judgement are therefore required in the container."

Weeks are scheduled for transportation in sea freight. The transport specialists charge two weeks for the trip to the eastern coast of the USA, three weeks to Mexico and five to Australia. "If the weather doesn't go completely crazy,

the ships are as punctual as the tram system in Stuttgart", states Routinier Kaiser. If the priceless freight is to be transported by air, the Porsche Museum manager Klaus Bischof is extremely careful. Where possible, he ensures that the exhibits are fixed to the air-freight pallets by specialists in Stuttgart, i.e. on the wheels and tyres.

The valuable freight with immense horse power is fixed in place by specialists and loaded onto the lorry. Before the journey can begin, the Porsche logistics personnel must plan in five days for the creation of the customs papers. One of the papers is known as Carnet



ATA. This document stipulates that the Federal Republic of Germany accepts guaranty for customs and taxes in the event that a vehicle should unexpectedly not return home. "So far the museum has received every vehicle back", stresses Kaiser.

Overseas transportation has only ever gone wrong three times. In 1998, the Porsche "Number 1" from 1948 fell from an air freight pallet from a height of 6 meters at the airport in Chicago. The repair work took months. In 2000, the 1998 Le Mans winner Porsche 911 GT1 '98 was retained at the airport in

Caracas for 12 months with a wheel clamp due to a mix-up in the vehicle identification number on the customs papers. And prior to its performance in Lime Rock (USA) in 2001, the Porsche 962 was pulled extremely roughly from a container by a tractor. The cord was fastened to the rear wheel attachment and damaged the axle significantly. Klaus Bischof's summary: "These things happen very rarely." Safe transportation starts at the preparation stage.

Carrera Issue 02/08

Escort for the legendary Martini 911:
Hermann Kaiser, Klaus Bischof, Nicole Nagel and Nicolo Puzzo (from left) help out with the loading in Weissach



Tour Calendar

The museum vehicles are on the move around 15 times in 2008 – mainly in a driving capacity and not just as exhibits.

Highlights of 2008

- 7th to 9th of March**
Phillip Island, Australia
- 14th to 16th of March**
Retro Classic, Stuttgart
- 28th to 29th of March**
Oldie Night, Stuttgart
- 11th to 13th of April**
Langenburg Historie, Langenburg
- 15th to 20th of April**
Targa Tasmania, Australia
- 15th to 17th of May**
Mille Miglia, Italy
- 22th to 24th of May**
Gaisbergrennen, Austria
- 13th to 15th of June**
Porsche Parade, Suzuka/Japan
- 28th to 29th of June**
Solitude Revival, Stuttgart
- 3rd to 6th of July**
Silvretta Classic, Austria
- 11th to 13th of July**
Festival of Speed, Goodwood
Great Britain
- 11th to 13th of July**
Le Mans Classic, France
- 23rd to 26th of July**
Ennstal-Classik, Austria
- 8th to 10th of August**
AvD-Oldtimer-Grand-Prix, Nürburgring
- 19th to 21st of September**
Retromotor, Tübingen
- 19th to 23rd of November**
Classic Adelaide, Australia