



PORSCHE



Porsche Driving Experience Winter 2014

Driving experiences on snow and ice

Welcome to the Porsche Driving Experience

Dear traveller,
dear Porsche enthusiast,

Winter – for many a time of calm and contemplation. However, at the Porsche Driving Experience, we see things a little differently – very differently, in fact.

In addition to our existing Arctic Driving Center training facility in Rovaniemi on the edge of the Arctic Circle, this winter we also offer a new location in Levi. Situated in the far north of Finland, Levi is conveniently accessible and offers exclusive accommodation. Naturally, the new Porsche Driving Center also has a few other benefits: even more sections and handling courses. In short: even more enjoyment behind the wheel on snow and ice. Our Camp4S, Ice-Force and Ice-ForceS training will take place here for the first time this year. Participants new to our winter driving programmes will still be in their element in Rovaniemi where our Precision Training Camp4 will be held as in previous years.

Improve your driving skills in icy, yet controlled conditions on our winter courses, all under the expert guidance of the Porsche Driving Experience instructors, of course. Learn about accurate braking, evasive manoeuvres or controlled drift on specially prepared sections and handling courses.

There are no limits to what you can achieve behind the wheel. Whichever winter training you opt for, one thing is guaranteed: pure, unadulterated driving pleasure.

Take up the challenge and shift up a gear this winter instead. We look forward to seeing you there.

Your sincerely,

The Porsche Driving Experience team





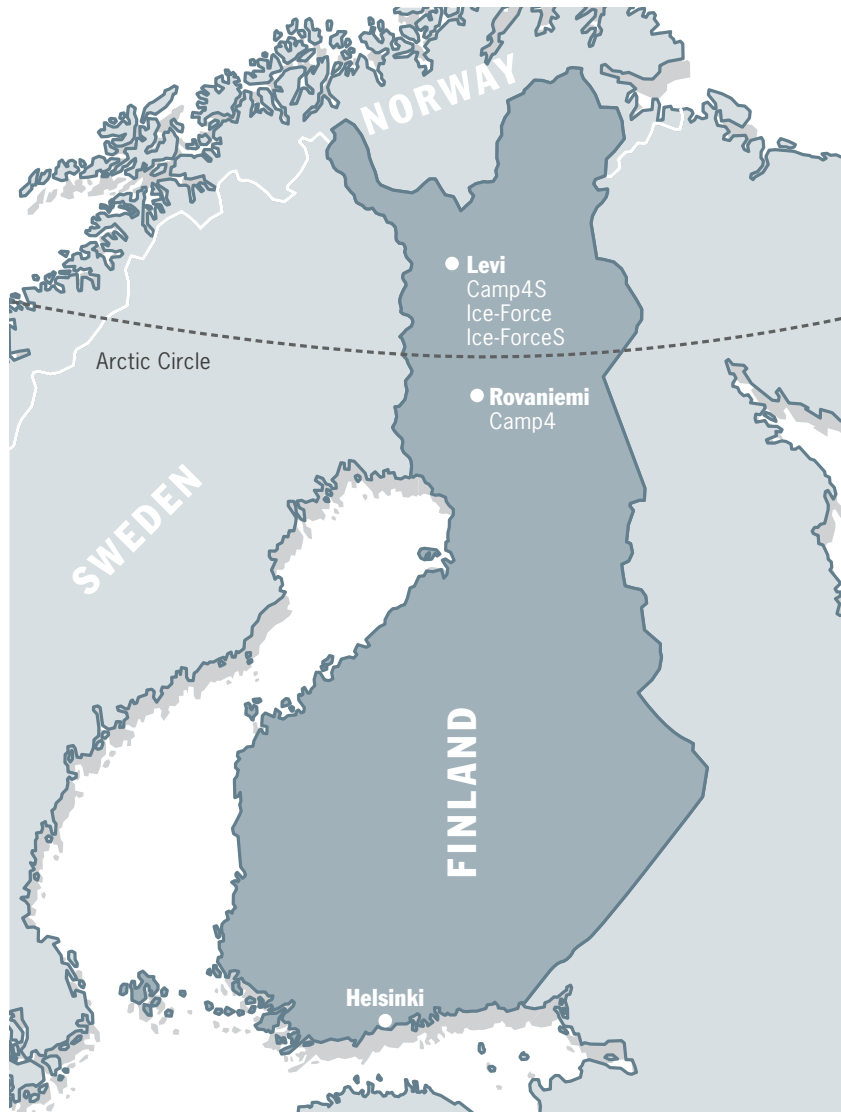
Contents

This catalogue presents the detailed winter programme of the Porsche Driving Experience. The full summer programme of the Porsche Travel Club and Porsche Sport Driving School will be available online at www.porsche.com/travelclub and www.porsche.com/sportdrivingschool or in a separate catalogue (from end of 2013).

Locations	6
Training Levels	8
Camp4 (Precision)	10
Camp4S (Performance)	11
Ice-Force (Master)	12
Ice-ForceS (Special)	13
Tailor-made Packages and Incentive Packages	14
International Porsche Driving Experience Winter	16

Operator:
Porsche Driving Experience Winter
_wige EVENT gmbh
Stammheimer Straße 31
70435 Stuttgart, Germany
Tel.: +49 (0)711 911-23360
Fax: +49 (0)711 911-23278
E-mail:
info@porschedrivingexperience.de
Internet:
www.porsche.com/driving-experience-winter

Fuel consumption, CO₂ emissions and efficiency class data	19
---	-----------



Locations

Finland. One of the world's most northerly countries, the top of which lies north of the Arctic Circle in Lapland. Here, it's winter 200 days of the year. The ideal conditions, therefore, for pure driving pleasure.

Levi in Fell Lapland has been the home of the Alpine Skiing World Cup for a number of years. It has been voted the best ski resort in Finland several times, mainly because of the excellent infrastructure it offers to visitors here, 170 km north of the Arctic Circle: hundreds of kilometres of cross-country skiing trails and first-rate hotels. It is also conveniently accessible via the airport in Kittilä, which is just 15 km away.

Rovaniemi also has plenty to offer. The capital of Finnish Lapland, it is just a few kilometres south of the Arctic Circle. The gateway to the north is not only an important shopping centre for local communities, it is also a tourist destination.

The landscape is characterised by forests and moors. Instead of large lakes, this region boasts a wealth of flat, extensive plains. Situated in this remote area where snow is guaranteed is the Arctic Driving Center.

In other words: both Levi and Rovaniemi provide the perfect setting for our Porsche Driving Experience winter programmes – and for an unforgettable time.



Our new facility – Porsche Driving Center, Levi (Finland).

Our new training facility offers the ideal conditions: large surfaces, covered with snow and ice. Using a range of preparation techniques, a variety of driving scenarios can be simulated in a targeted way, depending on the section and training level. The conditions could not be more perfectly suited to a winter course, especially for driving with spiked tyres. Our Camp4S, Ice-Force and Ice-ForceS winter training courses will be held here for the first time this year.

Just 25 minutes from the training facility is the Hotel Levi Panorama. Located right on

the mountain slopes of Levi, it is one of the region's best hotels. The modern rooms are furnished in Scandinavian style and offer all the modern conveniences you'd expect of a four-star hotel. On the top floor, there's also a sauna from which you can enjoy magnificent panoramic views of the surrounding countryside. A cable car takes you from the hotel right into the town centre, so you can take advantage of the resort's many restaurants, shops and nightlife.



Arctic Driving Center, Rovaniemi (Finland).

The Finnish town of Rovaniemi lies in the heart of Lapland's wilderness. The test facility of the Arctic Driving Center, which is usually only available to the automotive industry for test purposes, is approximately 25 minutes away. The grounds are situated in a remote region where snow is guaranteed – ideal conditions for secret test drives. At the start of the year, however, these grounds are used exclusively by Porsche for a few weeks of winter driver training.

On our Camp4 courses, you can improve your driving skills on snow and ice. The specially designed driving sections of this Precision course are ideally suited for both beginners and experienced drivers. During Camp4 you stay at the Sokos Hotel Vaakuna in the centre of Rovaniemi.

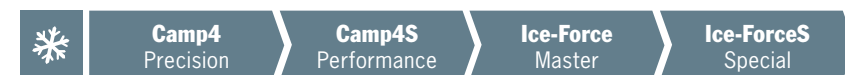


Training Levels

**Most people can't wait to finish school.
Here's one you'll be sad to leave.**

Finally, a school you'll want to attend. Again and again. At the Porsche Sport Driving School you can gradually improve your driving style step by step with coordinated theoretical and practical sessions.

You can complete each level which builds on knowledge from the previous level (Precision, Performance, Master and the more advanced Special) as part of specially developed winter driving programmes on snow and ice.



Specifically, this means that first-time participants start with Precision training at Camp4 before moving on to Performance training at Camp4S. They subsequently go on to further improve their vehicle control in hazardous situations with the next level up, Ice-Force. Last, but by no means least, they experience dynamic driving under extreme conditions with our special Ice-ForceS training.

Depending on the training level, you will be provided with various vehicle models. The mix of section training and handling courses as well as the ratio between theory and practical sessions is also adapted as you move up through the levels, enabling you to continually hone your driving skills.



Camp4 Precision

A course lasting several days
for first-time participants

- Duration: five days, three days of driving
- Location: Arctic Driving Center, Rovaniemi
- No. of participants: max. 60
- Driver training course in Porsche 911 Carrera 4S vehicles fitted with winter tyres (two persons per vehicle)
- Training content: basics of vehicle control on snow and ice, section training
- Porsche Driving Experience instructors and schedule
- Four nights' accommodation with breakfast and dinner, lunch on three days
- Programme of activities: snowmobile tour
- Transfers as per itinerary (airport, hotel, driving facility)



The basics of vehicle control.

In short: practice, practice, and yet more practice.

At Camp4, we teach you the basics of driving in treacherous conditions. This will prepare you specifically for the situation in winter. In a brief theory session you learn the basics of driving safety and driving dynamics. The Porsche Driving Experience instructors work on special techniques with you to improve your vehicle handling on snow and ice.

You learn effective braking, changing direction and hill starts on low-traction surfaces.

In addition, you practise developing your so-called 'muscle memory'. In hazardous conditions, you have to be able to depend on your intuition. Turning these reactions into reflexes means: practice, practice and yet more practice. And you'll certainly have plenty of opportunity for this.

You also get to explore the wintery delights of Finland when not behind the wheel of a Porsche: on a snowmobile tour of the rugged countryside of Lapland, which is home to more reindeer than people. With you at the helm, of course.



Learning how to stay in control
has rarely been such an emotional experience.

Camp4S is aimed at advanced drivers who are already well acquainted with the principles of driving on snow and ice. With 1.5-mm spikes on each tyre, you'll learn how to handle a Porsche on black ice and snow in some of the most demanding situations. Snow and ice are the perfect surfaces on which to hone your vehicle control in treacherous conditions.

A huge amount of practice is necessary before a driver instinctively feels how to react correctly to the vehicle's movements. This is why you spend as much time as possible behind the wheel. After a brief revision of the basics, new training units are covered. Here, the aim is to optimise your vehicle control and to find the racing line even on low-traction surfaces. Every day, the Porsche Driving Experience instructors analyse your learning success.

Of course, there also has to be an element of fun when you have the opportunity to drive a Porsche on snow and ice. Under professional guidance, you learn a variety of specific drift techniques and practise these on specially prepared handling courses. After completing this course, you'll be sad to see the end of winter.

Camp4S Performance

A course lasting several days
for advanced participants

- Prerequisite: Camp4
- Duration: five days, three days of driving
- **New location:** Porsche Driving Center, Levi (fly to Kittilä Airport)
- No. of participants: max. 50
- Driver training course in Porsche 911 Carrera S vehicles with 1.5-mm spikes (two persons per vehicle)
- Training content: mix of section training and handling courses
- Porsche Driving Experience instructors and schedule
- Four nights' accommodation with breakfast and dinner, lunch on three days
- Programme of activities: snowmobile tour
- Transfers as per itinerary (airport, hotel, driving facility)

Ice-Force Master

A course lasting several days for advanced participants

- Prerequisite: Camp4S
- Duration: five days, three days of driving
- **New location:** Porsche Driving Center, Levi (fly to Kittilä Airport)
- No. of participants: max. 40
- Driver training course in Porsche 911 Carrera 4S and 911 Turbo vehicles with 4-mm spikes (two persons per vehicle)
- Training content: large amount of driving time, long handling courses
- Porsche Driving Experience instructors and schedule, two instructors per group
- Four nights' accommodation with breakfast and dinner, lunch on three days
- Transfers as per itinerary (airport, hotel, driving facility)



The best way to make the learning curve steeper?

On long drifts.

On our Ice-Force training course, the focus is on how to find and follow the racing line on an ice-covered circuit. With all-wheel drive and 4-mm spikes on each tyre, you'll experience incredible lateral acceleration on snow and ice. The theory session provides a solid foundation for the practical training. In addition to stabilising braking techniques, the most important aspect of driving on the ice circuit is knowing how to steer correctly.

The training also includes heel-and-toeing and using advanced load-changing responses for safer cornering. Take to the handling courses with or without electronic driving aids to see what a difference they can make.

Porsche instructors explain the basic laws of physics as they apply to driving and vehicle handling.

Training is conducted in small groups to ensure that the instructors have sufficient time to devote to you and your individual training success. The course is the ideal opportunity to finely hone your driving skills under professional guidance. The facility's extremely spacious handling courses stretch for miles and offer plenty of scope for long drifts as well as the height of driving pleasure.



What you'll experience around the Arctic Circle?

How to push the laws of physics.

Ice-ForceS is designed for those who relish high-performance driving under extreme conditions. That's why the demands are particularly great, on both the vehicles and drivers.

Rear or mid-mounted engine? Rear-wheel or all-wheel drive? You'll get to experience them all on this course. Driving a number of different Porsche models with various drive concepts, you will be continually presented with new challenges and learn how to confidently deal with typical handling characteristics on snow and ice, step by step. Section after section.

Porsche Driving Experience instructors are on hand throughout to offer you advice. Data recording and analysis help you hone your racing line further.

Ice-ForceS Special

A course lasting several days for advanced participants

- Prerequisite: Ice-Force
- Duration: five days, three days of driving
- **New location:** Porsche Driving Center, Levi (fly to Kittilä Airport)
- No. of participants: max. 40
- Driver training course in Porsche 911 Carrera S, 4S, 911 Turbo and GT3 vehicles with 4-mm spikes (two persons per vehicle)
- Special section in a Porsche Cayman with 5-mm spikes
- Training content: large amount of driving time, long handling courses
- Porsche Driving Experience instructors and schedule, two instructors per group
- Data recording and analysis
- Four nights' accommodation with breakfast and dinner, lunch on three days
- Transfers as per itinerary (airport, hotel, driving facility)

Subject to change without notice.



Tailor-made Packages and Incentive Packages

**Porsche always has plenty of surprises in store.
But you probably won't find that surprising.**

Porsche not only stands for superlative driving pleasure, but also for the highest levels of individuality. That's why we offer a number of tailor-made tour options designed to meet your personal expectations when it comes to creating an unforgettable experience.

Our additional services:

- Single driver (double the driving time)
- Programme of activities for accompanying persons
- Additional nights
- Upgrade to suite (subject to availability)
- Additional activities such as dog-sled ride, snowmobile tour or helicopter flight

All of our tours are also available as incentive packages. Whether you are organising a company conference or a special event for you and your friends to enjoy together, your requests and requirements are given the utmost priority. We are happy to arrange additional programmes and activities in line with your particular needs.

Your personal incentive package:

- Individual number of days driving
- Individual group sizes
- Individual programme of activities
- Individual vehicle stickers

And much more besides...

To request a tailor-made itinerary, please call us on tel. +49 (0)711 911-23360 or send an e-mail to:
info@porschedrivingexperience.de





International Porsche Driving Experience Winter

You don't have to travel half way around the world to drive a Porsche on snow and ice. But you can if you wish to.

Camp Suisse, St. Moritz (Switzerland)

The Samedan region near 'Cho d'Punt' in the chic surroundings of St. Moritz is a true winter sports paradise, even for those on four wheels. The 60,000 m² training facility features a track covered with 15 to 25 cm of snow and ice. Another Swiss highlight: a day of winter driving in Les Diablerets. The Col de la Croix mountain pass – closed off for the exclusive use of Porsche – is situated in a mountain range in the Léman region where peaks reach up to 3,210 metres.

Venue: Les Diablerets, Samedan/St. Moritz

Training levels: Warm-up, Precision

Dates: January/February 2014

Further information about dates, prices and other details available on request

E-mail:

sportdrivingschool@porsche.ch

Internet:

www.porsche.ch/sportdrivingschool

Tel.: +41 (0)41 487-9132

Organiser:

Porsche Schweiz AG

Camp Italy, Livigno (Italy)

Experience powerful emotions under controlled conditions – behind the wheel of a Porsche – on our two day course at Camp Italy in Livigno at an altitude of more than 1,800 metres. Our 'Ice' training is the ideal opportunity for you to finely hone your driving skills in wintry conditions in various Porsche models. There's also an entertaining programme for you to enjoy, even when you're away from the wheel.

Venue: Livigno

Training level: Precision

Dates: February 2014

Further information about dates, prices and other details available on request

E-mail:

sportdrivingschool@porsche.it

Internet:

www.porsche.it/sportdrivingschool

Tel.: +39 (0)49 8292-909

Organiser:

Porsche Italia S.p.A.

Camp Canada, Québec (Canada)

Driving a Porsche is always an unforgettable feeling, but at Camp4 or Camp4S Canada we take things to a whole new level. On snow and ice. The Mécaglisie training facility provides the perfect setting with a large skid pad, two circuits and three challenging handling courses that will require your full attention. For a four or five-day event that will enable you to put your driving skills to the test in some of the most demanding conditions.

Venue: Mécaglisie, Québec

Training levels: Precision, Performance

Dates: January/February 2014

Further information about dates, prices and other details available on request

E-mail:

camp4@porsche.ca

Internet:

www.porsche.ca/camp4

Tel.: +1 905694-2387

Organiser:

Porsche Cars Canada, Ltd.

Camp China, Yakeshi (China)

Discover a fascinating blend of sports car appeal and northern Chinese culture in Inner Mongolia. Over the course of two days, you will experience the challenges of driving on snow and ice – always under the guidance of professional instructors. Snow Force S will take your driving skills to the next breathtaking level, where you can drive our exclusive sports cars fitted with spiked tyres to provide you with phenomenal traction on snow and ice.

Venue: Yakeshi, Inner Mongolia

Training levels: Precision, Performance

Dates: February/March 2014

Further information about dates, prices and other details available on request

E-mail:

sportdrivingschool@porsche.cn

Internet:

www.porsche.cn/snowforce

Tel.: +86 400 8205-911

Organiser:

Porsche (China) Motors Limited



Fuel consumption, CO₂ emissions and efficiency class data

	Transmission	Fuel grade*	Fuel consumption (in l/100 km)**			CO ₂ emissions (in g/km)**	Efficiency class Germany/ Switzerland	Page
			Urban	Extra urban	Combined			
911 Carrera S	7-speed manual gearbox	Super Plus unleaded (98 RON)	13.8	7.1	9.5	224	G/G	8, 11, 16
	7-speed PDK (optional)/ PDK and Sport Chrono Package (optional)		12.2	6.7	8.7	205	G/G	
911 Carrera 4S	7-speed manual gearbox	Super Plus unleaded (98 RON)	14.2	7.5	9.9	234	G/G	Front cover, 3, 4, 7, 8, 9, 10, 12, 13, 14, 17, 18, back cover
	7-speed PDK (optional)/ PDK and Sport Chrono Package (optional)		12.7	7.0	9.1	215	G/G	
Boxster S	6-speed manual gearbox	Super Plus unleaded (98 RON)	12.2	6.9	8.8	206	G/G	17
	7-speed PDK (optional)/ PDK and Sport Chrono Package (optional)		11.2	6.2	8.0	188	F/G	
Cayenne S	8-speed Tiptronic S	Super Plus unleaded (98 RON)	14.4	8.2	10.5	245	E/G	7
Cayenne Turbo	8-speed Tiptronic S	Super Plus unleaded (98 RON)	15.8	8.4	11.5	270	F/G	7

* All current petrol engines from Porsche are compatible with a fuel ethanol content of up to 10%.
** The data presented here was recorded using the Euro 5 test procedure (715/2007/EC, 692/2008/EC, 566/2011/EC and ECE-R 101) and the NEDC (New European Driving Cycle). The respective figures were not recorded on individual vehicles and do not constitute part of the offer. This data is provided solely for the purposes of comparison between the respective models. Fuel consumption was recorded on vehicles with standard specification. Optional equipment

may affect fuel consumption and vehicle performance. Fuel consumption and CO₂ emissions are not only determined by a vehicle's fuel efficiency, but also by the driving style and other factors irrespective of vehicle specification. For more information on individual models, please contact your Porsche Centre.



More information can be found online at
www.porsche.com/driving-experience-winter



Porsche Driving Experience Winter
_wige EVENT gmbh
Stammheimer Straße 31
70435 Stuttgart, Germany
Tel.: +49 (0)711 911-23360
Fax: +49 (0)711 911-23278
info@porschedrivingexperience.de

Porsche, the Porsche Crest, 911,
Carrera, Boxster, Cayenne and other
marks are registered trademarks of
Dr. Ing. h.c. F. Porsche AG.

Errors and omissions excepted.
Subject to change without notice.

© Dr. Ing. h.c. F. Porsche AG, 2013

Edition: 09/13
Printed in Germany
WSL81401000120 EN/WW