



PORSCHE

News Release

September 7, 2017

No. 61/17

Live stream of Porsche world premieres at the IAA in Frankfurt

Addition to the new Cayenne model line and sports car innovation in Frankfurt

Atlanta, Georgia. There will be a double Porsche premiere at the 67th International Motor Show (IAA), which takes place from September 12 to 24, 2017 in Frankfurt: The Stuttgart-based sports car manufacturer will crown the recently unveiled and completely redeveloped Cayenne model line. There will also be an announcement on an adjustment to the 911 model line.

Following the spectacular world premiere of the third generation Cayenne with 340 hp and the Cayenne S with 440 hp in Stuttgart-Zuffenhausen, the new top-of-the-range model is set to make its debut at the IAA. With an innovative chassis system and active aerodynamics, the new Porsche SUV achieves the driving dynamics of a sports car. Porsche will also present another sports car highlight in Frankfurt. Making 700 hp, the Porsche GT2 RS is the most powerful 911 of all time and will celebrate its auto show premiere.

The Porsche press conference will be held on Tuesday, September 12 at 11:30 a.m. (CET) at the Porsche auto show stand in Hall 3.0, Stand A12.

A live broadcast will be available to view in English and German in the Porsche Newsroom at the following link: newsroom.porsche.com/iaa2017.



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Satellite details / Technical information for TV media regarding live broadcast:

USA / Canada – live HD Feed

Date: September 12, 2017
Time (EDT/GMT): 5:30 a.m. - 5:45 a.m. / 9:30 a.m. - 9:45 a.m.
Live feed to start at approx. 5:20 a.m. EDT / 9:20 a.m. GMT
Satellite: Galaxy 17
Transponder (digital): 20K
Downlink Frequency: 12.086,500 MHz
Polarization: Y
Video Std: 1080i/60Hz NTSC
Audio Channels: Channel 1: IT (German); Channel 2: English
Modulation: DVB-S2 / 8 PSK
Symbol rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

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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 911, 718 Boxster and 718 Cayman sports cars, 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, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. This 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 300 people who provide parts, service, marketing, and training for 188 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's nearly 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect 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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For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>