

Porsche at Auto China 2018

Mission E Cross Turismo and 911 GT3 RS celebrate their premiere in Asia

With the Mission E Cross Turismo, Porsche is getting right to the heart of the official theme of the Auto China 2018 exhibition – “Steering To A New Era”. This spectacular study represents the near future of e-mobility. Alongside the new 911 GT3 RS high-performance sports car, the Mission E Cross Turismo is celebrating its premiere in Asia at the Chinese capital’s leading trade fair. Auto China 2018 runs from April 29 until May 4 in Beijing.

Mission E Cross Turismo: An electrifying study of a CUV

The Mission E Cross Turismo is opening up new possibilities at the very core of e-mobility for a new market sector in the premium sports segment. The study is the first Cross-Utility Vehicle (CUV) from Porsche and builds on the concept of the Mission E electric sports car. With its synthesis of typical Porsche sports car design and distinctive off-road features, it is a crossover vehicle that unites a host of concepts in one – including an electric drive. The Mission E Cross Turismo is just as suitable for everyday driving as it is for adventurous pursuits like mountain biking, surfing or winter sports. The vehicle’s spatial design is equally versatile. E-mobility from Porsche is once again synonymous with high performance in the Mission E Cross Turismo, as this vehicle delivers an output of 440 kW (600 hp), a range of over 500 kilometres and the ability to recharge with enough power for a further 400 kilometres in around 15 minutes. Like most concept vehicles from Porsche, the CUV provides an insight into a potential derivative of the Mission E saloon.

A clear focus on motorsport: The new 911 GT3 RS with 520-hp naturally aspirated engine

Porsche is currently experiencing a rapidly growing demand for two-door sports cars in China. The brand’s debut in Asia of the new 911 GT3 RS is fuelling the fire still further: The high-performance 911 is the most powerful, road-approved Porsche track sports car yet with a naturally aspirated engine. The six-cylinder flat engine with four-litre displacement produces an output of 383 kW (520 hp) with a speed range of up to 9,000 rpm. Just like the engine at the heart of the new GT model, the chassis – tuned for uncompromising precision and equipped with rear-axle steering – comes directly from motorsport. Offering even power delivery across an extreme engine speed range, a lightweight body designed for optimum aerodynamic downforce and outstanding lateral dynamics, the new 911 GT3 RS is the ideal car for achieving the fastest lap times.

Asia’s first Porsche Experience Centre opening soon

The fascination of Porsche is soon to become an even more intense experience, just in time for Auto China: In Shanghai on April 26, 2018, Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG, will open the first Porsche Experience Centre in Asia. The customer experience centre is located next to the Shanghai International Circuit (SIC) motorsport racetrack, where the Formula 1 Chinese Grand Prix has been held every year since 2004. The 100,000 m² site – featuring a test track, slalom, off-road course and training rooms – is exclusively available to customers and fans of the brand. The Porsche Experience Centre Shanghai is the sixth site in the world in this format. Other Porsche Experience Centres are located in Leipzig, Le Mans, Silverstone, Atlanta and Los Angeles.

China 2017: Another record year for Porsche

China is the largest individual market for Porsche. In 2017, the sports car manufacturer increased its deliveries by ten per cent, from 65,246 vehicles to 71,508. Deliveries of the 718 Boxster and Cayman mid-engine sports cars increased by 148 per cent to 5,998 vehicles, while Panamera deliveries went up by 22 per cent at 6,258 units. A total of 26,398 units of the sporty SUV Cayenne were delivered, representing an increase of 19 per cent. The 911 sports car icon (including the 918 Spyder) also experienced an increase: In 2017, customers were handed the keys to 1,674 of these vehicles, representing growth of twelve per cent compared with the previous year. The most successful model on the Chinese market is the Macan at 31,180 units delivered. At the end of 2017, a Porsche Studio was opened in Guangzhou, which also marked the opening of the 100th sales site in the People's Republic of China. The Porsche Studio is a new showroom concept similar to the innovative sales format in place at the "Porsche on Sylt" site. The sports car manufacturer plans to use this Porsche Studio to interact with new target groups in their everyday lives in a more direct format.