



PORSCHE

The Porsche Principle





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Individuality



**Porsche is a company that is not afraid to
tread its own path.**

Porsche is a unique company with strong ideals. Our values and philosophies permeate through everything we do to ensure that we always remain true to our principles. We constantly meet our own high demands and have a definite idea about who we are and how we approach things. As a result, despite what others may be doing, we at Porsche actively seek to stretch boundaries and

are committed to continual improvement.

It is thanks to our tireless dedication to quality that more than 70% of all Porsche cars ever built are still on the road today. Our vehicles are not only remarkable – they are also designed to last. This is because they meet our exacting standards in terms of quality and safety. The result: high

performance meets outstanding everyday practicality. And breathtaking dynamics are coupled with exceptional occupant comfort and safety.

Based on the principle of achieving maximum output from minimum input, this race-inspired philosophy is integral to each and every one of our cars. We call it Porsche Intelligent Performance.



Concept study: 918 Spyder high-performance hybrid

But we don't simply build premium sportscars. We work with a range of companies that share our values, creating successful partnerships by integrating our suppliers into our processes. We value our heritage and never forget our origins – Porsche is firmly rooted in motorsport, where we have written history and scored countless victories. Drawing on over 60 years of racing experience combined with production expertise and

engineering excellence, our cars are still as fresh and innovative as ever. In the models we produce, we stay true to the core of who we are, whilst still providing breadth and variety. In addition, we offer numerous personalisation options to enable our customers to turn their car into what it's meant to be: their perfect Porsche.

Porsche is not just about building sportscars. Porsche is more. Much more. We have an independent spirit and are not afraid to tread our own path.

Intelligence



**Our technology is not just state-of-the-art,
it is also meaningful.**

At the very beginning, the company's ideas, concepts and principles were conceived by our founder, Dr. Ing. h.c. F. Porsche. The core characteristic in everything we do and the added value of all things Porsche is expressed in the 'Ing.' – an abbreviation for the title 'Engineer'.

Porsche possesses engineering artistry that continuously allows our technology to evolve. From VarioCam Plus to the Porsche Ceramic Composite Brake (PCCB), Variable Turbine Geometry (VTG) and the hybrid drive concepts of the Cayenne S Hybrid and 911 GT3 R Hybrid, our Research and Development Centre in Weissach, Germany, is committed to pushing the limits of feasibility. However, it is not only technical wizardry that gives our sports-cars soul. Our engineering feats

also ensure that the quality is right.

'Ing.' represents the genetic code built into our vehicles. Professor Ferdinand Porsche was an automotive engineer who, among other things, developed cars that would win races – a tradition that has continued. Porsche has won the 24 Hours of Le Mans 16 times. We have also secured several racing victories at the Targa Florio and Paris–Dakar Rally, and our engines were the driving force behind three wins in the Formula 1 World Championship. Different vehicles from different generations, but with one thing in common: they were always Porsche.

With such triumphs comes experience. We've combined this with all the additional knowledge

and production expertise accumulated over the years and used it to develop a unique sportscar concept. This legacy has laid the foundation for our current model range.



Where better to start a tour of our model range than with the Porsche 911? It has been dubbed an 'icon', a 'legend' and a 'benchmark' by the motoring press. A successful formula for more than 45 years, the 911 combines engineering precision with exemplary everyday practicality and all the performance you'd expect from a Porsche.

Every new generation brings innovation, allowing the 911 to remain timeless and unique. True to the Porsche Principle, however, we maintain a balanced approach. The design of the 911 has been evolved with sensitivity and restraint, because we remain wholeheartedly committed to its overall character. And the engines are more efficient than ever before, featuring advanced technologies such as direct fuel injection (DFI). The result: greater

output with reduced fuel consumption and emissions. Another example of Porsche Intelligent Performance at its best.

The breadth of vehicles within the 911 model range ensures that each driver can find their perfect match. The car is available with two-wheel drive or four, two engine sizes, naturally aspirated or turbocharged, manual gearbox or Porsche Doppelkupplung (PDK) double-clutch transmission, as Coupé, Cabriolet or Targa. Whichever combination, it is always a 911.

Now let's move on to our roadster: the Porsche Boxster. It was unveiled at the 1993 Detroit Motor Show, in the land of roadsters, but made in Germany. Tracing its roots from the Porsche 356/1 and the 550 Spyder, this modern classic has stayed true to its

original design whilst evolving in specification and performance.

The key feature of each Boxster is its uncompromising mid-engined layout. Known throughout the racing world for its agility and performance, it delivers optimum power and torque as well as exceptional fuel economy. In design terms, the Boxster has timeless appeal, as current today as when it was first introduced. The Boxster remains the definitive roadster.



If anything fits between the 911 and the Boxster, it is the Cayman. It links the two sportscars as members of the same family and integrates them in its own distinctive way. True to the Porsche philosophy, the Cayman delivers unbridled driving pleasure, uniquely combining comfort, performance, stunning design and functionality in one vehicle. The Cayman is an all-new definition of a classic concept: that of a thoroughbred sports coupé. It boasts excellent output and efficiency with reduced fuel consumption and emissions, thanks to innovative technologies including direct fuel injection (DFI) as featured on the Cayman S and Boxster S engines.

Then there is the Cayenne, the Porsche that nobody could imagine. The idea of an SUV from Porsche took some getting used to, as did the front-engined configuration plus enough space to comfortably accommodate five people and a full complement of luggage. But the Cayenne conquered new terrain when its capabilities were realised and the world soon came to recognise it as a true Porsche. Acknowledged as the benchmark performance SUV, it has a unique set of abilities that allows it to rank at the top of its class. Available in a wide range of variants, the Cayenne combines refined sports performance with high efficiency and superb everyday practicality:

from the V6 and V8 petrol engines to the diesel and parallel full hybrid, which can be powered by electricity alone.



And then there's another member of the family that is, yet again, an all-time first. The brief did not specify a saloon. Nor did it specify an all-wheel drive. It specified a Porsche. The result: four doors, four seats – the sportscar experience for four. The Panamera – a Gran Turismo whose distinctive proportions and lines clearly display the traits of the Porsche DNA.

When you step inside one of the Panamera models, four things immediately stand out: first, the elevated centre console; second, the four individual seats; third, the amount of space in the rear where even taller passengers will find plenty of leg and head room;

and fourth, the versatility of the luggage compartment thanks to the split-folding rear seats.

Sportscar technology for the automotive premium class. Conceived within our Research and Development Centre in Weissach, the Panamera possesses a sporting spirit that delivers outstanding performance. Guaranteed by Zuffenhausen, the ancestral headquarters of our company, and Leipzig, home to its production facility, the Panamera – like all the other models in our range – is a thoroughbred Porsche.

PORSCHE INTELLIGENT PERFORMANCE



As is evidenced by our extraordinary line-up of models, at Porsche we carry engineering skills to the extreme. But it is never about technology for technology's sake. It's a balanced approach. The result: Porsche Intelligent Performance.

Sustainability and environmental protection are also areas we are passionate about – which is why we give a lot of thought to these issues. Our most visible contribution to protecting the environment is made by our long-lasting vehicles. In addition, for a long time now we have been looking at ways of making our cars more eco-friendly by optimising aerodynamics, reducing vehicle weight and introducing technical innovations. These include direct fuel injection (DFI), the auto start/stop function in conjunction with the Porsche Doppelkupplung (PDK) double-clutch transmission on the Panamera, the parallel full hybrid drive on the Cayenne S

Hybrid as well as track-ready hybrid technology as featured on the 911 GT3 R Hybrid and the 918 Spyder high-performance hybrid. Examples of consistent lightweight construction can be found on the Panamera with its axles, wings, doors, engine lid and rear lid made from aluminium. All these measures work together to lower fuel consumption and reduce emissions. But, for us, it does not stop there. As a manufacturer of sportscars, we are not just concerned with saving resources, but also with enhancing output. That's what we did with the Porsche 356/1. And since then, we have continued to demonstrate that, at Porsche, power and efficiency are not mutually exclusive. Take our concept study, the 918 Spyder, for instance. In this vehicle, we have combined extremely high performance potential with the possibility of keeping fuel consumption extremely low. This is our commitment to

sportscar engineering and the philosophy of our engineers: performance is nothing – without intelligence. After all, no victory has ever resulted from horsepower alone. We are driven forward primarily by our innovative ideas. For more efficient engines and lighter bodies. And for greater output and fuel economy. High performance meets outstanding everyday practicality. And breathtaking dynamics are coupled with exceptional safety. That's what really brings the fascinating appeal of Porsche to life.

The result: a harmonious overall concept. Based on the principle of achieving maximum output from minimum input. This race-inspired philosophy is integral to each and every one of our cars. We call it Porsche Intelligent Performance. For us, sustainability is expressed in our very own 'efficiency ratio'. One that we have been developing since 1948: ideas/km.

Passion



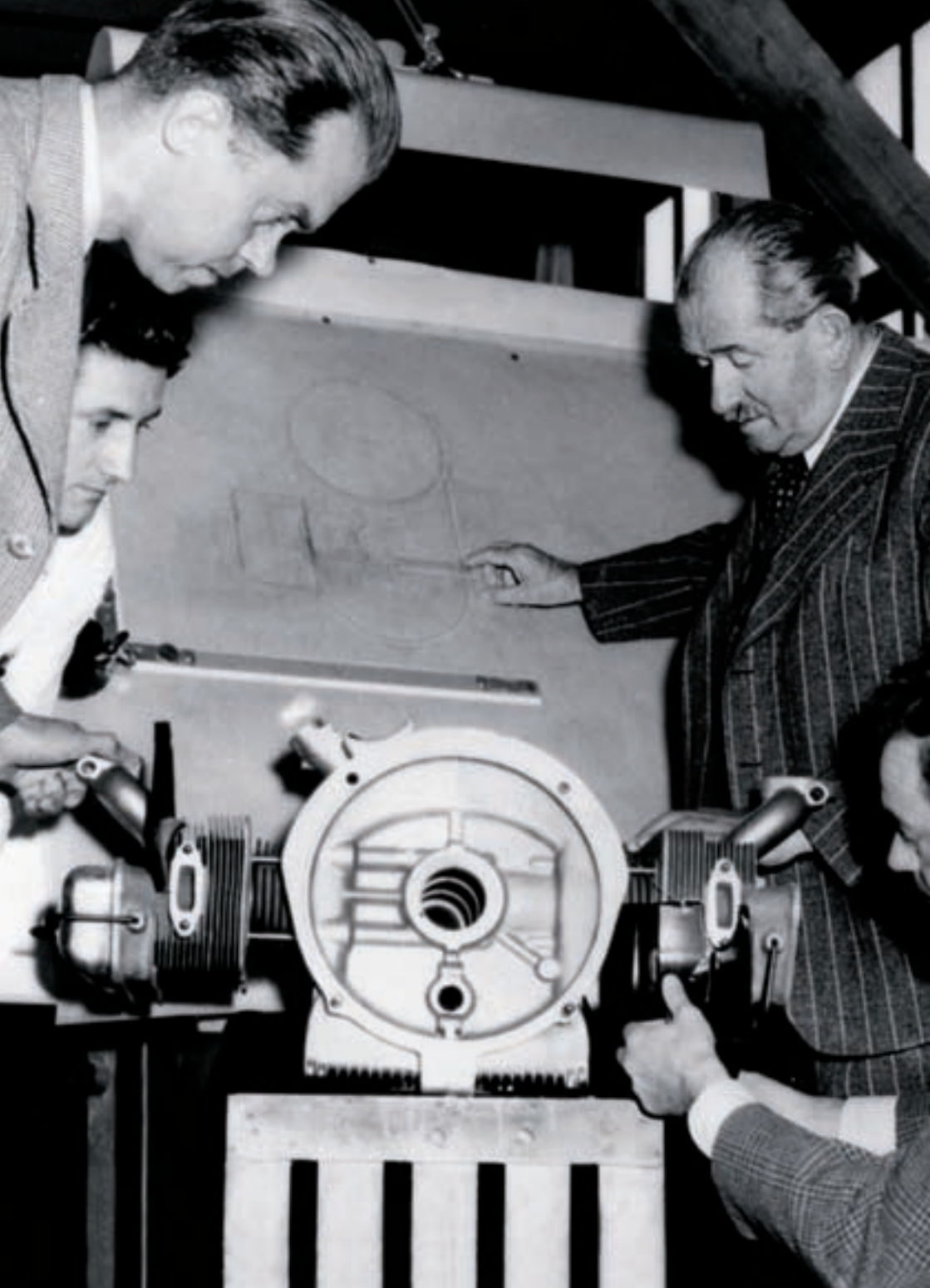
**People at Porsche are constantly seeking new ideas.
On their own initiative.**

This vital element of the Porsche Principle originated with Ferry Porsche, who said: "In the beginning I looked around and could not find the car I dreamed of. So I decided to build it myself."

At Porsche, this quote represents our key motivation for always giving our best. On behalf of us all. We are pleased to be able to say that our employees are proud to work for Porsche. The appeal of our products is the driving force that encourages each and every individual within the company to constantly seek improvement, regularly testing and optimising structures and processes.

Our people are important to us. We know we can count on them and we know that they sometimes think outside the box. And this is something we actively encourage, as we value both excellence and individuality. Our teams think creatively, yet cooperatively. At our headquarters in Zuffenhausen, where all of our sportscar engines are produced. At our Research and Development Centre in Weissach. In Ludwigsburg, where our international sales are coordinated. And at Porsche Leipzig, where the production facility for the Cayenne and Panamera is located. This cooperative approach is what makes us stand out.

The Porsche Principle extends to everyone: customers, employees and partners alike.



In 1931, Professor Ferdinand Porsche founded an ultra-modern service company for the automotive industry from his engineering office in Stuttgart's Kronenstrasse. From there, the Porsche think tank in Weissach was developed with workshops, test benches, laboratories, measuring centres, crash test facilities and a wind tunnel.

The Weissach Research and Development Centre, the nucleus of our know-how, has registered 5,800 valid worldwide patents, with another 250 added each year.

But our thinking is not limited to our research centre alone. The idea of building the Carrera GT, for example, came straight from the racetrack. We produced it – by hand – in our Leipzig plant, where we built an assembly hall and a training facility that created hundreds of new jobs.

Ongoing investment in our facilities and our people is also taking place at Zuffenhausen, where all of our engines are produced. Zuffenhausen is where series production began in 1950 and where our sportscars are still built to this day.

We like to show what we can do, because what moves us moves others too. As a result, we have built our new museum right next to the company headquarters at Porscheplatz in Zuffenhausen. We have created a distinctive structure that houses, among other things, a display of 80 unique Porsche cars that is continually changing.

PORSCHE MUSEUM



The new Porsche Museum has a rotating exhibition of vehicles and smaller exhibits. Alongside legendary automotive icons such as the 356, 550, 911 and 917, the museum also illustrates some of the outstanding technical achievements made by Professor Ferdinand Porsche in the early years. The museum building itself is striking. The fascinating impact of the monolithic, virtually floating exhibition hall can be clearly felt. The architects have created a place of sensual discovery that reflects the authenticity of Porsche products and services, as well as the company's character.

The museum continues our tradition of the 'rolling museum', which means that most of our historic vehicles still fulfil the purpose for which they were built: driving. They also regularly participate in classic race events at venues all around the world.

Museum workshop

We bring automotive history to life. In our dedicated workshop, classic Porsche cars are lovingly restored or fully functioning historic vehicles are prepared for racing use. Expert Porsche technicians ensure the highest level of care, maintenance and restoration – using genuine parts that have been meticulously produced.

This is specialist work, but it does not happen behind closed doors. Visitors can watch our technicians working in the museum workshop on all kinds of classic Porsche vehicles through the glass partition in the foyer.

Christophorus restaurant

The exclusive Christophorus restaurant is situated on the second floor of the Porsche Museum on the same level as the exhibition. Looking through the generously proportioned glass façade, guests in the restaurant can enjoy spectacular panoramic views of Porscheplatz and the production building where Porsche sportscars and engines are built. Through another glass partition, guests can also catch a glimpse of the cars on display in the museum itself.

Excellence



**At Porsche, we strive to achieve excellence in performance,
not just with our cars, but in everything we do.**

Today, Porsche is represented in more than 100 countries around the world. We are globally networked and centrally controlled. We maintain a global presence through our subsidiaries and other Porsche services, and as a result we are understood in virtually every language.

We have always been an export-driven enterprise. In the 1950s, the first Porsche 356 swung off the loading cranes in New York harbour, which was a tremendous achievement in those days. Our principles work. Others know it too and so they ask our advice. Naturally, we are always happy to help – with a range of services offered by our subsidiaries and other Porsche companies.

Take Porsche Consulting for instance – our experts for advice and assistance, no matter what the industry. Porsche consultants worked together successfully with a team at the Freiburg University Medical Clinic to achieve increased appointment compliance, reduced waiting times and improved efficiency. They even accompanied physicians at every step for eight weeks as they made a diagnosis and prescribed treatment for a patient undergoing open-heart surgery.

We apply the lessons we have learned, wherever they are needed. With the Kaizen lean production method, we are now helping other companies to create leaner work processes, as that is what helped us to achieve our success.

It is a similar story with the Porsche Engineering Group, which also offers the entire breadth of expertise from our Research and Development Centre in Weissach. We even assist our competitors, because that is how it all started back when Professor Ferdinand Porsche opened his engineering office in Stuttgart in 1931. Many companies have benefited from this, not least Volkswagen, with Porsche developing the original VW Beetle.



In Weissach we develop detail solutions and systems for vehicle technology and much more. We even apply our knowledge to forklift trucks, for example. And it makes sense that, as specialists for collapsible top systems, we should show others how to make a folding roof vanish into a box only 22 centimetres high. Once learned, never forgotten.

We have also founded a subsidiary that provides individual solutions and helps our customers to save time. From financing through to insurance and credit cards – at Porsche Financial Services there is just one point of contact for all these requirements. Porsche Financial Services has had a presence on every continent since 1998 and has grown on the basis of well-earned trust.

In addition to tailor-made financial solutions, we also offer an impressive range of personalisation options for our vehicles. A Porsche is already an individual car, but with Porsche Exclusive and Porsche Tequipment the potential for individuality is virtually endless.

Porsche Exclusive offers a broad array of ex-factory options to help turn your Porsche into an absolute one-of-a-kind. Air intake grilles can be painted, 19-inch Carrera sports wheels and seatbelts can be ordered in Speed Yellow, and parts of the interior can be finished in leather. There's everything from interior and exterior enhancements to power boosts. Almost anything can be achieved – without affecting the Porsche warranty.



Customers don't have to make their minds up straight away either. With Porsche Tequipment, each and every vehicle can be extensively personalised and retrofitted with a range of technical accessories after delivery.

In addition to cars, we also present our customers a range of lifestyle products including watches, eyewear, luggage and sports equipment. All this is provided by Porsche Lizenz- und Handelsgesellschaft, which covers the services of Porsche Design, Porsche Design Driver's Selection and the Porsche Design Studio. These items may be far from ordinary due to their aesthetic appeal, but they still offer outstanding everyday practicality.

The design pieces also have a history of their own. Professor Ferdinand Alexander Porsche, grandson of the company founder who created the hallmark shape of the 911, founded his own design studio in 1972. Today, renowned companies from the luxury goods sector work for us and we work hand in hand with all the major players.

At the end of the day, however, for those of us who share a passion for Porsche, the greatest pleasure of all is still to be found behind the wheel itself. To heighten that thrill, the Porsche Travel Club puts together an attractive programme every year and this is not exclusively reserved for Porsche owners. From Camp4 on the Finnish ice to the Porsche Tour of sunny Portofino. Sounds adventurous? It certainly is. But it is also controlled, exclusive and a little bit different – just like Porsche itself.



The other way to experience Porsche first hand is at Porsche Leipzig, which offers not only cars, but the entire world of Porsche in and around the 32-metre high diamond-shaped tower. Visitors to the Customer Centre can savour a three-course meal while enjoying views of the start/finish straight of our FIA-certified test track. Its fascinating sequences are inspired by some of the world's most demanding Formula 1 corners. Anyone wishing to discover what it's like to drive around this circuit can book special programmes or complete a training course at the Porsche Sport Driving School under the

expert guidance of a Porsche instructor. But for those who prefer the dirt track to the race-track, our off-road circuit is the way to go. Visitors can also follow the assembly of the Cayenne or Panamera from start to finish on a tour of the production facility.

Porsche Leipzig offers an all-round package. Just the thing for companies who want to present their customers or employees with a truly unique experience. Also ideal for companies wishing to hold seminars, celebrate a special occasion and, of course, drive a Porsche.

As you can see, the world of Porsche is diverse and exciting. We strive to achieve excellence in performance, not just with our cars, but in everything we do.

Vision



**Porsche is continually moving forward
whilst also reflecting on its past.**

We are constantly evolving whilst also doing much the same as we have done throughout our history. This means that our standards continue to be the highest they possibly can be. We carry on the traditions that have proven their merits, developing surprising innovations and, wherever sensible, reinventing ourselves.

At Porsche, we look ahead, take action where necessary and at times we do the unexpected. Had you anticipated the Cayenne, for instance? Or our four-seater Gran Turismo, the Panamera – redefining the automotive premium class with sportscar technology for four? Following the current environmental debate, you have to ask yourself: is it even still possible to build a

sportscar? We think it is. Using technologies that are designed to improve efficiency without detracting from performance – something that is naturally of importance to us. Here too, our approach is based on the philosophy of Porsche Intelligent Performance. We have already achieved a great deal – but we plan to achieve even more.

Concept study: 918 Spyder high-performance hybrid



Protecting the environment is of great importance to us. We therefore start developing our ideas long before a Porsche even takes to the road. We are conceiving ways to make our production processes more eco-friendly, investing EUR 600 million over the next few years to improve our facilities in Weissach, Zuffenhausen, Ludwigsburg and Leipzig. We look for suppliers

who like to work in the same way as we do and sell us products that are made in Germany. This is important to us as, ultimately, our suppliers are part of who we are. With our goals and visions, we look far beyond the short-term horizons. This enables us to maintain our level of performance in the long term and remain flexible to respond to fluctuations in the marketplace.

We are continually working on the Porsche Principle to ensure we remain successful in the future. It is our strict adherence to this principle that led us to the Cayenne S Hybrid. Now, we want the 911 GT3 R to take us back to the place where all our new developments were tested: the racetrack. Our continued vision for things to come is illustrated by our concept study, the 918 Spyder. This is our commitment to the future of sportscar engineering.

Confidence



**So why are we so sure?
What is the source of our optimism?**

The answer is simple.

We never forget where we come
from and we believe in the
Porsche Principle.

Our foundations are sound, our
future is exciting. Welcome to
the world of Porsche.

1900

The Lohner-Porsche electric car is presented at the World Fair in Paris. With his wheel hub engines, the young engineer Ferdinand Porsche achieves international recognition. In the same year, he develops an all-wheel-drive racecar, as well as a petrol-electric hybrid vehicle – a world first.



1875

On 3 September, Ferdinand Porsche is born in the Bohemian town of Maffersdorf. In 1889, after attending grammar school there and the Staats-gewerbeschule (State Vocational School) in Reichenberg, he enters his father's business as an apprentice plumber.



1906

Ferdinand Porsche becomes Technical Director at Austro-Daimler in Wiener Neustadt. At the age of only 31, he is responsible for the model range of one of Europe's largest automotive companies.



1909

Ferdinand Anton Ernst Porsche, later known as 'Ferry', is born on 19 September in Wiener Neustadt.



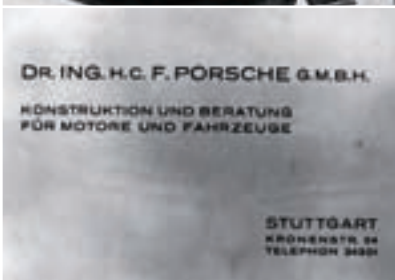
1910

The Austro-Daimler touring car designed by Ferdinand Porsche scores a triple victory in the Prince Henry Trials. At the wheel of the winning car sits none other than Ferdinand Porsche himself.



1923

As Technical Director and Board Member of the Daimler-Motoren-Gesellschaft in Stuttgart, Ferdinand Porsche designs the legendary Mercedes Compressor Sports Car. The following year, the 2-litre racecar developed under his aegis wins the Targa Florio. The Mercedes-Benz S-Type models dominate international motorsport from 1927.



1931

Crowning his career, Ferdinand Porsche opens an office for 'engineering and consultation on engine and vehicle design' in Stuttgart on 25 April. For renowned manufacturers like Wanderer, Zündapp and NSU not only were entire new vehicles designed, but also such trend-setting detail solutions as the Porsche torsion bar suspension.



1933

For Auto Union, Porsche develops a Grand Prix racecar with a 16-cylinder mid-mounted engine. The rear-engined vehicle concept designed for the compact car (Type 32) developed for NSU is ultimately incorporated into the Volkswagen Beetle.

1934

The company Dr. Ing. h.c. F. Porsche KG receives an official order for the design and construction of a German Volkswagen.

Just one year later, the VW prototype is test-driven. The original Beetle is assembled in the garage of the Porsche villa in Stuttgart.



1935

Ferdinand Alexander Porsche is born on 11 December in Stuttgart as the eldest son of Ferry Porsche.



1936

Parallel to road trials of the Type 60, production facilities are erected under the technical direction of Ferdinand Porsche for the Volkswagen renamed the 'KdF-Wagen'.



1939

Under the designation Type 64, three racing coupés are developed at Porsche in Zuffenhausen. Built for long-distance endurance competition, the 'Berlin Rome Cars' are considered the forefathers of all later Porsche sportscars.





1944

Owing to wartime conditions, the Porsche KG engineering office moves to Gmünd in the Austrian province of Carinthia.



1946

Under the direction of Ferdinand Porsche's son Ferry, design of an all-wheel-drive Grand Prix racecar – the 'Cisitalia' (Type 360) – is begun for Italian industrialist Piero Dusio.



1948

The 356 is the first sportscar to bear the Porsche name. 'No. 1' is road-certified in June. Only one month later, the lightweight mid-engined roadster scores its first class victory at the Innsbruck Stadttrennen.



1950

Porsche KG returns to Stuttgart-Zuffenhausen and commences series production of the Porsche 356.

1951

Company founder Ferdinand Porsche dies on
30 January at the age of 75.

With the class victory of a 356 SL at the 24 Hours
of Le Mans, the young sportscar manufacturer
Porsche wins international acclaim.



1953

The Porsche 550 Spyder debuts at the Paris Motor
Show. Driven by an extremely powerful 4-camshaft
engine, the light and agile racecar scores
countless international triumphs.



1956

Coinciding with the company's 25th
anniversary celebrations, the 10,000th
Porsche 356 leaves the factory. At the
Targa Florio, the Porsche 550 A Spyder
logs its first ever overall victory.



1960

During its very first racing season, the Porsche 718 RS 60
scores overall victories at the Targa Florio and the 12 Hours of
Sebring. In Formula 2, Porsche finishes first, second and third in
the 150 Miles of Aintree, Great Britain, with the Type 718/2.

1962

In April, the 50,000th Porsche, a 356 B, rolls off the assembly line. In Weissach, the first segment of the new testing grounds becomes operational.

In Formula 1, the Porsche 804 wins the French Grand Prix.



1965

Presented as the 'Safety Cabriolet', the Porsche 911 Targa is introduced and enters series production in 1966.



1964

The Porsche 911 launched in the previous year as the '901' goes into series production. The Porsche 904 Carrera GTS, likewise conceived by Ferdinand Alexander Porsche, is acclaimed for its exceptional design and outstanding performance.



1967

Following the previous year's success of the Porsche 906 Carrera 6, the Zuffenhausen works team scores a triple victory with the Porsche 910 at the Targa Florio. For the first time, Porsche logs an overall victory in the legendary 1,000-kilometre race at the Nürburgring.

1968

Porsche achieves its first overall victory at the 24 Hours of Daytona with the Type 907-8. The grand successes of the previous year at the 1,000-kilometre race at the Nürburgring and the Targa Florio are repeated. The 911 T wins the Monte Carlo Rally.



1969

At the Frankfurt Motor Show, the mid-engined VW-Porsche 914 sports car makes its debut. In addition to the Monte Carlo Rally and the Targa Florio, Porsche for the first time wins the World Championship of Makes with the 908/02 and the new 917.



1970

With nine out of ten possible victories, Porsche captures its second consecutive World Championship of Makes. At the 24 Hours of Le Mans, Hans Herrmann and Dickie Attwood chalk up a first overall win in the Porsche 917.



1971

The new Porsche Development Centre in Weissach is inaugurated. In motorsport, Porsche again takes top honours in the 24 Hours of Le Mans and the World Championship of Makes.



1972

Porsche KG goes public under Supervisory Board Chairman Ferry Porsche. As a sporting flagship model, the Porsche 911 Carrera RS 2.7 comes onto the market.



1973

'Dr. Ing h.c. F. Porsche AG' is officially entered in the commercial register. The 911 'G Series' range with safety bumpers is presented. In the Can-Am racing series (Canadian-American Challenge Cup), the Porsche 917/30 wins with ease.



1974

At the Paris Motor Show during the height of the oil crisis, Porsche presents the 911 Turbo – the world's first production sportscar with exhaust-gas turbocharger and boost pressure control.



1975

With the 924, Porsche for the first time produces a front-engined sportscar in transaxle configuration. Porsche becomes the first car manufacturer to employ hot dip galvanised body panels in series production.

1976

The Porsche 935 and 936 racecars win the double World Championship in Sportscar and Make rankings.



1977

Conceived as the successor to the 911, the Porsche 928 forges a new path in technology and design. Serving as the powerplant of the luxurious high-performance sportscar is a lightweight alloy V8 engine. In addition to successfully defending its title in the World Championship of Makes with the Type 935, Porsche once again wins the 24 Hours of Le Mans with the Type 936.



1981

The Porsche 944 with a 163-hp, 4-cylinder engine rounds off the transaxle model line. In Le Mans, an overall victory of the Porsche 936/81 crowns the company's 50th anniversary.



1982

With the 911 SC Cabriolet, Porsche offers an open version of its sportscar classic. With the Types 956/962, Porsche wins five Team, Constructor's and Driver's World Championships between 1982 and 1989. In all, this racing sportscar achieves no less than six Le Mans victories.

1984

The 'TAG-Turbo' Formula 1 powerplant built by Porsche celebrates the first of its three World Championship successes. In addition to the World Championship of Makes title, Porsche with the 911 Carrera 4x4 marks its first victory in the Paris-Dakar Rally.



1985

The high-performance, high-tech Porsche 959 is presented at the Frankfurt Motor Show. Shortly thereafter, it wins the Pharaoh's Rally. In the following year, the 959 is likewise victorious in the Paris-Dakar Rally.



1988

In the 25th anniversary year of the 911, Porsche introduces the newly developed 911 Carrera 4 with all-wheel drive.



1989

The Porsche 911 Carrera is available for the first time with the novel 'Tiptronic' automatic transmission. Body versions offer a choice of Coupé, Cabriolet and Targa.

1991

Porsche becomes the first car manufacturer in Germany to equip all production models with an airbag for driver and front passenger as standard.



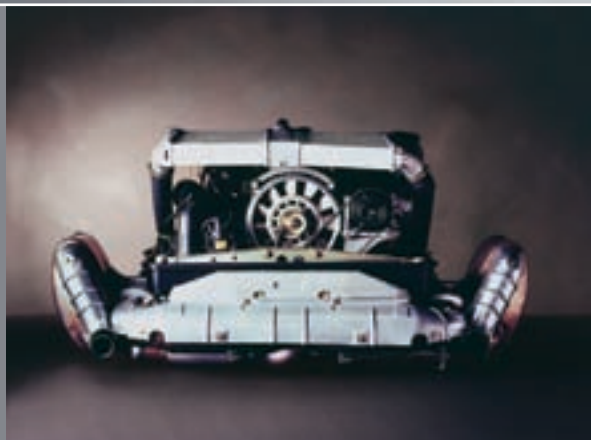
1993

At the Detroit Motor Show, Porsche presents the study of a roadster with mid-mounted boxer engine: the Boxster. The totally revised 911 Carrera premieres at the Frankfurt Motor Show.



1995

With Emission Control System OBD II, the 911 Turbo becomes the world's lowest-emission production car. In addition to the 911 Carrera 4S, the 911 Targa with electrically operated glass roof expands the model range. The Porsche 911 GT2, which can also compete in motorsport, is launched in a limited series.





1996

After only 3.5 years in development, production starts on the Porsche Boxster. The one millionth Porsche rolls off the Zuffenhausen assembly line on 15 July.



1997

Under the motto 'Evolution 911' a new generation of the Porsche 911 Carrera is presented. For the first time, it is powered by a water-cooled 4-valve 6-cylinder horizontally opposed engine. To satisfy high demand, the Boxster is now also produced by Valmet Automotive in Finland.



1998

On 27 March, Ferry Porsche dies at the age of 88.

The decision to initiate production of the third series is announced – the Cayenne is on its way. With the 911 GT1, Porsche logs a double victory in Le Mans and can now chalk up a total of 16 overall wins.



1999

With the 911 GT3, Porsche rounds off the 911 series with an exceptionally sporty version. The Boxster S, a higher performance version of the mid-engined roadster, is available. The Porsche Ceramic Composite Brake (PCCB) is presented as a world first.

2000

At the Louvre in Paris, Porsche celebrates the world premiere of the high-performance Carrera GT sports car.

The roadgoing concept car features a carbon-fibre chassis as well as a 10-cylinder naturally aspirated engine.

In Leipzig, construction begins on a new Porsche assembly plant for the versatile performance SUV, the Cayenne.



2001

The new 911 GT2 is equipped with the Porsche Ceramic Composite Brake (PCCB) as standard and generates 462 hp.

The new generation of the 911 Carrera receives a 3.6-litre engine with variable valve lift.

The new 911 Carrera 4S and 911 Targa are launched.



2002

Porsche presents its third series: the Cayenne, a performance SUV combining exceptional dynamics with surefooted off-road capability. Thanks to VarioCam technology, the revised Boxster achieves lower fuel consumption and emission ratings with simultaneous performance enhancement.



2003

Series production of the Porsche Carrera GT starts up in Leipzig. By 2006, a total of 1,270 units of this supercar with a top speed of 330 km/h (205 mph) are built. In addition to the new Porsche 911 GT3 and 911 GT3 RS, the 911 Turbo Cabriolet and the 911 Carrera 4S Cabriolet further expand the product line.



2004

For the first time, the new generations of the 911 and Boxster sportscar series are introduced as both basic and S versions.



2005

At the Frankfurt Motor Show, the Porsche Cayman S with 6-cylinder boxer mid-engine is presented for the first time. Additionally, the model range is extended with the 911 Carrera 4 and 911 Carrera 4S in Coupé and Cabriolet versions. In Zuffenhausen, construction begins on the new Porsche Museum.



2006

In Geneva, the new 911 Turbo with Variable Turbine Geometry (VTG) is introduced. The Cayman with 245 hp rounds off the model range. Further new entries are the 911 GT3 RS and the 911 Targa 4 models. In the American Le Mans series, the Porsche RS Spyder prototype achieves a championship victory in the LMP2 class. In Leipzig, work begins on expanding the production facilities for the Panamera.

2007

With the Porsche 911 GT2, the fastest and most powerful roadgoing 911 is launched in November. The new Cayenne GTS offers greater performance and agility, and an even more direct response. The uprated 4.8-litre V8 engine delivers 405 hp to the road. And the ALMS success story continues with the 2nd generation RS Spyder: 12 runs, 11 class victories, 8 overall victories, Team, Constructor's and Driver's World Championship.



2008

Porsche Doppelkupplung (PDK) double-clutch transmission, direct fuel injection (DFI) and the new PCM are highlights of the 2nd generation 997.



2009

Ferry Porsche would have celebrated his 100th birthday – and would have been proud: the new Panamera brings sportscar technology to the automotive premium class and a highly dynamic interpretation of 'luxury'. The new 911 GT3 and 911 GT3 RS offer the most uncompromising interpretation of the 911 idea to date. The new 911 Turbo proves that, at Porsche, exceptional efficiency and outstanding performance are inseparable concepts: featuring direct fuel injection (DFI), Variable Turbine Geometry (VTG), VarioCam Plus and Porsche Doppelkupplung (PDK) double-clutch transmission, it generates 500 hp from just 11.4 l/100 km (24.8 mpg). And the new Boxster and Cayman models are more powerful and efficient, too. The Porsche Museum opens in Zuffenhausen – right next to the company's headquarters.



2010

During its racing debut at the Nürburgring, the 911 GT3 R Hybrid shows how the Porsche Principle can be applied to low-emission, low-consumption hybrid concepts. With hybrid technology for the racetrack.



At the Geneva Motor Show, Porsche presents a concept study: the 918 Spyder high-performance hybrid. With hybrid technology for the 21st century sportscar.





With the Boxster Spyder, Porsche realises the dream of a new roadster – even more original, dynamic and liberated than ever before. The new generation of the Cayenne performance SUV is launched with 6 and 8-cylinder engines, powered by petrol, diesel, turbo or hybrid technology. Thanks in great part to a significant weight reduction – by up to 185 kg compared to the respective previous Cayenne model – fuel consumption has been lowered by up to 23% and CO₂ emissions by up to 26%. With the Panamera and Panamera 4, two new drive variants are added to the Gran Turismo range.



Model-specific fuel consumption and emissions data.

Fuel consumption and CO₂ emissions for individual vehicles may vary depending on engine variant and specification. The figures shown represent the highest and lowest values for each model series.

	Fuel consumption in l/km (mpg) ^{1, 2}			CO ₂ emissions (in g/km) ²
	Urban	Extra urban	Combined	
Porsche Boxster	14.4 (19.6)/13.6 (20.8)	7.2 (39.2)/6.5 (43.5)	9.8 (28.8)/9.1 (31.0)	230/214
Porsche Cayman	14.4 (19.6)/13.6 (20.8)	7.2 (39.2)/6.5 (43.5)	9.8 (28.8)/9.1 (31.0)	230/214
Porsche 911	19.4 (14.6) /14.7 (19.2)	9.6 (29.4) /7.0 (40.4)	13.2 (21.4)/9.8 (28.8)	309/230
Porsche Cayenne	15.9 (17.8)/ 8.7 (32.5)	8.5 (33.2)/ 6.5 (43.5)	11.5 (24.6)/7.4 (38.2)	270/193
Porsche Panamera	18.8 (15.0)/ 8.0 (35.3) ³	8.9 (31.7)/ 6.1 (46.3) ³	12.5 (22.6)/ 6.8 (41.5) ³	293/159 ³

¹ All current petrol engines from Porsche are compatible with a fuel ethanol content of up to 10%. Ethanol has a positive impact on the carbon dioxide balance since the plants grown for its production absorb carbon dioxide from the atmosphere.

² Fuel consumption was recorded on vehicles with standard specification. Optional equipment may affect fuel consumption and vehicle performance. The data presented here was recorded using the Euro 5 test procedure (715/2007/EC and 692/2008/EC) and the NEDC (New European Driving Cycle). The respective figures were not recorded on individual vehicles and do not constitute part of the offer. This data is provided solely for the purposes of comparison between the respective models. For more information on individual models and country-specific test procedures, please contact your Porsche Centre.

³ In conjunction with 19-inch all-season tyres (optimised for rolling resistance).

The models featured in this publication are approved for road use in Germany. Some items of equipment are available as extra-cost options only. The availability of models and options may vary from market to market due to local restrictions and regulations. For information on standard and optional equipment, please consult your Porsche Centre. All information in respect of construction, features, design, performance, dimensions, weight, fuel consumption and running costs is correct at the time of publication.

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