



PORSCHE



The new 911

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grounded
enthusiastic
Strength
courageous liberated
direct determined
mature spirited

Many legends look to the past.
This one looks to the future.

The new 911.

At the beginning, we took time to reflect on where we came from and, above all, where we want to be.

One thing was clear. To be able to build the new 911, we would need to find the right answers. What is it that defines us? The engineering credentials as suggested by the 'Dr. Ing.' in our company name, certainly. More than 28,000 racing victories, definitely. Not just feats of heroism any longer, but responsibility for the future of the sportscar and for the environment. Then there is our reputation as an iconic sportscar manufacturer. However, this reputation means nothing unless we continue to breathe new life into old ideas.

For us, heritage and future are inseparably linked. Of course, we could simply have made a capable sportscar, but this wouldn't have been a Porsche, and certainly not a 911.

Our identity is the 911. This is especially true, even in the 21st century. Instantly recognisable and originally engineered for the racetrack, it continues to stir the emotions today, just as it did in 1963.

Yet, is that enough to move forward? Above all, is it enough for you? Don't we need to break the stranglehold of tradition once in a while before it one day stifles innovation altogether? We believe that

the answer is 'yes', which is why no fewer than 90% of the components of the 911 are either new or have been fundamentally revised. This is our approach to the preservation of tradition. It is precisely how we respond to the passion for the sportscar and do justice to the 911 legend, and always with tomorrow in mind.

We have achieved this with a brand new design and a longer wheelbase, with refined engines that consume less fuel but deliver more power, with efficiency-enhancing technologies such as auto start/stop, thermal management and electrical system recuperation, with an intelligent lightweight body that uses a

composite blend of aluminium and steel, with a suspension derived from motor-sport, and with a progressive interior designed for sporty comfort.

All of that is what defines us. In short, it is the way in which we combine tradition and innovation, performance and everyday practicality, form and function. For us, these are not contradictions, but our motivation. We are referring to Intelligent Performance.

Our identity can be accurately described by many words, and by one number.

The new 911. Porsche identity.



911 Carrera models: fuel consumption in l/100 km (mpg) urban 13.8 (20.5)–11.2 (25.2) · extra urban 7.1 (39.8)–6.5 (43.5) · combined 9.5 (29.7)–8.2 (34.4); CO₂ emissions 224–194 g/km

Identity is a combination of disposition, personality and heritage. In our attempt to understand it, we tend to compare differences.

This is equally true in the case of the 911 model range. With defining attributes such as performance, efficiency, style and comfort, they reveal a character of their own and fulfil your individual expectations – not just of any sports car, but of a 911.

The new 911 Carrera.
The new 911 Carrera S.





Can you imagine a face without an expression?

Exterior design.

Every child recognises a 911, but can its identity be described in words? It can, by looking more closely at the use of form, proportions and contours. The roof line tapers down into the rear. The wings are higher than the front lid and, at the rear, they add muscle. They give the 911 its distinctive expression and leave you in no doubt as to its temperament.

The overall appearance is low, wide and sleek. Typically 911.

So, is everything just the same as it has been since 1963? Yes, and no. After all, only those who change will remain true to themselves – and we've changed.

Our designers and engineers speak guardedly about the 911 evolution. Meanwhile, they continually manage to take great strides forward with innovations motivated by the principle that these should be functional and perfectly compatible. The result is a harmonious overall concept that makes the new 911 a sportscar fit for the 21st century.

To show you what we mean, we should start by looking at the car's exterior. The wheelbase of the new 911 is 100 mm longer for improved driving stability and cornering dynamics. Overhang is now shorter at the front and rear, making the new 911 look even more compact.

The sporty overall impression is emphasised by the lower roof line and a wider track at the front – 46 mm on the 911 Carrera and 52 mm on the 911 Carrera S. For improved aerodynamics, the exterior mirrors are now mounted directly on the doors. Increased agility is just one of the results of all these refinements.

The silhouette is therefore typically 911 and typical in terms of its development, which will now be described in more detail.

The modified vehicle architecture, with a wider track at the front axle and the lower roof line, gives the front of the new 911 a dynamic appearance that is sporty and elegant. Fitted as standard, the new Bi-Xenon headlights still have the familiar oval-shaped surrounds for classic appeal and reveal their technically impressive inner workings. The Porsche Dynamic

Light System (PDLS) with dynamic cornering lights and speed-sensitive headlight control logic is available as an option.

The direction indicators, daytime running lights and position lights are all LEDs and are integrated into the separate front light units. Their slimline design contrasts with

that of the rounded headlights. Together with the two integral air intakes, they make the front of the new 911 unmistakable.

At the rear, everything feels sharper: the styling, the appearance and the effect. This is due not least to the distinctive profile edge and new LED taillights, their stretched design accentuating

the horizontal contouring of the rear. The characteristic reflector units have been positioned lower down but are still recognisable, particularly at night.

The stainless-steel tailpipes have been restyled for both models. On the 911 Carrera S, twin tailpipes are fitted on both sides. One new feature is the wider,

extendable rear spoiler, which reduces lift in all driving situations and increases driving stability.

The 911 Carrera and the 911 Carrera S are equipped as standard with 19-inch and 20-inch wheels respectively. One inch larger than those of the previous model, they enhance the sporty presence of the

new 911 and their increased rolling circumference improves both comfort and performance.

In summary, form always follows function. As a design principle, it couldn't be more simple, but it's what makes the 911 a 911.

It's also how we have managed to achieve a very low drag coefficient of just 0.29.

Even the logo on the rear has an important function to perform. It is, after all, the hallmark of the Porsche identity.



**Sporty ergonomics for ordinary driving.
Extraordinary comfort for sporty driving.**

Interior design.

At Porsche, we don't build everyday sportscars, we build sportscars for everyday use. How? By understanding that great agility and maximum comfort are not mutually exclusive but are, in fact, aspects of a harmonious overall concept.

This is especially true of the interior of the new 911. Sportiness, functionality and high-quality materials combine to form a cohesive whole that is conducive to dynamic driving, even during everyday use.

What this means becomes clear the moment you get in. The extended wheelbase now offers 25 mm more leg room in the front than in previous 911 models.

Sportiness in harmony with comfort is the theme which is reflected in the clever ergonomics that characterise the entire interior design. The materials used, the layout of the controls and their operating logic belong to a new generation of sportscar. Another new design for the new 911 is the elevated centre console. Its intelligent operating concept follows a clear principle of direct simplicity.

A classic 911 feature is the arrangement of the five circular instruments with the rev counter in the middle. A new addition is the instrument cluster featuring a high-resolution 4.6-inch full VGA TFT colour display for viewing on-board computer, audio system or navigation information.

Fitted as standard, the Sports seats combine even greater comfort with racing-style support and now feature 4-way electric adjustment. The new automatic climate control with zonal temperature controls for driver and front passenger also comes as standard. Also new is the optional light design package for the footwells, storage compartments, rear compartment and overhead console. As ever, we offer an extensive selection of interior colours and materials, such as carbon, leather, wood or aluminium.

Acoustics are an integral part of the concept, particularly the engine sound. Available as an option is the Burmester®

High-End Surround Sound System. Optimised for the new 911 Carrera models, it features 12 loudspeakers and a total output of 823 watts for a perfect spatial sound.

The new 911 proves that apparent opposites, such as style and engineering or comfort and performance, can go hand in hand. For us, there is no contradiction and certainly no need for compromise. After all, a strong personality does not deny the existence of opposites, it unites them.





Let's forget the future for a moment.
As we discover it in the present.

Engineering.

What use is the engineering of tomorrow when it can be found on the road today? None. So let's turn to the here and now.

The engines, as you would expect, are characterised by six horizontally opposed cylinders. The 3.4-litre engine in the 911 Carrera produces 257 kW (350 hp); in the 911 Carrera S, the 3.8-litre engine develops 294 kW (400 hp). Both models are equipped with direct fuel injection (DFI) and VarioCam Plus for increased power and reduced fuel consumption. This power is transmitted to the wheels by the new and efficient 7-speed manual gearbox or, optionally, by Porsche Doppelkupplung (PDK), which

offers gear changes with no interruption in the flow of power.

Both engines deliver improved sporty performance compared with the engine in the previous model and yet fuel consumption has been reduced by up to 36%. How was this achieved? One explanation is the reduced capacity of 3.4 litres in the 911 Carrera. Another is the total redevelopment of the engine peripherals with groundbreaking efficiency-improving technologies.

As standard, these include the auto start/stop function, electrical system recuperation and intelligent thermal

management as well as the new, energy-saving electromechanical steering system and, in the case of PDK, the introduction of the coasting function (for more information, please refer to page 29 onwards).

The chassis is also packed with forward-looking technology. Fitted as standard in the 911 Carrera S, Porsche Torque Vectoring (PTV) increases dynamic performance. Available as an option for the S model, Porsche Dynamic Chassis Control (PDCC) improves dynamic performance further still. Dynamic engine mounts, included as part of the optional Sport Chrono Package, are now available for the 911 Carrera models for the first time.

These provide perceptibly more stable handling under load change conditions and in fast corners.

The new 911 has a lightweight composite construction in aluminium and steel. Used extensively and in just the right places, lightweight aluminium improves fuel economy and dynamic performance and helps to achieve a low weight to power ratio of 4.7 kg/kW (3.5 kg/hp) for the 911 Carrera S.

The future of the sports car begins now.

911 Carrera models: fuel consumption in l/100 km (npg) urban 13.8 (20.5)–11.2 (25.2) · extra urban 7.1 (39.8)–6.5 (43.5) · combined 9.5 (29.7)–8.2 (34.4); CO₂ emissions 224–194 g/km

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Meetings, conferences, business lunches.
How about some leisure in between?

The new 911 Carrera.

In the 21st century, we find ourselves caught between all kinds of opposites on a daily basis: between the demands of our work life and our private life, between the real world and virtual reality. How can they all be reconciled? With a strong identity and a sports car that has incorporated many contradictory notions since 1963.

Sportiness and everyday practicality are a prime example. The new 911 Carrera is equipped as standard with direct fuel injection (DFI) and VarioCam Plus for high power, high torque, efficient combustion and, as a result, comparatively low fuel consumption.

Tradition and innovation blend seamlessly together in the new rear-mounted 3.4-litre flat-six engine thanks to its downsized capacity. Despite the reduced displacement, the engine is capable of delivering even more power to the road than its 3.6-litre predecessor.

The figures speak for themselves. The maximum power of 257 kW (350 hp) is available at 7,400 rpm and the maximum torque of 350 Nm is generated at 5,600 rpm. Yet, in conjunction with Porsche Doppelkupplung (PDK), fuel consumption and CO₂ emissions have been reduced by 16%. Even more impressively, the car accelerates from 0 to 100 km/h

10 to 62 mph) in 4.8 seconds and reaches a top speed of 289 km/h (179 mph).

The new 911 Carrera generates powerful forces, which are transmitted precisely and directly to the wheels by the new 7-speed manual gearbox. As with the optional PDK, gears 1 to 6 have a sports ratio, while 7th gear has a long ratio for reduced fuel consumption. The SPORT button, which is fitted as standard, makes it possible to select an even more responsive engine and transmission setup.

In terms of form and function, the new single tailpipes are especially imposing and emit a sound which is typically

Porsche. The 19-inch Carrera wheels are fitted as standard and improve driving stability and performance.

Sportscar technology as standard, in the form of black four-piston monobloc aluminium fixed calipers, Porsche Stability Management (PSM) and Bi-Xenon headlights, shows that sportiness and safety are not mutually exclusive.

Sport, moderation, everyday practicality and style. Four key themes, one unifying concept: the 911 Carrera.



911 Carrera: fuel consumption in l/100 km (trigg) urban 12.8 (22.1)-11.2 (25.2) - extra urban 6.8 (43.5)-6.5 (43.5) - combined 9.0 (31.4)-8.2 (34.4); CO₂ emissions 212-194 g/km