

Company Feb 13, 2018

## Porsche media in Chinese

Chinese-speaking journalists now also have the opportunity to learn about Porsche in their native language.



"Porsche stands for transparent, up-to-date and contemporary communication", says Josef Arweck, Vice President of Porsche Communications. "The Newsroom is the ideal instrument for this". The portal combines elements of a corporate blog, online magazine and social media hub and makes it easier to research and access Porsche topics. For more than three years, the Newsroom has been a resource where media professionals can find ideas for articles, reports and commentary. The Porsche magazine Christophorus has been well-established among customers and fans of the brand for some 66 years. It is now published worldwide in twelve languages, including a freely accessible digital magazine in Chinese.

### Newsroom expanded to include a Chinese language version

After a facelift and the introduction of new features during 2017, it is now time for the next enhancement: A new language version now opens up the contents of the Porsche Newsroom to Chinese-speaking users as well. At [newsroom.porsche.com/cn](https://newsroom.porsche.com/cn), interested parties can find both global and market-specific news and background reports. Other language versions will follow in 2018.

### Porsche magazine **Christophorus** as a free website and app

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About Porsche China

With an increase in sales of ten per cent in 2017, China proved to be Porsche's strongest single market for the third year in a row. The sports car manufacturer delivered 71,508 vehicles in the country. The Macan was once again the most sought-after model with more

than 31,000 units sold. The Cayenne took second place with more than 26,000 deliveries, an increase of 19 per cent. Despite SUV models clearly being favoured, there is a rapidly growing demand for the brand's two-door sports cars, with sales of the 911 increasing by 14 per cent compared to the previous year. China is also the highest-volume individual market for the 718 Cayman and Boxster models. There are now 101 Porsche Centres across the Chinese mainland, Hong Kong and Macao.

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#### Consumption data

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Model range Cayenne: Fuel consumption combined 11.9 – 9.0 l/100 km; CO2 emissions 272 – 205 g/km

Model range Macan: Fuel consumption combined 9.7 – 7.2 l/100 km; CO2 emissions 224 – 167 g/km

Model range 718 Boxster: Fuel consumption combined 9.0 – 6.9 l/100 km; CO2 emissions 205 – 158 g/km

Model range 718 Cayman: Fuel consumption combined 9.0 – 6.9 l/100 km; CO2 emissions 205 – 158 g/km

#### **Link Collection**

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<https://goo.gl/Lt8e5W>

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##### **Media Package**

<https://newsroom.porsche.com/media-package/porsche-china-digital-online-media-chinese-communication-newsroom-christophorus-website-app-dr-josef-arweck>