



PORSCHE

Porsche Design Driver's Selection Debuts Speed of Sports Collection

New High Performance Accessories Include Porsche City Bikes and MARTINI RACING Gear

ATLANTA—April, 17, 2012—Porsche today announced the debut of the Porsche Design Driver's Selection spring collection. Presented under the theme of *The Speed of Sports*, highlights of the collection include two new Porsche city bicycles, the Bike RS and S, along with new MARTINI RACING accessories and apparel.

Designers of the new Porsche bicycles were inspired by the fluid lines of the Porsche 911, making both models a great alternative transportation choice for any sports car enthusiast. Both bikes combine light weight and premium components such as Magura hydraulic disc brakes for strength, speed and responsiveness – must-haves for cycling enthusiasts. Designed for urban commutes or recreational fun, the Porsche bikes are available in small, medium and large sizes to suit most any rider's profile.

As its name promises, the 29-inch Racing Sport (RS) edition is engineered for pure performance. The Bike RS features liberal use of carbon fiber, including the frame, forks, handle bars, brake levers, stem and seat post. Ultra-tough yet weighing a mere 19.8 pounds, the RS comes standard with a premier 20-speed Shimano gear system and custom pedals, both with an exclusive Electric Blue finish to complement the RS's black frame color.

Only slightly heavier (24.2 pounds), the Porsche Bike S combines a hydroformed aluminum frame with carbon fiber forks for sporty looks and a stable ride. The low-gear belt drive and Shimano 11-speed Alfine internal hub gear system deliver a smooth ride as well as low maintenance. The Bike S is available in Carrera white.

Both bikes are sold exclusively through authorized Porsche Dealers. For more information visit, <http://www.porsche-bike.com/us/the-new-porsche-bikes/>

For racing enthusiasts, the spring Speed of Sports Collection also offers 14 additional new accessories from the MARTINI RACING line, including a limited edition men's MARTINI RACING jacket. Only 911 of the super-lightweight, windproof jacket will be produced worldwide. MARTINI RACING baseball caps, polo shirts and unisex aviator sunglasses are also new choices from the popular collection.

Porsche Design Driver's Selection items are available at <http://shop.porsche.com/usa> or from an authorized Porsche retailer.

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 194 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand

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