

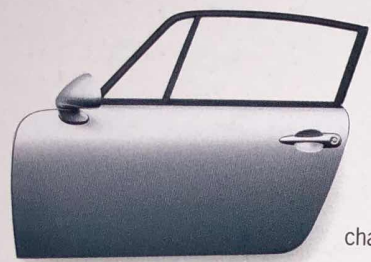


PORSCHE®



The 911

The Porsche door is a design that has remained basically unchanged for more than 30 years. When asked why the Carrera door had remained unaltered for so long,



chief designer Harm Lagaay simply replied, "It's a good door." At Porsche, there's a belief that one should not change something simply to call it new. Every decision that

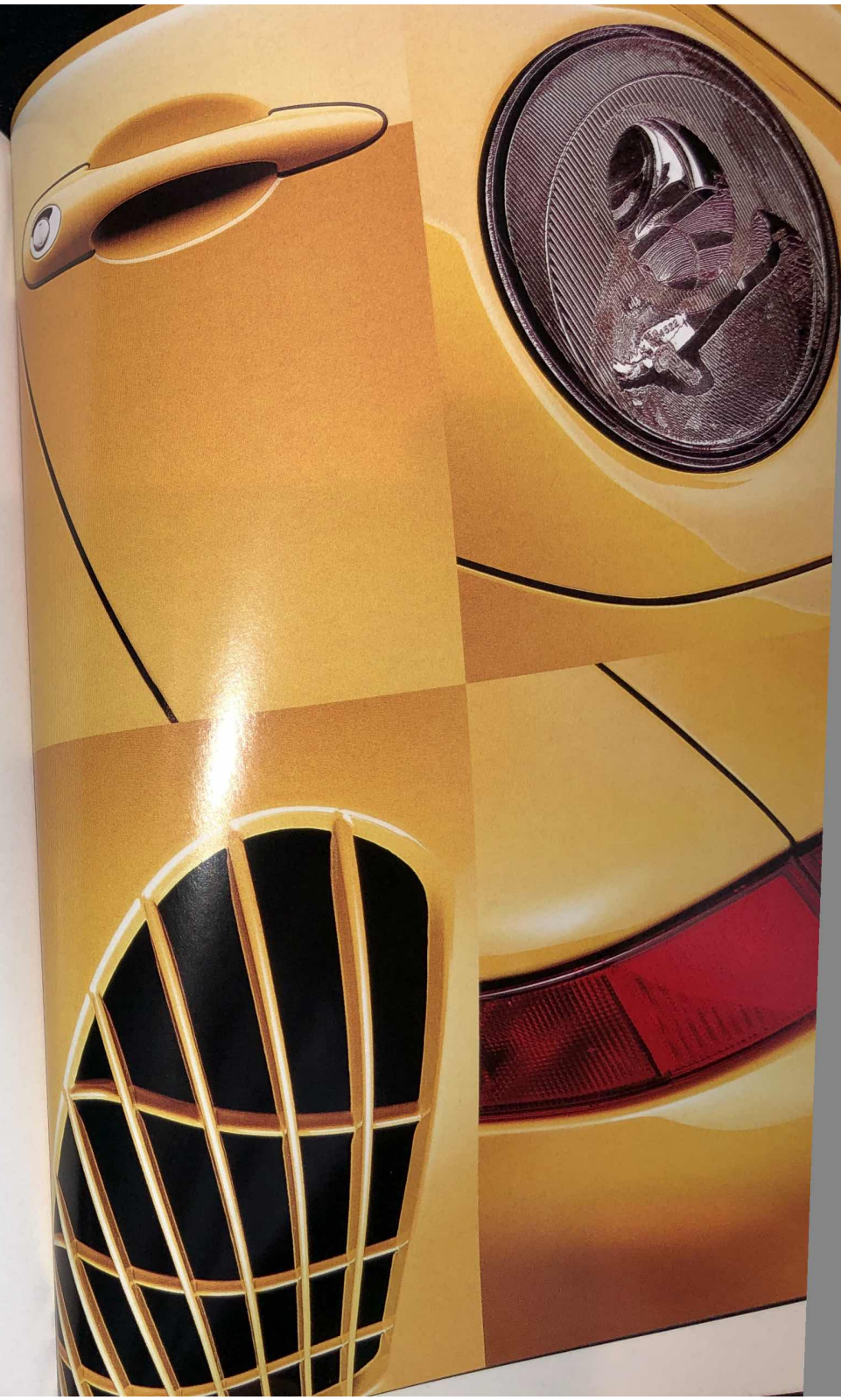
goes into creating a Porsche is driven by this rationale, rather than the latest marketing trends. Climb through this door and such thinking becomes instantly clear. Inside, you won't find any fancy gadgets, only functional necessities. Walk around the outside and this philosophy is furthered. Begin up front where a new headlight system improves light dispersion through a module separating the poly-ellipsoid low beams from the variable-focus high beams. Move to the side and

A passageway into you'll find an improved door-handle design that's more

the soul of driving. pleasing to both the eye and hand. While

underneath, front wheel vents improve both brake cooling and aerodynamics.

Airflow is further improved by integrated front and rear bumpers. It's a simple understanding that in the final analysis, form must always remain accountable to function.





Its sound is as unique as its shape: it's called a "boxer" because the six horizontally opposed cylinders appear to punch and counterpunch one another. While the image is rather captivating, the benefits are even more stimulating. Tap on the throttle and you'll find the instant gratification of

282 horsepower coupled with a torque peak of



250 lb-ft. Press the 911 Carrera through a turn, and the rear-mounted engine's low center of gravity creates better handling and control, while its low mass offers more efficient performance. As you round the apex, the engine's dry sump lubrication, an ingenious system almost exclusive to racecars, ensures that high cornering forces don't rob your Porsche of its lifeblood, 12 quarts of oil. As

Hand built. Finely tuned. you throttle out of the turn, hydraulic valve

Plays beautiful music. lifters in the tips of the rocker

arms reduce engine noise, as well as eliminate the need for periodic valve

adjustment. And, if your 911 should ever come to rest, a dual-coil ignition system

has been added to help improve cold morning starts as well as idle smoothness.

But who would want to remain idle in such a machine?

An environment designed for high-speed decision making.

Priorities. At track speeds close to 200 mph, everyday concerns have a way of evaporating from one's thoughts, while tactical information quickly becomes priceless information. This philosophy, attributable to countless hours of racing through all types of demanding conditions, is built into the instrument panel of every 911. Since the beginning, the instrument panel has been a place where race experience translates directly into design choices. To begin with, gauges are large and immediately legible, even after five hours in the dark at LeMans. Centered before the driver is the EKG of the engine, the tachometer. To its immediate left, the second most important piece of tactical



racing information, the oil pressure gauge. Which, like all other readouts, is analog rather than digital, to avoid the disruption of rounding off to an understandable reading. This race-motivated concern for such clarity extends throughout the cabin. Every switch is exactly where your fingertips expect them to be and operates just as intuitively. Redesigned steering column stalks and relocated accessory switches help further this objective. Excellent visibility in all directions is paramount: the new double wiper system clears 80% of the windshield, and practically as much of your wet-weather driving concerns. A new seat design with flatter seams and improved thigh support helps assure that after hours of spirited driving, the only anxiety you'll experience is when your journey is over, and you must leave your Carrera for other pursuits.

