

Porsche at the 2019 Geneva Motor Show

## **Public début in Geneva for the new 911 Cabriolet, 718 T and Macan S**

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Porsche unveiled the new 911 four months ago in Los Angeles, and the eighth generation of this timeless sports car is much more powerful, fast and digital than ever before. The same approach will be in evidence at the next big première – taking place at the 89th Geneva Motor Show and just in time for spring – with the unveiling of the new 911 Cabriolet. With this open-top 911 too, Porsche continues to carefully and consistently develop its most iconic model, making it more dynamic, more efficient, and more advanced. The S model features a 331 kW (450 PS) twin-turbo engine that delivers top speeds of over 300 km/h, and acceleration of 0-100 km/h in less than four seconds. Drivers can enjoy even safer handling on wet roads with the new eight-speed dual-clutch transmission and Porsche Wet mode. With a design that puts a modern twist on classic interior and exterior elements from older 911 models, the new 911 Cabriolet is the newest in a long line of open-top Porsche models that includes the company's very first vehicle. This body style first appeared in the 911 family over 30 years ago, and it continues to symbolise uniquely intense driving experiences to this day. The weight of the soft top has been further optimised, and it now takes only 12 seconds to completely fold it away, thanks to a new hydraulic motor – it even closes back up with the same swiftness when travelling at speeds up to 50 km/h. Made predominantly from magnesium, the high-tech structure of the soft top – built by Porsche, as ever – prevents the roof from ballooning even at high speeds.

The second big Porsche première at Geneva will be the 718 T: the new touring version of the Boxster and Cayman that combines 220 kW (300 PS) output from the four-cylinder engine and state-of-the-art dynamic components – such as the Sport Chrono package and PASM sports chassis – with a 20-millimetre-lowered body. The car also comes equipped with PADM adaptive body positioning and Porsche Torque Vectoring with mechanical rear differential lock as standard – features which are being made available with the 2-litre boxer engine for the first time. In combination, they pack the high-performance character of the two-seater sports car into an especially exciting Porsche experience: the 718 T will be most at home on winding country roads, offering the sheer joy of driving as its ultimate goal. Equipped with the essentials, this puristic driving machine is the heir to the 911 T from 1968 and the 911 Carrera Clubsport from 1987.

The new Macan S is also making its first public appearance in Geneva. Porsche has comprehensively upgraded the Macan in terms of design, comfort, connectivity and driving dynamics. The distinctive Porsche design DNA can be seen in the compact SUV's three-dimensional LED light panel on the rear of the vehicle. LED technology will also be standard for the headlights in future. The most eye-catching new features in the interior are the 10.9-inch touchscreen of the new Porsche Communication Management (PCM), the newly arranged and designed air vents and the optional GT sports steering wheel familiar from the 911. The PCM provides access to new digital functions such as intelligent voice control and the standard online navigation. The range of comfort equipment is extended with Traffic Jam Assist, an ioniser and a heated windscreen, among other things.

The Macan S is powered by a new V6 engine with 3-litre displacement and twin-scroll turbocharger in central turbo layout. The engine has a power output of 260 kW (354 PS) and torque of 480 Nm. The seven-speed dual-clutch transmission (PDK) and the Porsche Traction Management (PTM) all-wheel drive are perfectly matched to the new engines.

## **Porsche in Switzerland: a clear preference for performance**

Over 70 years ago in 1949, the sports car manufacturer exhibited vehicles at the Geneva Motor Show for the first time. Headquartered in Rotkreuz, Porsche Schweiz AG recorded a slight decline in deliveries to 3,350 vehicles in 2018, though high-performance models were still the clear favourites. Compared with the previous year, the number of iconic 911 sports cars delivered increased by more than 10% to 962 vehicles in total, of which Turbo/Turbo S and GT models made up 56%. With Swiss customers taking delivery of 1,068 Macan models in 2018, it was their favourite Porsche of the year. A total of 7,035 vehicles have been delivered to customers since the model entered the market in 2014. The performance-oriented hybrid technology used in the Gran Turismo was a winner for Porsche, with the proportion of plug-in hybrid models rising to 59% of all Panamera vehicles delivered in 2018, and 20% of these being the top-of-the-range model, the Panamera Turbo S E-Hybrid.