

World premiere of mid-engine sports cars

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04/06/2014 Porsche has celebrated the world premiere of the Boxster GTS and Cayman GTS at the Auto China in April, 2014. Not the only debut in Beijing.

The duo of the most powerful and speedy mid-engine sports cars from Porsche are setting new sporty benchmarks in their segment. Along with the new GTS sports cars, four exclusive new products for the Chinese market are also making their debut. Two new race cars, the 919 Hybrid and the 911 RSR, together with the 918 Spyder Hybrid super sports car round out the sporty showing by Porsche in Beijing.

This exceptionally sporty appearance reflects the rapidly growing interest of Chinese customers in high-end sports cars. Porsche has a presence unlike that of any other brand in the still young sports car market in Asia with its extremely appealing two-door luxury segment cars – the 911, Boxster and

Cayman. China is the second largest single market for Porsche after the USA. In 2013, the sports car manufacturer boosted its sales by 19.9 per cent to a total of 37,425 vehicles delivered.

At about the same time, 11.000 kilometers from Beijing, more good news for Porsche: The 911 GT3 was named 2014 World Performance Car at a ceremony at the New York Auto Show. The World Car Awards (WCA) are presented annually in four categories – Car Design, Green Car, Performance Car and Car of the Year. Winners are determined by an international panel of 69 automotive journalists from 22 countries. Since the inception of the World Car of the Year Awards, Porsche has won World Performance Car three times. The 911 GT3 beat the Chevrolet Corvette Stingray and the Ferrari 458 Speciale.

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