



MY 11 Sportscar Highlights

There is a lot to be excited about with the new Model Year 11 sportscar product range. In addition to some new model launches, such as the GT3 RS, Boxster Spyder and Turbo S, which should draw your most serious enthusiast customers back into the showroom, we've got enhanced standard feature content for all models, plus new packages for the mid engine range.

Standard Features

Three important features will now be fitted as either standard equipment or as no-cost options on all Model Year 2011 Sportscars. They are Bluetooth Hands-free Phone Interface (619), Floor Mats (810), and Universal Audio Interface (870). Note that for the mid-engine vehicles, the Aux Jack is provided as standard with CDR. On PCM-equipped mid-engine vehicles, the upgraded Universal Audio Interface will impact PCM pricing by an additional \$345. Details about the standard features/no-cost options can be found on page 2.

Mid-engine Packages

Four new packages for the Boxster and Cayman models debut. These are the Convenience Package, the Infotainment Package, the Design Package, and finally the Design Sport package. A breakdown of each package is found on page 3.

Engine and Drivetrain

911 Carrera S models with PDK will now receive a center radiator for improved cooling performance.

Colors

Platinum Silver Metallic (1H), Ice Blue Metallic (H3) are new Metallic Colors, while Ruby Red and Amethyst Metallic (N6) are new Special Colors. Arctic Silver Metallic, Nordic Gold Metallic and Malachite Green Metallic are dropped for 2011.

Good Selling!

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Model Year 11 Improvements

	MY 10	MY 11	MY 11
	Boxster, Cayman, 911 Carrera and Targa 4 models		911 GT3, GT3 RS
Standard Features			
Bluetooth Hands-free Phone Interface	Option	STD*	N/C Option
Universal Audio Interface	Option	STD*	N/C Option
Floor Mats	Option	STD*	N/C Option

*No-cost option on Boxster Spyder, GT Models

Interior			
Steering wheel trim			
Standard steering wheel	Volcano Gray	Black (Matt)	Volcano Gray
Optional steering wheels (except 3-spoke sports steering wheel with shift paddles)	Volcano Gray	Black (Matt)	Black (Matt)
3-spoke sports steering wheel with shift paddles	Chrome Colored	Chrome Colored	Not offered
Airbag module			
Standard and optional steering wheels (except 3-spoke sports steering wheel with shift paddles)	Interior Color	Black	Interior Color (Black)
3-spoke sports steering wheel with shift paddles	Interior Color	Interior Color	Not offered
Auxiliary display			
Steering wheel for PDK with sliding buttons (in combination with optional Sport Chrono Package)	W/O Shroud and Auxiliary Display	With Shroud Including Auxiliary SPORT, SPORT PLUS, and LAUNCH CONTROL display	Not offered
3-spoke sports steering wheel with shift paddles	Auxiliary Display in Steering Wheel Spokes	Auxiliary Display in Steering Wheel Spokes	Not offered
Optimized Cooling			
Central radiator incl. optimized wheelhouse liners	Standard for 987/C7 S II Models i.c.w. PDK	Standard for 987/C7 S II and 997 S II Models i.c.w. PDK	Not offered
Warranty			
rust penetration warranty	10 years	12 years	3 years
Exterior Colors			
Platinum Silver Metallic (1H) will replace Arctic Silver Metallic in 9/10; Ice Blue Metallic (H3) replaces Ruby Red Metallic which becomes a Special Color, also in 9/10. In Special Colors, Atlas Gray Metallic will be replaced by Amethyst Metallic (N6). Malachite Green Metallic and Nordic Gold Metallic are dropped.			

Model Year 11 Mid-engine Packages

Convenience Package		Boxster	Boxster S	Cayman	Cayman S
P75	Bi-xenon headlights with dynamic cornering lights	X	X	X	X
551	Wind blocker	X	X		
P12	Automatically dimming mirrors with integrated rain sensor	X	X	X	X
573	Automatic temperature control	X	X	X	X
XSC	Porsche crest on head restraints	X	X	X	X

Infotainment Package		Boxster	Boxster S	Cayman	Cayman S
P23	PCM incl. navigation module	X	X	X	X
490	Sound Package Plus	X		X	
680	Bose Surround Sound System		X		X
686	XM Satellite Radio	X	X	X	X

Design Package		Boxster	Boxster S	Cayman	Cayman S
445	19" Boxster Spyder wheels	X	X	X	X
XDA	Wheel center sections painted in black	X	X	X	X
178	Dual Tailpipe Finished in Black	X	X	X	X
591	Roll Bars Painted in Black	X	X		
274	Outside Rear View Mirrors Painted in Black	X	X	X	X
807	Air Intakes in Quarter Panel Painted in Black	X	X	X	X
496	Model Designation Painted in Black	X	X	X	X
828	Dashboard Air Vent Surround Painted in Black	X	X	X	X
302	Dashboard Trim Cover Painted in Black	X	X	X	X
825	Gear Shift/Selector Lever Trim Cover Painted in Black	X	X	X	X

Design Sport Package		Boxster	Boxster S	Cayman	Cayman S
Design Package plus the following					
XAL	Sport Design Package	X	X		
XAM	Aerokit			X	X

Model Year 11 Steering Wheel Images



New standard steering wheel. Note the shroud above the wheel center is only available with PDK and Sport Chrono.



New standard steering wheel, here in conjunction with Black interior and manual transmission.