

PORSCHE

turbo

Porsche Cars

North America, Inc.

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Reno, Nevada 89501

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availability of options and verify that your
car includes the optional equipment that
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It's something that you thought had been lost.

Something most seem to have abandoned in this

demand for things made en masse. Yet



The passion of people. 2

from your very first encounter with a Porsche, you

immediately realize it is something that can still

be found in our sports cars: that sense



The passion of creating. 14

of what is possible when a machine is crafted on

a human scale. One at a time. For the most part

by hand. With an eye toward what can't



The passion of driving. 26

be seen so much as felt. It isn't a car built to be

something to everyone. But everything to someone.





To Reinhold Berleff, a man whose job description includes test driving each new Porsche Carrera all-out on the Autobahn, it's a sense that speed itself is pointless unless accompanied by unwavering reliability and a healthy regard for safety.



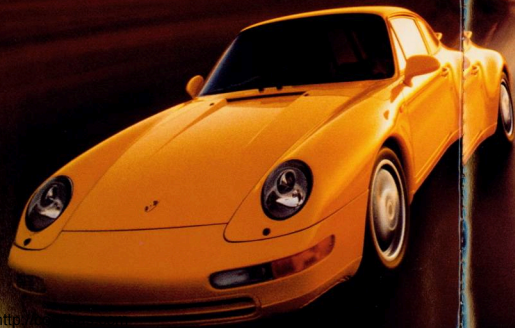
And that automotive endurance isn't only

a measure of how far you travel, but of how well.



To Stejepan Rebrovic, who spends his workday assembling the pistons, valves and camshafts of a single engine into an ingeniously effective power source, it's a feeling that, as with fingerprints, no two Porsche engines are exactly alike.

**And that a day's work does not yield merely a day's work,
but rather, a lifetime of enjoyment.**





To Ivanca Macan, the master seamstress who carefully sews the canvas top of a Porsche Cabriolet stitch by hand-fed stitch, before it's heated slightly to assure a perfect fit, it is a sense that the 14 hours it takes to make each top is time well spent.

And that if you're looking for perfection,

you can usually find it within the reach of your hands.



There's a road Porsche engineers drive every day, twice a day, yet not once have they found it boring. It's a narrow country lane that tosses drivers about on its uneven pavement as it carries them to Porsche's Development Center in Weissach. It's always been regarded as an unofficial test track, where every bend and rise is as vital to Porsche tradition as the hairpin turns at LeMans. When the local government planned to improve the road, Porsche engineers helped them realize that such improvement was actually no improvement at all. That tradition held more importance than a new layer of asphalt. Perhaps it's why the focus in creating has always been on improvement, rather than change. Or at least why the engineers have always had so much fun on their way to work.



Porschestraße

We spend years seeking out the most torturous roads.

Ironic that our favorite road leads

directly to our front door.





Amid pastoral farmlands,
a high-tech proving ground.

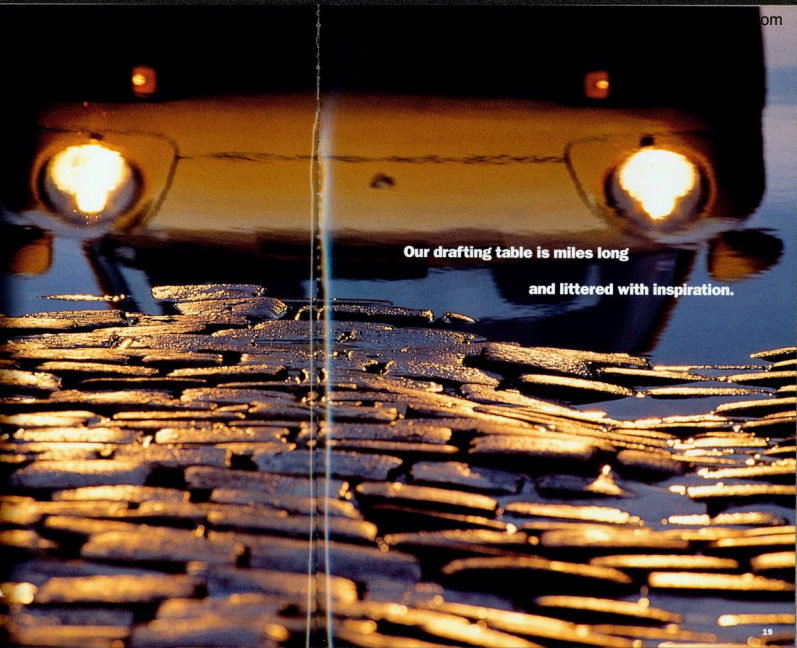
<http://coochas.com>

In the farmlands of rural Swabia, near the Black Forest, is the Porsche Weissach Development Center. It's a place where some of the most skilled automotive engineers come together to create. It's a fortress of extremes, where a quick tour of the grounds would take you from arctic cold to desert heat. From soothing winds to raging hurricanes. From the buzz of engines and gearboxes to the squeal of the skidpad. That is, if such a tour were actually permissible. It's a Utopian setting where Porsche engineers design not for the masses, but for the few. A place dedicated to the passion of driving, rather than the business of selling. There's an understanding here that if one wishes to experience the practices of another car maker, they should do so before joining Porsche. Because once an engineer joins the Porsche team, they rarely leave.

While the engineering labs at Weissach may be an ideal place to design a car, the Weissach Test Circuit is where a car proves itself to be a Porsche. Begin with a few laps around the skidpad. Continue with a section of airborne flight. Head offroad. Then rally over an exact duplication of the worst road in Germany, and you have the beginnings of a 6,000-kilometer daily jaunt around Weissach. It's a shake-down exercise Porsche engineers are so accustomed to, that a few laps will quickly tell them whether a new design is an improvement or disappointment.



Did the suspension grab harder in the hairpin? Did the steering feel quicker? Did the ride seem quieter? Or, is it back to the pencils and protractors?



**Our drafting table is miles long
and littered with inspiration.**



Every year, an unfortunate selection of Porsche cars travels directly from the assembly line to the crash-test building



at Weissach. And while it's a routine for the cars, those who create these Porsches rarely drop by to see what happens next. The sacrifice of a new Porsche for the pursuit of automotive safety. A subject Porsche was passionate about long before it became fashionable. Not only were we the first automaker to equip all our cars with dual airbags, we were also the first to employ ABS-5, the most advanced 4-channel anti-lock braking system in the world. Still, while safety is of the utmost importance to our builders, we have noticed their attendance at crash testing to be rather sparse.

The precision of crash testing.

The pain of watching.

For Porsche, racing isn't just about winning. It's about improving. It's our final step in research and development. One that speeds up the time it takes to transfer high performance engineering from our laboratory to your driveway. So we race. A lot. Especially endurance races, where durability is as important as speed. And quite often, these races are run without any modification to the vehicles. Through many years of motorsports, we've realized that when the focus is on improvement, rather than winning, a funny thing happens. You seem to win. A lot. In fact, since Porsche began racing in 1948, we've won LeMans and the 24 Hours of Daytona more than any other team, 13 and 19 times respectively. It's the quickest route we know to improvement.

The shortest distance between two points is a straight line.

Or a new 911.



Nürburgring 2 km

The first place many brand-new Porsche owners go isn't home. It's the Nürburgring. For eight Deutsche Marks per lap, or about five dollars, citizens share this historic racetrack with professional drivers for 14 miles of the ultimate thrill. Filled with danger, it's a place Porsche factory drivers are known as "regulars." After pendulum tests alternating between top speed and 120 mph, and before runs through the Black Forest, Nürburgring is a place they show up for part of a 50,000-mile endurance test. And afterwards, while private citizens return home with a thrill

in their memories, Porsche team drivers return to Weissach to dismantle and examine the vehicles.

It's a self-evaluation that keeps them rather busy at Weissach, and new Porsche owners quite happy at Nürburgring.



**There's a reason why amusement parks
have never done well in Germany.**

It's what happens when you build racecars

that do more than just race.



While a trip down your driveway is a far cry from the opening minutes at LeMans, what lies beyond the mailboxes can prove to be just as challenging. From entrance ramps where an uprated engine with more horsepower and torque helps guarantee success, to the grocery store parking lots where new ABS-5 offers evasive abilities that can mean the difference between a quart of milk and a legal dispute, the 1995 Porsche 911 Carrera possesses everything you need to find any journey both exhilarating and comforting. Statistically, the figures break down to a 0-60 mph time of just 5.4 seconds for the manual transmission, a top track speed of 168 mph and a 0-100-0 mph time of 16.9 seconds.

<http://coochas.com>

This final statistic is made possible by an improved fixed-caliper braking system on all four wheels, a 45% increase in front brake pad area and cross-drilled rotors that help prevent fading during hard braking. When coupled with the latest 4-channel ABS-5, a system that increases brake modulation for better control while reducing the jarring sensation of brake pedal feedback, your comfort level should prove as exemplary as the Carrera's latest performance statistics. And if by chance your quest for the corner store detours onto an empty stretch of winding asphalt, the new rear suspension will likely prove to be as rewarding for you as it was for our drivers at LeMans.

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 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 under-

standing 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

270 horsepower coupled with a torque peak of



243 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. lifts 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?

You anticipate the first bend and announce your confidence with a nudge on the throttle. Below you, Porsche's new multilink twin A-arm rear suspension

A stretch of pavement lets you glide down the black strip of excitement

slips into the woods with confidence. Mounted on a cast-

like an angry river cutting a canyon floor. aluminum

subframe, the lighter weight of the rear suspension translates directly into improved performance, efficiency and the smile upon your face. Four suspension links arranged in two horizontal planes precisely control rear wheel movement for maximum handling and stability, especially under high lateral acceleration.

Superb anti-dive and anti-squat characteristics add to the car's stable driving demeanor, as well as your own. As you glide farther down this angry river of

pavement, all the road's imperfec-

tions seem to disappear



beneath you, dissipating into the cool forest air. The rear suspension subframe is isolated from the vehicle's body, using large rubber mounts to virtually deny any opportunity for noise, vibration and harshness to disturb your adventure.





The road calls. You respond. The road screams. You accelerate. There's an intense conversation here between you, the pavement and your Porsche. In the

middle of this high-speed exchange is the new Tiptronic-S transmission. So revolutionary, it lets you decide how intense, or casual, you want the conversation to

It reads the road. be. In automatic mode, Tiptronic-S selects the proper

It understands your needs. gearing to achieve the

It predicts the future. objectives set by your right foot. Into the

manual slot, Tiptronic-S becomes a clutchless, manually operated 4-speed that

lets you determine shift points. And with two thumb-controlled rocker switches on

the steering wheel, you can shift with both hands firmly in control, something

that has proven beneficial throughout the Formula One racing circuit. There is

also a 6-speed manual with optimized gear ratios for quicker starts and

a higher top track speed. Dual-cone synchronizers

reduce first- and second-gear shift forces by 30%, while

sixth gear will find the top end without any hesitation.



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

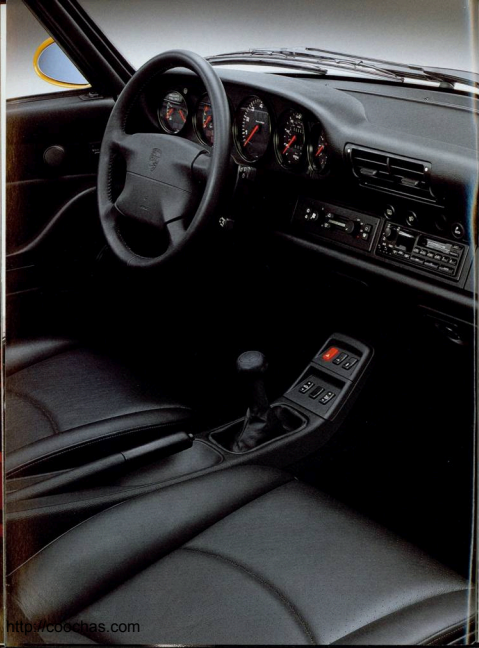


racing information, the oil pressure gauge. Which, like all other readouts, is analog rather than digital, to avoid the disruption of rounding off to an understandable reading. This race-motivated concern for such clarity extends throughout the cabin. Every switch is exactly where your fingertips expect 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.





Comfort within a Porsche is not a result of mass-produced necessities coupled

with a few sterile "appointments." Rather, comfort is found

through an interior designed specifically around what you

deem as necessary to pursue your passion for driving. This

means the ability to custom tailor your new Porsche: including special exterior

paint requests, interior modifications such as carpet or stitch color, and special

interior options. Options that are based on need and designed to enhance, rather



Thankfully, the only distraction you'll than disturb, your
ever find comes with a volume control. driving

experience. Begin with a cellular phone, to forecast your speedy arrival. Add a Digital

Signal Processing stereo that outputs 4 x 30 maximum watts of power through 10

loudspeakers while automatically adjusting both the sound and volume in accor-

dance with your vehicle's speed. Surround yourself with an almost endless choice



in both color and style of leather and wood. Finish with

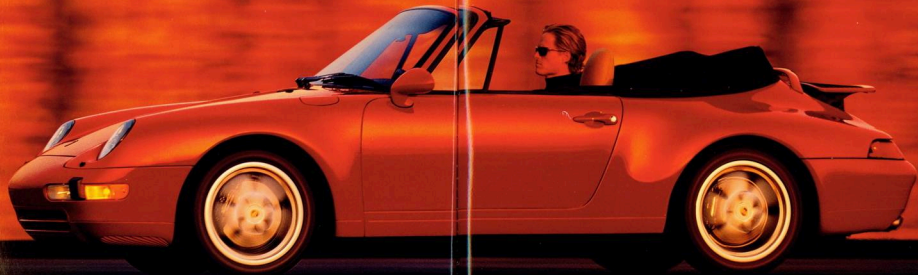
embossed seat backs that announce to passengers

the experience in which they are about to indulge.

The wide-open sky.

The wide-open road.

The wide-open throttle.



The passion of driving, coupled with the art of living. A combination not readily found upon the open road. Unless you have a sunny day and a Carrera Cabriolet. Suddenly the wind is no longer an obstacle you're fighting against, but an ally enhancing your sense of speed and freedom. Desolate country roads seem to take on more appeal than the shop-congested streets of downtown. No longer are you concerned about what time you'll arrive, but rather how much time you have to be away. A push of a button is all it takes to bring the top down and the sun up, while a bit of scrutiny over the road atlas gets you the rest of the way there. Improvements for the new 911 Cabriolet include a reshaped

top for a smoother appearance and a rear window that's now bonded, rather than stitched, to the Cabriolet top for easy and quick replacement if it should ever become necessary. Metal reinforcements beneath the fabric keep the rooftop particularly taut at speed, while a new double-acting top sealing system offers even better weather-proofing capabilities, should you suddenly detour through a patch of unsettled weather. And a new headliner reduces wind noise, while an optional wire-framed wind chester can be quickly and easily installed to help keep your hair presentable for the inevitable (and unfortunate) return back to civilization.



**Like peanut butter
to the roof of your mouth.**

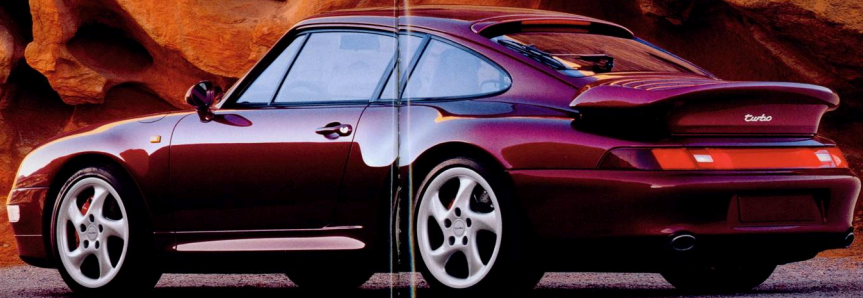
Most roads turn, twist, rise and fall. At least the ones worth driving do. For those who spend their Saturdays seeking such pavement, this is the vehicle with which to search. Equipped with all-wheel drive and named the Carrera 4, it is to driving what the jet engine is to flying. One jaunt over some untamed pavement will tell you this. As you run through the 6-speed gearbox, you'll feel something remarkable. A sense of complete control, no matter how hard the road tries to surprise you. This confidence begins with a viscous coupling clutch. It's a new system that reads wheel traction and distributes torque in relation to each wheel's grip on the road. This evaluation includes a reading of throttle input, rpm and

temperature differences. Teamed with Dynamic Driving Differential (DDD), an innovation that regulates torque split between the rear wheels, the likelihood of any over- or understeering problems is significantly reduced. The third improvement to this equation of control is Automatic Brake Differential (ABD). A partner to the ABS system, ABD detects slip at any wheel, and if it's too much for DDD to handle, ABD helps out by redirecting torque to the wheels that are grabbing, while applying a bit of braking pressure to the slipping wheel. Bringing it back under control. And you, back to the pursuit of driving.



in 4.4 seconds,

this could be a 60-mph blur.



turbo

The new 911 Turbo is actually lacking something. Racing numbers on the doors. That's about all that separates it from our competition cars. In fact, it's so similar to our GT2 Class Racing Turbos, the ones that always seem to finish LeMans ahead of everyone else, that both cars roll down the production line side by side. True to our 911 Racing Turbo, this isn't a car built just to arrive somewhere, but rather, a car built to depart for everywhere. Off the line, twin turbos minimize turbo lag while 400 horsepower maximizes acceleration. Specifically, 0-60 in 4.4 seconds. All the roadholding benefits of

the Carrera 4 all-wheel drive, coupled with a wider stance and new 18-inch wheels, make sure this power is matched with control. Under acceleration, the body's torsional strength marks a 20% improvement over the Turbo 3.6, while a new rear spoiler seems to wave goodbye to everything else on the road. A hydraulically supported clutch lets you get up through the six gears with 25% less effort, while larger brake rotors with 4-channel ABS-5 assure you can handle the red lights as confidently as the green lights.



Like your own portable amusement park.





Some find passion through their hands. Others, through

their ideas. But the question isn't just where you'll find

passion. The question is where it will take you. If that

passion has a Porsche crest attached to the front, it

will take you places no other vehicle can. A Porsche

isn't simply built to win races or meet sales quotas.

It's created to satisfy the needs of both the builder

and the driver. To escape the masses and envelop

the self. To listen to your heart. And to appreciate,

that when it comes to the experience of a

Porsche, there is no substitute.

THE 911 CARRERA.

More power.

Greater torque.

Radically new rear suspension.

A 6-speed manual transaxle.

Or a dual-function Tiptronic-S.

20 percent stiffer body.

Up to 180 mph on the track.

Each car tested on the Autobahn.

60 cars built in a day.

62 on a good day.

SPECIFICATIONS



		Carrera Coupe and Cabriolet	Carrera 4 Coupe and Cabriolet	Turbo Coupe
Engine		Rear-mounted, air-cooled, horizontally opposed 6-cylinder, single overhead camshaft, 2 valves per cylinder, crossflow hemispherical combustion chambers, lightweight aluminum-alloy block, heads and pistons		
Displacement		3.6 liters	3.6 liters	3.6 liters
Horsepower		270 hp (200 kW) @ 6,100 rpm	270 hp (200 kW) @ 6,100 rpm	400 hp (300 kW) @ 5,750 rpm
Torque		243 lb-ft (330 Nm) @ 5,000 rpm	243 lb-ft (330 Nm) @ 5,000 rpm	400 lb-ft (540 Nm) @ 4,500 rpm
Compression ratio		11.3:1	11.3:1	8.0:1
Fuel/ignition system		DME-controlled fuel injection and twin-plug ignition, dual knock sensors	DME-controlled fuel injection and twin-plug ignition, dual knock sensors	Motronic electronic fuel injection and single-plug ignition with knock control
Air induction		2-stage resonant induction	2-stage resonant induction	Twin intercooled turbochargers
Drivetrain		Rear-wheel drive, rear-mounted 6-speed manual transaxle or optional 4-speed Tiptronic-S dual-function transmission	Full-time all-wheel drive, limited-slip differential, ABD (automatic brake differential) traction system, rear-mounted 6-speed manual transaxle	Full-time all-wheel drive, limited-slip differential, ABD (automatic brake differential) traction system, rear-mounted 6-speed manual transaxle
Suspension	front rear	Independent MacPherson struts, aluminum-alloy lower control arms, stabilizer bar, negative steering roll radius Independent multilink LSA axle with toe-correcting characteristics, stabilizer bar		
Steering		Rack and pinion, force-sensitive hydraulically assisted		
Brake system		Dual-circuit, power-assisted 4-wheel internally vented and cross-drilled discs, 4 piston aluminum-alloy fixed calipers, ABS-5		
Wheels	standard optional	Cast alloy, 7Jx16 front, 9Jx16 rear Cast alloy, 7Jx17 front, 9Jx17 rear	Cast alloy, 7Jx17 front, 9Jx17 rear	Cast alloy, 8Jx18 front, 10Jx18 rear
Tires	standard optional	205/55ZR16 front, 245/45ZR16 rear 205/50ZR17 front, 255/40ZR17 rear	205/50ZR17 front, 255/40ZR17 rear	225/40ZR18 front, 285/30ZR18 rear
Acceleration	0-60 mph	5.4 sec (Tiptronic-S 6.4 sec)	5.4 sec	4.4 sec
Top track speed		168 mph (Tiptronic-S 165 mph)	168 mph	180 mph
Length		167.7 in (4,260 mm)	167.7 in (4,260 mm)	167.7 in (4,260 mm)
Width		68.3 in (1,735 mm)	68.3 in (1,735 mm)	70.7 in (1,795 mm)
Height		51.8 in (1,315 mm)	51.8 in (1,315 mm)	51.8 in (1,315 mm)
Wheelbase		89.4 in (2,272 mm)	89.4 in (2,272 mm)	89.4 in (2,272 mm)
Track	front/rear	55.3/56.9 in (1,405/1,444 mm)	55.3/56.9 in (1,405/1,444 mm)	55.6/59.2 in (1,411/1,504 mm)
Curb weight	6-speed manual Tiptronic-S	3,064 lb (1,390 kg) 3,120 lb (1,415 kg)	3,175 lb (1,440 kg)	3,307 lb (1,500 kg)
Fuel economy*	city/highway	17/25 mpg (Tiptronic-S 17/24 mpg)	16/23 mpg	13/19 mpg
Standard airbags		Driver and front passenger	Driver and front passenger	Driver and front passenger

*1995 EPA estimates. Compare these estimates to the "estimated mpg" of other cars. Actual mileage will vary with speed, weather and top length. Highway mileage will probably be less.

Carrera and **Carrera 4** specifications shown for model year 1996. **Turbo** specifications shown for model year 1996. Note: Some of the vehicles shown have optional features that are supplied at extra charge. Porsche reserves the right to make changes in design, form and supply, as well as variations in color. See the brochure on 1995 Warranty Coverage and Roadside Assistance Program. Porsche recommends seat belt usage and observance of traffic laws at all times. Performance numbers are stated for comparison purposes only.