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cylinder for a supercar. But these decisions have not yet been made. We will see what the future holds.

The problem with the car industry is the current economic climate. The European market is weak, the USA is stable and so is China. We need to be careful in the future in terms of these decisions.

Earlier this year, Porsche released the Panamera long wheelbase. Will Porsche be releasing more emerging market-focused cars in the future?

The old Panamera had some problems. From a design point of view it was too heavy at the rear. We therefore had to rectify it in the new model. The second problem was entering the car and finding yourself sitting in the rear. A simple solution is to give the car a longer wheelbase. This will add to the level of comfort and space in the back. In upcoming markets like China, the owners are driven, which means they will have a greater level of comfort in these models.

The new 991 GT3 is only available with Porsche’s PDK transmission. Will Porsche phase out manual gearboxes in the future?

When we had to decide on the GT3’s gearbox, there was a huge discussion over whether we should have a manual gearbox, PDK or both. Of course, a lot of people voted for both, but in the end we decided to go with PDK. Developing two drivetrains is expensive and we are convinced about the specially developed PDK transmission in the GT3, as it changes gears in less than 100 milliseconds.

But I have a 997 GT3 RS 4.0 with a manual gearbox, and I am also a fan of the manual gearbox. So maybe if we release a special edition of the new GT3, we might fit a manual gearbox. You can never remain stuck in the past; sometimes you need to cut something loose and focus on the future.

Porsche released some spectacular 911s through the 997-model range. There were over 20 models in total, including several GT cars, RS models and a Speedster. Will we see this amount of 911s going forward, especially as Porsche is selling so many Cayennes and Panameras?

Yes, we will continue the trend. We are currently looking at a broader model range for the Boxster

and Cayman, and we are discussing a GT4 model for the Cayman as well as a Cup version of the GT4. We have been very successful with the Cayenne and Panamera, which are not traditional Porsches. Some customers have even asked us whether we are changing the philosophy of the brand. That, however, is not our intention; we want to remain a sports car manufacturer. In every segment we need to have the most sporty car on offer.

Talking of the Cayman, it seems like Porsche is holding back and does not want to develop the car to its full potential...

We do not want to have a competitor for the 911. As I explained, we could have four-cylinder, high-performance engines in the Boxster and the Cayman in the future, which will also assist in complying with the CO2 regulations. The Cayman is, as it is mid-engined, conceptually better than the 911, so if you have the same engine in both cars then the Cayman would be the faster car, and that is not our intention.

The new 918 is a phenomenal Porsche. What is your reaction to McLaren’s rival P1 or the LaFerrari from Ferrari?

It was interesting, but it is not only a question of performance; the package of the whole car is also important. We compared the three cars and we are convinced that the 918 is the better car. I’ve never experienced a car like that, and we are convinced that our customers will agree. **911**