

Editorial 334

The Classic from the Future

Every morning at Porsche, a press review is circulated. It gives board members and management personnel the chance to see at a glance what major and local newspapers and magazines around the world have written about the company and its products. This year there have been very many articles, which is to be expected given that the company has presented ten different models of the new 911 in the space of just a few months. The coverage of the fastest generational turnover at Porsche has had a similar tenor in all countries. For example: “What is already good has been enhanced yet again,” wrote the Swiss newspaper *Neue Zürcher Zeitung*, “because this generation of 911s is even faster and more fuel-efficient than before.” And under the title “Fascination on Four Wheels,” a columnist at Germany’s *Rhein-Zeitung* wrote that this Porsche is the ideal car for everyone who wants to make a childhood dream come true.

We say thank you for the compliments. Positive reviews from around the world have shown us that our 911 has lost none of its appeal. Ferry Porsche’s statement back in 1963 when the first 911 was presented at the Frankfurt International Motor Show (IAA) still holds; namely, that it makes sense “to reduce things to their essential functions.” The

reviews also reflect the fact that this model is rightly seen not as a revolution but rather an evolution, which means change without distorting the essentials. The 911 remains the classic that keeps coming from the future. With direct fuel injection, a dual-clutch transmission, and Porsche Traction Management, the engineers in Weissach have achieved a sensation that impresses journalists in all markets: the new 911 is faster and more fuel-efficient, with lower CO₂ emissions.

Yet it remains a 911. Two stories in this issue illustrate that point. One highlights the Carrera 4 and the Carrera 4S, which Michael Thiem had the “fourfold pleasure” of presenting at the former military airport in Gross Dölln near Berlin. Their electronically controlled four-wheel drive, known as Porsche Traction Management, guarantees driving pleasure in every type of weather. The second article showcases the 911 Targa 4 and the 911 Targa 4S, which generated huge excitement at Lake Garda in Italy. To see and be seen—that was the motto. And the driver could barely contain his delight with the view, thanks to the large panoramic glass roof.

At the cars’ many press presentations this year, reporters were not the only ones to notice that every 911 is something special, and each one has its own way of impressing viewers and drivers. They all share something, namely, the great interest reported by media in China, the United States, the Netherlands, and so on. Yet even the world’s best wordsmiths cannot quite capture this feeling on paper. To know what they mean, you have to experience it for yourself. The new director of communications at Porsche AG is probably right. When asked by a reporter to describe this fascination, he replied, “Just take a seat in a Porsche. Then you’ll know.”



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