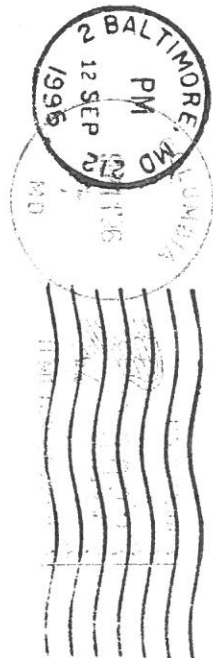
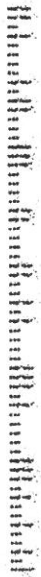


PORSCHE

Porsche Cars North America, Inc.
Customer Commitment Group
14502 Greenview Drive
Laurel, Maryland 20708



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PORSCHE®

September 10, 1996

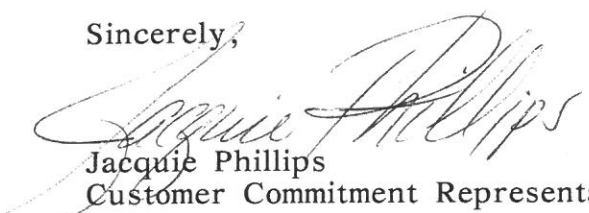
RE: Your Recent Inquiry

Dear

I would like to take this opportunity to thank you for contacting our Customer Commitment Calling Center. We appreciate your interest and enthusiasm for this unique automobile, and hope that the information provided to you was helpful.

We are committed to providing exceptional service to our Porsche owners and customers. Please do not hesitate to call us whenever we can be of assistance.

Sincerely,



Jacquie Phillips
Customer Commitment Representative

Boxster
ARIZONA

Porsche Plans Exclusive Boxster Preview

A sneak preview of the eagerly awaited 1997 Porsche Boxster is now available to a small group of sports cars enthusiasts in the United States and Canada. Porsche AG has created this unique opportunity to drive the new Boxster in Arizona in September prior to its North American public introduction. This event will follow the Boxster's private launch to dealers from around the world.

This once-in-a-lifetime event is highlighted by a Boxster test drive through the Arizona countryside. The special four day/three night program includes hotel accommodations at the 5-star Scottsdale Princess; daily breakfast, lunch and dinner; and the Boxster presentation, exhibition and related activities. The Scottsdale Princess also offers many recreational, leisure and tourist opportunities, some at an additional cost. Program arrivals will be on Sunday, September 29; departures are on Wednesday, October 2, 1996.

The price for the program is \$1,500 per person, double occupancy or \$1,750 per person, single occupancy. Fees paid for this program cannot be applied to the purchase price of any Porsche vehicle or product, including the Porsche Boxster. Non-refundable payment in full is required prior to the event. Program capacity is strictly limited; participants will be enrolled on a first-come, first-served basis.

Send the attached enrollment form and signed Liability Waiver with your payment in full by check or credit card (MasterCard or Visa only) to:

Ms. Linda Berry,
Marketing Department,
Porsche Cars North America,
100 West Liberty Street (89501), P.O. Box 30911, Reno, Nevada 89520.

Inquiries should be directed to (702) 348-3747 or telefax (702) 348-3886.



Customer Event Itinerary

- Day 1** Individual arrival at Phoenix Airport
Transfer to the Hotel "Scottsdale Princess"
- Day 2** Breakfast
Boxster Presentation
Group-Program (Boxster Rally, Porsche World Heritage, Porsche World Boxster Exhibition, Porsche World Fashion Show and Leisure time)
Lunch
Continuation of the group-program
Dinner in southwestern-style at "Pinnacle Peak Patio"
- Day 3** Breakfast
Continuation of the group-program
Lunch
Continuation of the group-program
Farewell-Gala dinner at the "Scottsdale Princess"
- Day 4** Breakfast
Individual transfer to Phoenix Airport
Individual departure from Phoenix Airport

Services Included:

Price: \$1,500 per person/double occupancy
\$1,750 single occupancy

- Transfer from Phoenix Airport to the hotel "Scottsdale Princess" and back to Phoenix Airport
- 3 nights in the 5 star diamond hotel "Scottsdale Princess"
- Daily breakfast and lunch at Scottsdale Princess
- Welcome-cocktail and dinner on the first day
- Dinner in southwestern-style on the second day
- Farewell-Gala dinner at the Princess on the last day
- Boxster Reveal
- Boxster Rally
- Visit of the Porsche World (Boxster Exhibition, Fashion Show, Heritage)



Registration Form

Scottsdale Princess

Scottsdale, Arizona

September 29 - October 2, 1996

Name: _____

Address: _____

Phone Numbers:

Home _____ Work _____

Fax _____

Driver's License # _____ State _____ Exp. _____

Method of Payment: _____ Check _____ Visa

_____ Mastercard Expiration _____

Signature _____

Flight Information: (package does not include airfare. See your local travel agent for arrangements)

Arrival (Date/time/fit no.) _____

Departure (Date/time/fit no.) _____

Occupancy: _____ Single (\$1,750) _____ Double (\$1,500)

_____ Smoking _____ Non-smoking

Special Requests:

_____ Vegetarian _____ Low Fat

_____ Low Cholesterol

Size: S _____ M _____ L _____ XL _____ XXL _____

Contact: Linda Berry Phone (702)348-3747 Fax (702)348-3886

100 W. Liberty Street (89501), P.O. Box 30911, Reno, NV 89520-3911

Non-refundable payment in full is required prior to the event. Fees paid for the program cannot be applied to the purchase of any Porsche vehicle or product, including the Porsche Boxster.

A confirmation package will be sent within two weeks of receipt of registration. If you do not receive confirmation within two weeks please contact Linda Berry. Program capacity is strictly limited; participants will be enrolled on a first-come, first-served basis.

We reserve the right to decline participation. You will be obligated to sign a release of liability.



Release and Waiver of Liability and Indemnity Agreement

Session Date: _____

Mr./Ms./Mrs _____ First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Title/Position: _____ Company: _____

H/Phone: (____) _____ W/Phone: (____) _____

The undersigned hereby releases Dr. Ing. h.c.F. Porsche Aktiengesellschaft ("PAG"), Porsche Cars North America, Inc. ("PCNA"), Scottsdale Princess ("FACILITIES") and the agents, officers and employees of PAG, PCNA and of and facilities from any and all liability, claims, demands, actions and causes of action whatsoever, whether arising in tort, negligence strict liability or otherwise, arising out of or relating to any loss, damage or injury, including death, that may be sustained by the undersigned, or any property of the undersigned, while in, on or upon the event premises, while participating in any driving event, or while traveling enroute to or from the event premises.

The undersigned being duly aware of the risks and hazards inherent in participation in any events held at said location, hereby elects voluntarily to enter upon the event premises, knowing their present condition and knowing that said condition may become more hazardous and dangerous during the time that the undersigned is upon said event premises. The undersigned hereby voluntarily assumes all risk of loss, damage, or injury, including death, that may be sustained by the undersigned, or any property of the undersigned, while participating in said event. This assumption of risk will include loss, damage or injury, however incurred. This release shall not apply to loss, damage, or injury caused solely by the gross negligence or willful misconduct of PAG, PCNA, FACILITIES, or the officers, directors, or employees of PAG, PCNA or FACILITIES.

The undersigned accepts full personal responsibility for: 1) any and all traffic violations and penalties involving this vehicle and; 2) any and all damage (personal or property) caused or liability incurred by the undersigned resulting during the period of use. The undersigned agrees to return the car to PCNA after his/her driving assignment is completed in the same condition as when the car was received (normal wear excepted). The undersigned is at least 21 years old and has a valid driver's license. The undersigned agrees to abide by all traffic regulations and rules of the road while in possession of the vehicle and to obey instructions given by the event or FACILITIES staff while participating in the event. Finally, the driver and any passengers will use seatbelts at all times when the car is moving.

This Release shall be binding upon the distributees, heirs, next of kin, executors and administrators of the undersigned.

In signing the foregoing Release, the undersigned hereby acknowledges and represents:

- a. That he/she has read the foregoing Release, understands it and signs it voluntarily;
- b. That he/she is over 21 years of age and of sound mind;

IN WITNESS WHEREOF, the undersigned has hereunto set his/her hand this

_____ day of _____, 1996

Signature

Driver's License Number/State (Attach Copy)

Boxster
ARIZONA

Boxster Vehicle Disclosure

The vehicles that are being used in this event are a pre-production series. They are made to European specifications and are not produced in the normal production assembly line process. Therefore, specifications, standard equipment and options are subject to change without notice. Porsche reserves the right to make changes in design, form and supply as well as variations in color.

PORSCHE



Boxster

Premiere

Sept 29 - Oct 2

**You know the study.
You know the name.
Boxster.**

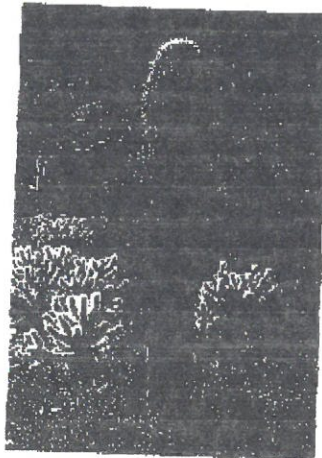
Now you can be formally introduced. Join us for a momentous event.

Drive a car no one will have seen before you. In Arizona. Experience the Boxster. Before we launch it on the market.

How often have you resolved to change your life? Here is your chance.



**You've always known what you wanted.
Now you can have it.**



PROGRAM

1ST DAY

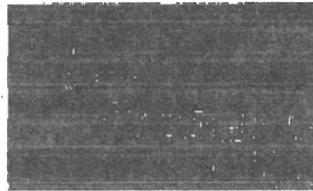
Arrival in Phoenix. Transfer from the airport to the Scottsdale Princess Hotel. We will be awaiting you with a welcome drink. In the evening, we look forward to your company for cocktails, and a buffet dinner to the sounds of a Mariachi band.

2ND AND 3RD DAY

Breakfast under the palms at the Hacienda Plaza. Then, the moment we've all been waiting for: we will unveil and present the Boxster. You will get behind the wheel and drive off into an exhilarating landscape. A special exhibition event will take you into the Porsche World. Indulge in the countless leisure offerings. In the evening of the second day, you will be our guests for a rustic dinner in true southwestern style with music and entertainment. Treat your palate to exquisite culinary delicacies on our last evening together.

4TH DAY

After breakfast, we will take you to the airport. That's it, unless you opt for one of our attractive holiday extension tours.

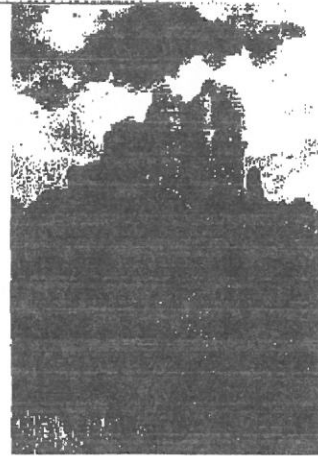
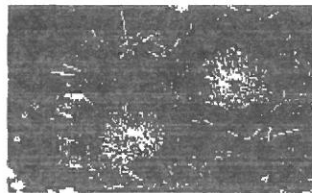


DESTINATION

Scottsdale, Arizona, is where the Wild West meets the modern West. Scottsdale borders on Phoenix, making it the ideal point of departure for touring Arizona. The sun shines virtually every day and you're bound to appreciate the laid-back style particular to the American southwestern style. Whether you're the adventurous sort or culturally inclined, a gourmet or a golfer - Scottsdale is paradise to all.

ACCOMMODATION

The Scottsdale Princess is a renowned international hotel offering countless leisure activities and first-class service. Several restaurants and lounges invite you for a reprieve from the day's fast-paced events.



TIME OFF

The hotel has several tennis courts as well as a fully equipped fitness centre. The 18-hole championship golf courses nearby are the venue for the PGA Tour's Phoenix Open. A shuttle will take you to the local sights or boutiques. Visit the numerous art galleries. Ride across the desert on horseback. Experience the breathtaking vistas of Arizona.

Dates: 23 Sep. - 26 Sep. 1996

26 Sep. - 29 Sep. 1996

29 Sep. - 02 Oct. 1996

02 Oct. - 05 Oct. 1996

**A choice of possibilities for
extending your stay**

Sedona, Enchantment Resort

Where the Colorado Highlands meet the Sonora desert, in the middle of a canyon, is where this exclusive resort hotel is set.

The perfect place to relax and be pampered.

3 days, includes a four-wheel-drive tour.

Arizona Ranch Vacation, Tucson

Experience everyday western life on White Stallion Ranch – over 3,000 acres of prime Arizona land just south of Phoenix.

And shopping or golfing are still just 10 minutes away.

3 days, includes ranch activities and horseback excursions.

Las Vegas

Welcome to players' paradise. You will stay at Le Mirage or Treasure Island, two of the most renowned and unusual hotels in Las Vegas.

A limo will pick you up at the airport.

2 days, includes tickets to the Siegfried & Roy Show.

Los Angeles

Your hotel is just a few minutes from Beverly Hills. In the heart of the city of stars. Visit Universal Studios, exclusive restaurants or the gorgeous beaches.

3 days, includes Universal Studios tour and Grand City tour.

San Francisco

The jewel of the West Coast, known for its Golden Gate bridge, picturesque cable cars and Alcatraz. You will stay at the cosy Tuscan Inn at Fisherman's Wharf or in the luxurious Prescott Inn on Union Square.

3 days, includes city tour.

Mexican Beach Holiday

Choose between two beautiful hotels on the southernmost tip of Mexico. The Cabo San Lucas in Pueblo Bonito for a first-class beach holiday and perfect entertainment. Or the Westin Regina Resort in San Jose del Cabo, a quiet haven for perfect relaxation.

5 days, includes transfer.

If you wish to be part of this unique event, please contact your local Porsche dealer.

Modifications or deviations of individual services reserved.