



Porsche Gears up for Historic Week on the Monterey Peninsula

Company will highlight ancestry of its four model lines at Pebble Beach

Atlanta. At its traditional location on Peter Hay Hill overlooking the famed Lodge at Pebble Beach, Porsche will exhibit the latest iterations of its Cayenne, Panamera, Boxster and 911 model lines next to their inspirational forbearers of decades ago at the Pebble Beach Concours d'Elegance weekend, August 17-19, 2012

Current Porsche models will be on display adjacent to rarely, if ever, seen vintage models, no doubt drawing the attention of the thousands of car aficionados who descend upon Monterey each August. A blue 550 Spyder, owned by Jerry Seinfeld, and a privately-owned red 356 Super Coupe exhibit the same bloodline as the brand new Boxster and the seventh generation 911. The first all-wheel drive 911, winner of the 1984 Paris-Dakar Rally, and still dressed in full desert gear, will join the latest Cayenne GTS. And, for the first time, the Porsche Museum in Stuttgart, Germany has released one of only two four-door 928 concept cars from 1991 for public viewing, demonstrating the company's foresight of a four-door sports car long before the arrival of the Panamera.

The Porsche crest will fly over the former Quail Lodge in Carmel Valley on from Wednesday, August 15 to Sunday, August 19 when the company will host invited guests to browse and experience Porsche's two- and four-door sports cars.



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Porsche racecar owners who participate in the weekend's racing events are invited to stop by the Porsche Paddock Pub at the Monterey Motorsports Reunion at Mazda Raceway Laguna Seca. A renowned 917K along with a one-of-a-kind Boxster and 911 will be on display in the garage-hospitality area, Friday through Sunday.

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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 192 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

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

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