

Editorial 335

New Year, New Dimensions

This issue contains a very special recommendation for all future Panamera owners. The recommendation comes from one of our colleagues, who watched as the designers pulled the drapery from the newest Porsche for the very first time. Every day before setting off in your Panamera, he writes, you too should uncover your car. This, he says, is “an act of pleasure.”

So raise the curtain—and prepare for pure enjoyment with this latest issue of *Christophorus*. We'll show you the first photos of the new Panamera, which represents the fourth dimension at Porsche. It is a sports car (with four seats). It is a luxury car (in which sports-oriented drivers will feel at home). It is a Porsche (for the whole family). And it is in a class of its own. It's no wonder that this fourth model series from Porsche has attracted enormous attention since it was first announced. Paparazzi, who pursue not only beautiful women but also beautiful cars, have tried in vain to snap the first photos. After all, the prototype has been around for several months now. From Lapland to South Africa, thousands of kilometers have been clocked on test-drives of the newest Porsche. But the Panamera was so well camouflaged that photos thus far reveal only a vague representation of the actual model.

But now everyone can see for themselves, for Porsche is launching the new year with a bang. The fourth model series represents a real new dimension in the automotive world. It is a sports car for every occasion, for every road, for every driver—in short, a great reason to look forward to 2009. It's already clear that following the introduction of the new 911 generation in 2008, 2009 will also be a landmark year for Porsche. In addition to the Panamera, the new Cayman and the new Boxster will also enter the public stage. And at the beginning of the year, what used to be “Europe's most attractive construction site” will be presented to the world as a new dimension in architecture when the new Porsche Museum opens its doors. The suspended exhibition halls in Stuttgart-Zuffenhausen weigh some 35,000 tons, including the 80 valuable vehicles and around 200 exhibits from the history of Porsche.

A museum with a past and a Porsche with a future—the circle will close in 2009. The Panamera, after all, took its name from history. In 1954, Hans Herrmann and Jaroslav Juhan celebrated a historical racing achievement. At the legendary Carrera Panamericana, they drove to a class victory—with a 550 RS Spyder that had just been introduced at the Paris Motor Show in 1953. The Panamericana at one time stretched over more than 3,000 kilometers (1,865 miles) from the northern to the southern border of Mexico, considerably longer than the Mille Miglia.

Now the victorious 550 RS Spyder resides in the Porsche Museum. And the Panamera will soon be on the roads. Completely revealed. We are sure that this, too, will be an act of pleasure.



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