



PORSCHE

January 9, 1998

Porsche Cars
North America, Inc.

100 West Liberty Street
Post Office Box 30911
Reno, Nevada 89520-3911
Telephone: 702-348-3000
Telefax: 702-348-3770

Dear New Porsche Owner:

CONGRATULATIONS on making one of the most exciting purchases of your life and welcome to a large group of automotive enthusiasts who have enjoyed Porsche's unmatched style and driveability! Your purchase signifies an appreciation of quality and a commitment to motoring excellence. Both Porsche Cars North America, Inc. and our dealer organization are working unceasingly to achieve your satisfaction. We are confident your purchase will bring many years of enjoyable driving.

This welcome kit contains a video with owner hints, Roadside Assistance material and key medallion. We urge you to take a moment and review this exciting video and the enclosed materials.

In recognition of your purchase, we have enclosed a small gift representing our first step together. The key medallion will guarantee delivery of your lost keys to Porsche Cars North America, Inc. from anywhere in the United States and Canada. Once you have been identified, they will be promptly returned. This is a small gesture but, hopefully, an important building block in our relationship.

Also, enclosed is your Roadside Assistance Membership Benefit Handbook. The handbook explains your Porsche benefits and services. Please review the materials and if you have any questions or comments, please let us know.

In the event you have any questions regarding your Porsche, please contact your Porsche dealership or our *Porsche Customer Commitment Group* at 800-545-8039 for assistance. It is our goal to exceed your expectations.

Thank you for your purchase and welcome to the Porsche Family!

Sincerely,

A handwritten signature in blue ink, appearing to read "F. Schwab".

Frederick J. Schwab
President and Chief Executive Officer