

prefer a true passenger car to an SUV, even one that is car-based," he said. "The Cayenne's key dimensions, including height and seating position, will be comparable to other SUVs. However, the Cayenne will be an SUV that doesn't drive like an SUV."

Gilman does not give much credence to the marketing message from some competitors that the sport in sport-utility must mean

## PORSCHE TAKES JOURNALISTS ON THE ULTIMATE TEST DRIVE

Over the past two years, more than 150 journalists from the United States and Canada have experienced Porsche cars in the environment where they shine brightest: the racetrack. The PCNA Public Relations Department's Multi-City Media Tour has enabled journalists to test a representative selection of Porsches on several different tracks, all under the tutelage of Porsche's best driving instructors.

"Our main purpose with these events was to show journalists that each Porsche car has its own unique performance personality," said Bob Carlson, manager, Motoring Press. The events also gave many journalists their first opportunity to drive the new 911 Turbo. Just as important, the racetrack events allowed journalists to test Porsche cars in ways they simply cannot attempt on public roads.



**OUR MAIN PURPOSE...WAS TO SHOW JOURNALISTS THAT EACH PORSCHE CAR HAS ITS OWN UNIQUE PERFORMANCE PERSONALITY**

□ CARLSON

Many journalists wrote stories stemming from the events. The Porsche magazines, *Panorama* and *Excellence*, each published lengthy articles, with *Excellence* analyzing each car's performance. Even for journalists who did not write about their experiences, the events served as refresher courses on the Porsche product line.

This year's three events took place at Sears Point Raceway in California, Texas Motor Speedway and Homestead Raceway in Florida. Each two-day event accommodated 15 journalists per day. Following a product presentation and track familiarization, three journalists would team with one Porsche driving instructor for 10-minute sessions in each car (about five to six laps per car).

"Whenever we put journalists on a racetrack, we have driving instructors with them, for three reasons: (1) safety, to keep the journalists within their individual limits; (2) to provide driving tips; and (3) to help point out differences in each vehicle," explained Carlson. The instructors stress smoothness over sheer speed, although the journalists learn that the smoother they are, the faster they can lap the track.

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Instructors included Rick Bye, Hurley Haywood, David Murry, Doc Bundy, Pierre Savoy, David Donohue, and Richard Spenard. Most work as instructors in the Porsche Driving Experience.

"Journalists saw the same cars; a Boxster, a Boxster S, a 911 Carrera Cabrio and two 911 Turbos, five cars running under race-track conditions all day, and many commented that no other manufacturer could stage such an event because their cars wouldn't hold up," said Carlson. "Journalists expect powerful acceleration from our cars, but they were truly impressed with the brakes, especially when they saw how hard the instructors used them." All cars were equipped with the Porsche Stability Management (PSM) system.

By the end of each event, every journalist understood what Carlson had meant by each car having its own personality, and they did not neglect any model when choosing favorites.

Similar events will continue to play a major role in Porsche product introductions. Carlson credits the strategy with helping to make the launches for the Boxster S and previous 911 so successful. This past October, the department held the first-ever auto press event at Daytona International Raceway. Top journalists drove the redesigned 911 Carrera models to the track, and then unleashed the 911 GT2.