



PORSCHE

MARKET

Generations of Porsche family have a history of being pioneers in the field of engineering and that is the core of their success phenomenon in the car industry. This strength has been the key to its survival as the only independent sport car manufacturer that is not owned by a huge automotive group like its rivals.

Porsche Middle East and Africa (which includes the Egyptian market) is proud to crown its record-breaking achievements during the year by unveiling the all-new Boxster and Cayman Models. The most striking features of this elegant sports car are the new Engines and facelifts.

Despite the current global economic situation, Porsche is confident that in 2009/10 sales will at least match the exceptionally high level of the business year now over. This expectation is attributable to the company's further enhanced and even more attractive model range as well as the ongoing penetration into new markets. Particularly in rapidly growing markets such as the Middle East, Porsche cars are in ever increasing demand.

Porsche expects the next major boost in growth in October 2009 when the four-door Panamera will be introduced.

In Egypt, SMG Engineering Automotive Co. is building a new 35 Facility, investment in the future, so that company can provide the best service for current and future Porsche Customers

HISTORY

Products and technologies designed and created by Porsche now look back at more than 100 years of successful history. However, the first car bearing the brand name Porsche was homologated by the state government of Kärnten in Austria "only" 50 years ago on 8 June 1948 – the very first Porsche 356 to see the light of day. The intellectual and, indeed, spiritual "father" of the car was Professor Ferdinand "Ferry" Porsche who died in 1998 at the age of 88. Moving his Company during the war from Stuttgart-Zuffenhausen to the town of



Gmünd in Kärnten, Ferry Porsche had started with his employees in 1947 to "build a sports car of the kind I like myself" based on the Volkswagen Beetle developed by his father.

The Porsche 550 Spyder accommodated the first engine ever developed by Porsche for Porsche. In 1963 Porsche launched the next great classical car: The first Porsche 911 was introduced. Later, in 1966, the 911 Targa was introduced with its characteristic roll bar. The race which gave the Targa its name: The Targa Florio endurance race in Sicily was overwhelmingly dominated by Porsche during the 60s and early 70s.

1996 saw the public launch of the Boxster at the 1996 Paris Motor Show. A mid-engined roadster, the Boxster revealed Porsche's new generation of power units with very convincing facts and figures (2480 cc, 204 bhp/150 kW). Six water-cooled cylinders in horizontally opposed arrangement, four overhead camshafts with



VarioCam, four valves per cylinder and integrated dry sump lubrication are the technical highlights.

Porsche History in Egypt

The history of Porsche in Egypt dates back to 1949 when the first ever exported Porsche car with chassis number 003 arrived in Egypt. The 356 red convertible 003 established two sales traditions at Porsche in one shot: export and international acclaim among celebrities.

In 1996 SMG Engineering Automotive Company was appointed as the PORSCHE A.G. exclusive importer in Egypt and they are proud of it. Porsche choice was based on each candidate's ability to offer high level of sales and after sales support.

SMG has almost four decades of automotive experience. Eng. Shawky Ghattas and Eng. Maurice Ghattas (brothers) established their company in 1967 after graduation as Mechanical Engineers. Today this Group of Companies is called SMG Group, (which stands for Shawky and Maurice Ghattas) and is reinforced with their sons and daughters, representing several prominent automotive companies; partner of Mercedes Benz - Egypt, Importer of SEAT (VW group), SCANIA, Ssang Yong, Harley Davidson, PIAGGIO as well as more than 80 O.E.M. suppliers of spare parts.

In 1997 Engineering Automotive Company re-launched Porsche in Egypt after nearly 50 years from the date of Porsche's first delivery being imported into Egypt.



PRODUCT

Boxster / Boxster S

The Sports car among roadsters, open top, two seat and extremely agile, an open confession of driving pleasure.

2.9 litres 6 Cylinder Engine, 255 Hp @ 6400 Rpm, Top speed 263 Km/h, 0 -100 Km 5.8 Sec.

3.4 litres 6 cylinder Engine, 310 Hp @ 6400 Rpm, Top speed 274 Km/h, 0 -100 Km 5.2 Sec.

The very first Porsche 356 was a two-seater mid-engine roadster. The Boxster also goes back to the Porsche 550 A Spyder of 1954. Porsche's great racing tradition is always on board with the Boxster - although the customers of the previous Boxster are not to be counted among the performance-craving drivers.

Cayman / Cayman S

The Cayman epitomises the sports car experience like no other vehicle on the road - immediately engaging - instantly Porsche. The concept behind the Cayman's development is to fill the gap between Boxster customers and 911 customers. Cayman is a challenge to conventional ways of thinking that successfully resolves so many apparent contradictions uniting extremes of design practicality and performance.

2.9 litres 6 Cylinder Engine, 265 Hp @ 7200 Rpm, Top speed 265 Km/h, 0 -100 Km 5.7 Sec.

3.4 litres 6 cylinder Engine, 320 Hp @ 7200 Rpm, Top speed 277 Km/h, 0 -100 Km 5.1 Sec.

Porsche 911

(Carrera / Carrera S, Carrera 4 / Carrera 4 S, Carrera Cabriolet / Carrera S Cabriolet, Carrera 4 Cabriolet / Carrera 4 S Cabriolet, Targa 4 / Targa 4 S, 911 Turbo*, 911 GT2, 911 GT3 & 911 GT3RS)

The Porsche legend. Defined in form and function, with a driving experience that is immediate, direct, intense and inspirational - models with more than 43 years of evolution behind them.

The above models are equipped with two Basic engines

3.6 litres 6 cylinder; 345 Hp @ 6500 Rpm, Top Speed 289, 0 -100 Km/h 4.7 Sec. (average)

3.8 litres 6 cylinder; 385 Hp @ 6500 Rpm, Top Speed 302, 0 -100 Km/h 4.5 (average)

* 3.6 litres 6 cylinder; 480 Hp @ 6000 Rpm, Top Speed 310, 0 -100 Km/h 3.7 Sec

Cayenne / Cayenne S / Cayenne GTS / Cayenne Turbo & Cayenne Turbo S

The embodiment of all Porsche values.

Uncompromisingly sporty, agile dynamic and practical down to the finest detail for everyday use. A unique combination of on road performance and off road capability.

Cayenne: 6 Cylinder; 3.6 litres, 290 Bhp @ 6200 Rpm

Acceleration 0 -100 Km/Hr: 8.1 Sec, Top speed: 227 Km/h.

Cayenne S: 8 Cylinder; 4.8 litres, 385 Hp @ 6500 Rpm

Acceleration 0-100 Km/Hr: 6.6 sec, Top speed: 252 Km/h

Cayenne GTS: 8 Cylinder 4.8 litres, 405 Hp @ 6500 Rpm

Acceleration 0 -100 Km/Hr: 6.1 Sec, Top speed: 253 Km/h

Cayenne Turbo: 8 Cylinder 4.8 litres, 500 Hp @ 6000 Rpm

Acceleration 0 -100 Km/Hr: 5.1 Sec, Top speed: 275 Km/h

Cayenne Turbo S: 8 Cylinder 4.8 litres, 550 Hp @ 6000 Rpm

Acceleration 0 -100 Km/Hr: 4.8 Sec, Top speed: 280 Km/h

RECENT DEVELOPMENTS

PANAMERA

Recently it was revealed that in 2009 Porsche will introduce to the world the first four-doors sports Coupe car which has everybody wondering if Porsche will again impress the world in the same way it did whilst developing and introducing Porsche Cayenne in the SUV segment.

Panamera S: 8 Cylinder 4.8 litres, 400 Hp @ 6500 Rpm

Acceleration 0 -100 Km/Hr: 5.4 Sec, Top speed: 285 Km/h

Panamera 4S: 8 Cylinder 4.8 litres, 400 Hp @ 6500 Rpm

Acceleration 0 -100 Km/Hr: 5.0 Sec, Top speed: 282 Km/h

Panamera Turbo: 8 Cylinder 4.8 litres, 500 Hp @ 6000 Rpm

Acceleration 0 -100 Km/Hr: 4.2 Sec, Top speed: 303 Km/h

Porsche Doppelkupplung (PDK)

PDK with optional Manual gearshift and automatic mode enables smooth changes with no interruption in the flow of power. This results in significantly faster acceleration and lower fuel consumption without having to sacrifice the ease of automatic transmission.

The flow of power from the engine is only ever transmitted through one clutch at a time, while the next gear is pre-selected by the second clutch. During a gear change, a conventional shift no longer takes place. Instead, one clutch simply opens and the other closes at the same time. Gear changes therefore take place within a few hundredths of a second.



PROMOTION

Porsche represents a world of fascination. So the concept underlying promoting this brand is based on lots of passion, belief and different emotional values. This is why it's the dream car of all generations. Test drives transform those intangible sensations to the unforgettable experience "Porsche Fascination"

Porsche emphasises that the launch of any new model should be concurrent and have a unified theme which glorifies the Porsche spirit. Porsche A.G. requires several months of preparations to ensure delivering that unified concept when presenting any of the Porsche models to the globe.

BRAND VALUES

- Porsche is the embodiment and yardstick of sporting mobility, living tradition
- This is embodied in modern, innovative engineering to the highest level of quality.
- Desire for mobility, enjoying life, responsibility for people safety and the environmental bio standards.
- Dynamism, sportiveness and technological superiority. Accordingly, Porsche sees itself as "The Excitement Company".
- Always immediately ready to operate! - Comfortable and absolutely safe!
- "The Porsche is my philosophy in view of the freedom of individual mobility which is to serve mankind rather than to burden it." (Ferry Porsche).

www.porscheegypt.com

Things you didn't know about PORSCHE

The first "practical" turbocharged road car eventually appeared in 1975 - that was the Porsche 911 Turbo 3.0 litres.

Porsche is one of the leading automobile manufacturers in the field of emission minimisation. All of Porsche emissions worldwide are lower than the specified emission limits.

One component that all Porsche vehicles have in common. The Porsche crest with the slightly curved logo - an unmistakable trademark for more than 50 years. The Porsche crest shows the attachment of the enterprise to the Federal State of Baden-Württemberg and, in particular, to the state capital Stuttgart. The horse in the centre is the coat of arms of the city of Stuttgart - a perfect symbol for the powerful products of Porsche. The coat of arms of Württemberg presents the background before which the coat of arms of the city of Stuttgart is displayed.

In the late 30s, Professor Porsche made a record attempt on behalf of Daimler-Benz with the development of the T80. This hyper race car was propelled by a Daimler-Benz aircraft engine with a peak horsepower output of 3,500 hp.

Porsche development centre helps other companies in their products (e.g. System Porsche Engine for SEAT cars and First Harley-Davidson Water cooled engine were developed by Porsche.

Developing SUV (Cayenne) was not something new for Porsche in the 4X4 category. Porsche cars racing in Rallies like Paris Dakar and Pharaoh, eventually transformed into the Porsche Cayenne, an engineering combination manifesting sportive on-road performance and exceptional off-road capabilities setting a new benchmark among competitors.

Superbrands