



PORSCHE

News Release

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Porsche redefines the red carpet with uncompromised timeless design and breathtaking performance at the Critics' Choice Awards

The 2017 Porsche 911 takes center stage and is set to reach the U.S. in March 2016

Atlanta, Georgia. The 2017 Porsche 911 made its red carpet appearance at one of the Hollywood industry's most high-profile events, the **21st Annual Critics' Choice Awards**. For the third year, Porsche once again celebrated the nominees and winners that attended the A&E televised event, hosted by actor/comedian T.J. Miller, on January 17th.

"Porsche is excited to be a part of this coveted event as we applaud some of the most talented actors, best films and television shows in Hollywood," expressed Klaus Zellmer, President and CEO, Porsche Cars North America. "For generations, there has been a fascination between Porsche and Hollywood and it's exciting to showcase our passion for performance with the best 911 yet."

The new 911 Carrera is taking performance and everyday usability to new heights. The new 3.0 liter engine featuring twin-turbo technology enhances the driving pleasure with significantly increased torque and 370 hp for the standard model. Many exterior and interior features of the 911 Carrera have been enhanced and visually refined. Latest features include the Porsche Communication Management (PCM) system with a 7-inch multi-touch monitor and real time traffic through Google® StreetView. Handwritten user inputs are recognized. Mobile phones and smartphones can now be connected via Wi-Fi. Also new is the option of connecting an iPhone® to the PCM to utilize Apple CarPlay™.

Images may be viewed and downloaded here:

http://press.porsche.com/media/gallery2/v/photos/press_release_images/21st+Critics+Choice+Awards/



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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 186 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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