



# PORSCHE

## MARKET

Porsche Centre Egypt, associated with Porsche Middle East and Africa is proud to unveil the all new Cayenne Models. The most striking features of this elegant SUV are the power train upgrade and newly designed interior and exterior.

Despite the current global economic situation, Porsche is confident that in 2010/11 sales will at least match the exceptionally high level previously achieved, particularly in rapidly growing markets such as the Middle East. Porsche cars are in ever increasing demand and, for the Egyptian market in particular, the reduction in customs by 10% for European manufactured vehicles will help in boosting sales.

In Egypt SMG Engineering Automotive Co. (Porsche Centre Egypt) is looking to the future with optimism by building a new 3S Facility, so that the company can provide the best service for current and future Porsche Customers and to satisfy increasing demand.

## ACHIEVEMENTS

Porsche pursues racing for reasons of passion alone and their 50 years of experience has led to many victories making Porsche, by far, the most successful automobile manufacturer in international racing.

In the 24 Hours of Le Mans alone Porsche has clinched victory no less than fifteen times.

In Formula One the world championship engine has come from Porsche on no less than three occasions.

## HISTORY

Porsche family have been pioneers in the engineering field of the car industry. The first car bearing the brand name Porsche was

homologated by the state government of Kärnten in Austria "only" 62 years ago. The intellectual and spiritual "father" of the car was Professor Ferdinand "Ferry" Porsche, who died in 1998. During the war Ferry Porsche started to "build a sports car of the kind I like myself" based on the Volkswagen Beetle developed by his father.

In 1963 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-engine roadster, the Boxster revealed Porsche's new generation of power units.

In 2003 Porsche introduced the First SUV as a brand extension under the name of Cayenne. Porsche cars racing in rallies, such as 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.

### 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.

SMG has more than 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) representing several prominent automotive companies; partner of Mercedes Benz - Egypt, Importer of SEAT (VW Group), SCANIA, SsangYong and legendary Harley - Davidson as well as more than 80 OEM suppliers of spare parts.

In 1997 Engineering Automotive Company re-launched Porsche in Egypt after nearly 50 years from the date of the first Porsche landed on Egyptian soil. Today Porsche in Egypt is enjoying the strongest position as a Luxurious - Sports car brand.

## PRODUCT

### Boxster / Boxster S

The Sports car among roadsters, open top, two seat and extremely agile, an open confession of driving pleasure. Porsche's great racing tradition is always on board with the Boxster.

- 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.

### 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.

- 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 Turbo S\*, 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.

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 sec. (average)

- \* 3.8 litres 6 cylinder, 530 Hp @ 6250Rpm, Top Speed 315, 0 -100 Km/h 3.3 Sec

### Cayenne / Cayenne Diesel / Cayenne S / Cayenne S Hybrid & Cayenne Turbo

The embodiment of all Porsche values.

Uncompromisingly sporty, agile dynamic and practical down to the finest detail.

**Cayenne:** 6 Cylinder, 3.6 litres, 300 Hp @ 6300 Rpm - Acceleration 0 -100 Km/Hr: 7.5 Sec, Top speed: 230 Km/h.

**Cayenne Diesel:** 6 Cylinder, 3.0 litres, 240 Hp @ 4000 Rpm - Acceleration 0 -100 Km/Hr: 7.8 Sec, Top speed: 218 Km/h

**Cayenne S:** 8 Cylinder, 4.8 litres, 400 Hp @ 6500 Rpm - Acceleration 0-100 Km/Hr: 5.9 sec, Top speed: 258 Km/h

**Cayenne S Hybrid:** 6 Cylinder 3.0 litres, 333 Hp @ 5500 Rpm - Acceleration 0 -100 Km/Hr: 6.5 Sec, Top speed: 242 Km/h

**Cayenne Turbo:** 8 Cylinder 4.8 litres, 500 Hp @ 6000 Rpm - Acceleration 0 -100 Km/Hr: 4.7 Sec, Top speed: 278Km/h

### PANAMERA

In 2009 Porsche introduced the first four-door sports coupe car which again impressed the world as did developing and introducing the 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

## RECENT DEVELOPMENTS

### Porsche Intelligent Performance

A summary of 60 years of automotive engineering shows apparent opposites that challenge us to reconcile them. Dynamics and efficiency, performance and safety, sporting spirit and everyday practicality Porsche seeks out the contradictions and develops ways to overcome them. Using environmental technology to succeed in motorsport and in everyday life. Paradox? No. Porsche Intelligent performance.

### Porsche 918 Spyder

A high-performance hybrid with the potential to

set new lap records – with an operating concept for a new generation. With a performance-focused vehicle architecture, a monocoque of carbon fibre - reinforced plastic that contributes to the extremely low power-to-weight ratio.

The underlying principle: Porsche Intelligent performance. The V8 high rpm engine, evolved from the Porsche RS Spyder, generates at least 368 KW (500hp) and drives the rear axle via Porsche Doppelkupplung. The electric motors of the plug-in hybrid further enhance performance and make all the difference. How? The energy of the electric motors with mechanical power of altogether more than 160 KW (218hp) can be used to boost power - a distinct advantage when accelerating out of corners, passing or improving lap times. When braking, the electric motor's in generator mode. This generates electrical power and charges the



lithium ion battery. But the electric motors do still more - they blaze pioneering new paths because they drive both front and rear axle. Result - an electric all-wheel drive with torque vectoring. What makes the Porsche 918 Spyder a high - performance hybrid is the combination of electric and combustion power plants at vehicle weight of less than 1,490Kg.

### Recuperation

The electric engine management unit controls the braking process so that on application of the brake pedal as much energy as possible can be recovered via the generator mode of the electric motor and returned to the 288-volt nickel metal hydride battery. This process is known as recuperation.

### Porsche Doppelkupplung (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.

### PTV (Porsche Torque Vectoring Plus)

PTV plus offers variable distribution of engine

torque to the rear wheels and mechanical limited-slip rear differential. Depending on the steering angle, steering speed, throttle pedal position, yaw velocity and vehicle speed, PTV plus optimises steering response and precision by applying brake pressure to the left or right rear wheel, as required.

Specifically this means that when entering a corner at high speed, moderate brake pressure is applied to the inside rear wheel. This transfers drive torque to the outside rear wheel which supports the steering motion of the car, thereby improving its cornering dynamics.

## 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.

## BRAND VALUES

"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)

Porsche is the personification and standard of sporting mobility and living tradition. This is embodied in modern, innovative engineering to the highest level of quality.

Desire for mobility, life, joy, responsibility for people's safety and the environment.

[www.porscheegypt.com](http://www.porscheegypt.com)

## Things you didn't know about PORSCHE

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

All Porsche cars have emissions which are lower than the specified country limits.

One component that all Porsche vehicles have in common is the Porsche crest - 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 has huge R&D centre which is the core of company development and success and can offer expertise and assistance to other companies in development of their products.

Superbrands

