



**PORSCHE**



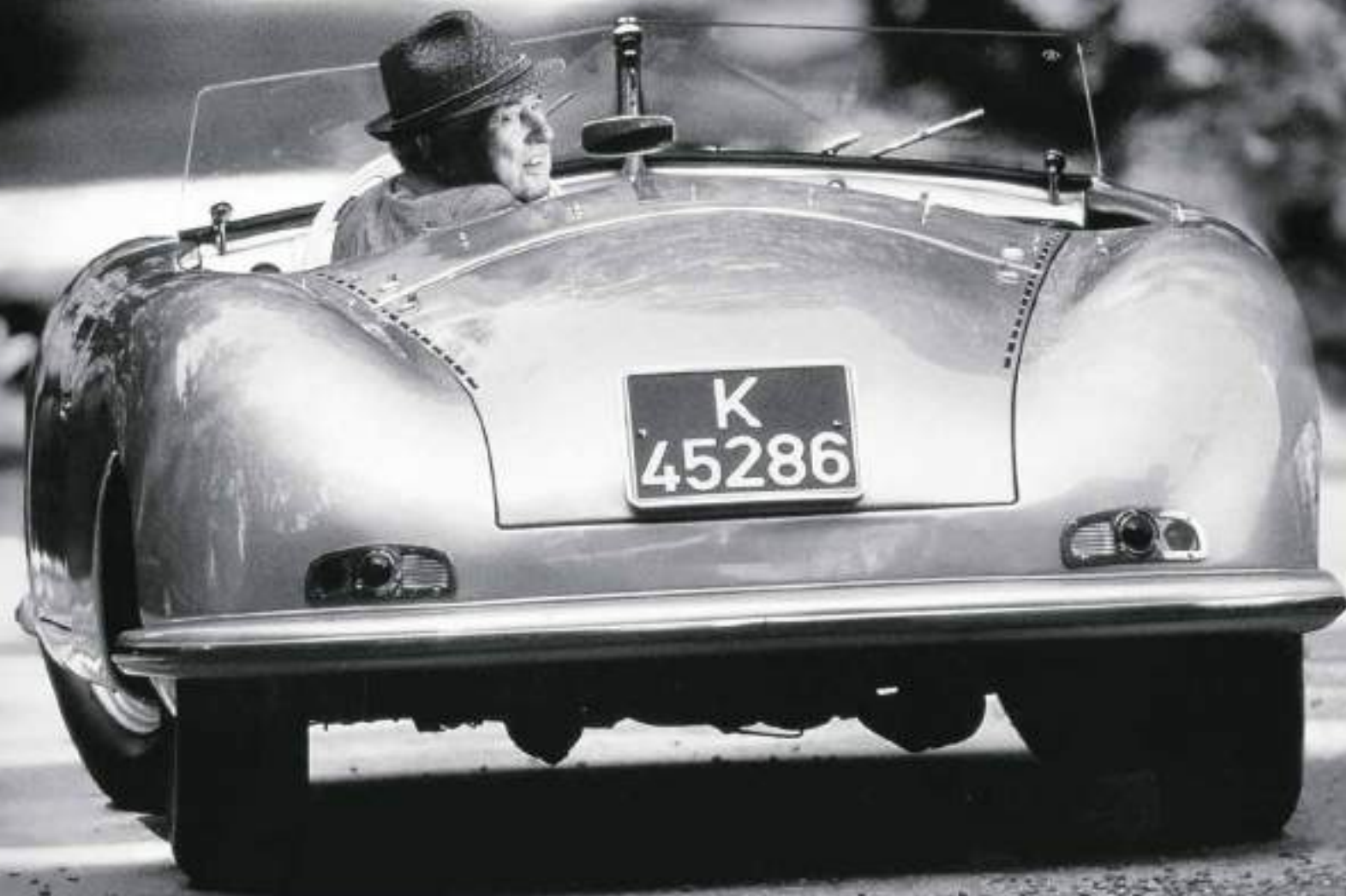
**The new Panamera**  
Courage changes everything



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European model shown. Some options may not be available.



**“In the beginning I looked around and could not find quite the car I dreamed of. So I decided to build it myself.”**

–Dr. Ferry Porsche

### **The dream of the sports car.**

You have to fight for a big dream. And bold vision. The next victory? Rarely will it simply fall into your lap. Often though, there are innate factors you must fight against: resistance, conventions, and rigid patterns of thinking.

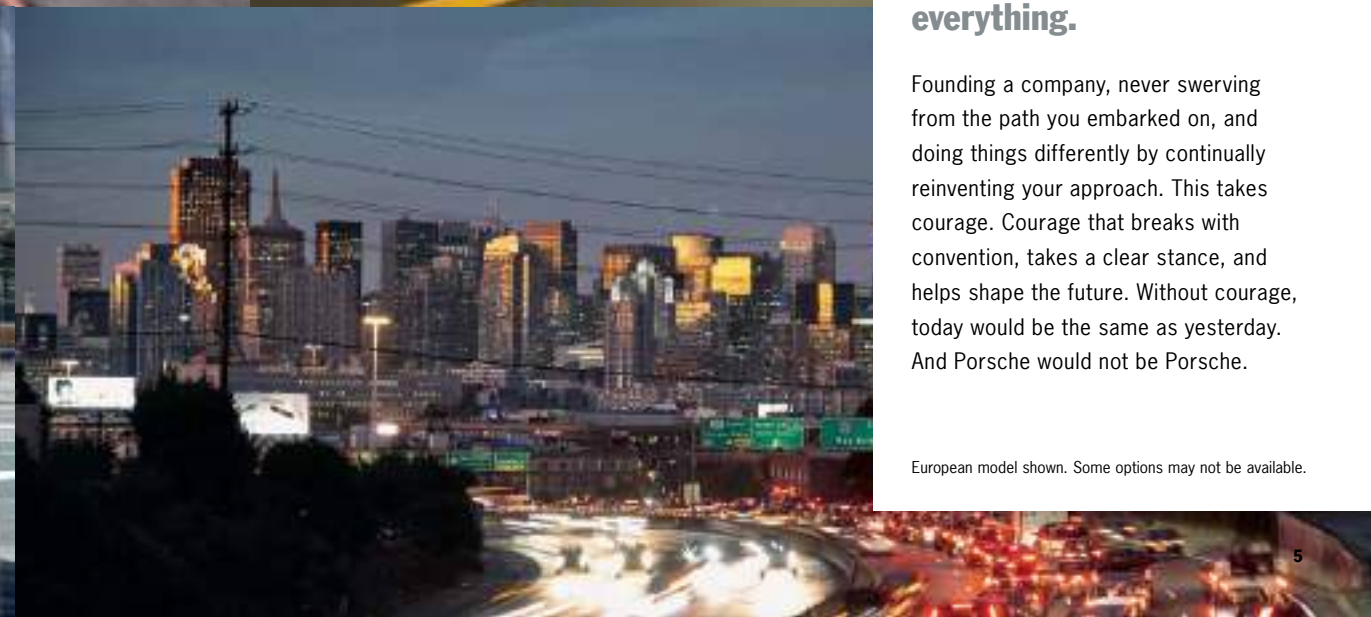
Whatever your dream is, nothing is achieved without passion, grit, and determination. Dr. Ferry Porsche gave his all to create the sports car of his dreams. His dream came true. Not because he hesitated, dwelled, or got lucky. It was because he went the extra mile.

This attitude is in every Porsche we've created since 1948. It's there in the smallest part and in every race we've won. Because we fight. We fight for one more crucial percentage point more. For the one second that means the difference between triumph and defeat. For the “Dr. Ing.” in our company name and for the chance to stir passion for the sports car, time and time again.

To us, it's never been about extra horsepower alone. It's about engines that are more efficient, not bigger.

It's about a design that follows principles, not trends. It's about sports cars that can be driven day in, day out.

It's only when all these things come together that we can talk of Intelligent Performance—the core of the Porsche brand and its future. That is what we fight for. Just as we did on day one. We are fighting for a dream that will forever be in our heart.



## Courage changes everything.

Founding a company, never swerving from the path you embarked on, and doing things differently by continually reinventing your approach. This takes courage. Courage that breaks with convention, takes a clear stance, and helps shape the future. Without courage, today would be the same as yesterday. And Porsche would not be Porsche.

European model shown. Some options may not be available.



**Courage takes many forms.  
We've opted for that of a sports car.**

**Panamera concept.**

A few years ago, everything to do with the sedan suddenly changed. Large, cumbersome, and thickly padded instantly seemed like outdated qualities. And on the road, something fast and dynamic began happening: a sports car came along. A sports car with four seats, an unmistakable silhouette, and performance figures associated only with a Porsche.

Now the change continues forward. On the road, something is happening again. For sporty drivers—and their sporty companions—our engineers and designers have created the next Panamera. With the courage of a new generation.

The new Panamera.  
Courage changes everything.

The Panamera. It changed everything. For drivers of sedans first and foremost. Sporting spirit—in business and in personal life—found its automotive counterpart. The courage to perform found a matching performer.