

PORSCHE

968



When we concentrate all of our efforts in a single area, with great commitment, we naturally become especially adept at it. Ever since Porsche AG was founded, the company has specialized in developing sports cars. Our automobiles have always shared one common trait: they approach perfection in their performance and aesthetic design. Sports cars carrying the name "PORSCHE" have led the way for an entire generation of sports cars. Now we are proud to introduce our new Porsche 968. It is the latest addition to a model line dedicated to meeting the highest standards. The 968 combines what we at Porsche believe to be both valuable and desirable in today's modern automotive technology. The Porsche 968 represents our adaptation of fascination with reason, of technology with design, all to thoroughly modern standards. Even so, one glance is all that is needed to see our new 968 is a true Porsche, a true thoroughbred. We believe the Porsche 968 redefines what a sports car should be. When you see it and drive it, I know you will agree.



F. A. Porsche

A handwritten signature in blue ink, reading "F. A. Porsche".

**THE PORSCHE 968:
REDEFINING THE MODERN
SPORTS CAR.**

**PORSCHE: THE DEFINITIVE
SPORTS CAR**

Around the world, "Porsche" means the very essence of a sports car—race-bred, created uncompromisingly by a small, independent company.

What should a sports car be in today's world? Consider: by definition, a sports car should offer something beyond mere transportation. It should offer a high performance driving experience. Freedom. An escape from the serious burdens of life, driving a responsive automobile down new roads in search of adventure.

A sports car today should offer safety, comfort and environmental compatibility. And it should say something positive about its owner. If that sports car is the new Porsche 968, it says its owner insists upon an agile, refined, individual sports car. A Porsche providing an authentic sports car experience in everyday driving.

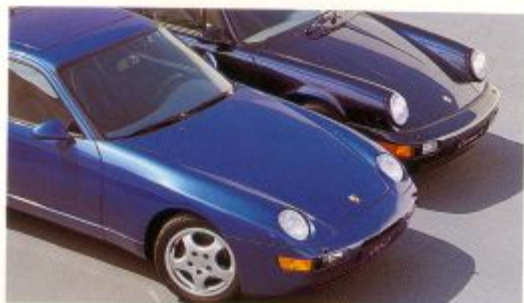
The first new Porsche model in nearly 10 years, the 968 is immediately recognizable as a Porsche. Its harmonious design is a reinterpretation of the spirit found in Porsche road and race cars such as the Types 356, 911,

904, 959 and 962. At once the freshest and most advanced expression of Porsche's design philosophy, the 968 is visually stunning.

The 968 achieves driving harmony through a careful choice of suspension settings and optimized transmission technology, tested exten-



The smoothly fluid lines of the Porsche 356 began Porsche's design tradition.



A study in Porsche's evolutionary design philosophy: the new 968, left, picks up functional design cues from the 356, 959 and the 911 Carrera 2 on the right, aerodynamically updated 3 years ago.

sively to accommodate a wide variety of driving styles. Matched to the increased performance of its proven 3-liter engine, this powertrain is exceptionally rewarding to drive.

The Porsche Development Center at Weissach set ambitious design goals for the 968. Rigorous engineering/development/testing cycles were conducted until each goal was met, and often exceeded. The unremitting objective of the 968 development program was a new, true Porsche offering a new standard in performance, comfort and safety.

A new, definitive sports car: the Porsche 968.



Legendary Porsche 959 supercar: a limited-edition masterpiece having past and future design cues.



Here the close design ties between Porsche road and race cars can be seen in the Porsche 962.











Classical Porsche elements—large, dominant headlights punctuating aerodynamically pure, flowing lines—are blended into a face that seems to say, "lively personality and functional excellence."



Aerodynamic side skirts with integral stone guards are blended fluidly into 968 design.



The 968's tail lights: functional and aesthetic ties with other true Porsches, the 911 and 928.



New alloy wheels are 959-inspired in design, race proven in the Carrera Cup series.

968: A DESIGN BOTH MODERN AND UNIQUE, ECHOING PORSCHE DESIGN TRADITIONS.

CLASSIC LINEAGE

The Porsche 968 enjoys a heritage of classic design and innovation directly traceable to the first Porsche, the 1948 Type 356.

Porsche's basic design philosophy never changes. The interpretation of that philosophy necessarily may change, but the solid design concepts in each Porsche are as timeless as the basic laws of physics. So it's understandable when the Porsche 356 owner of 25 years ago appraises today's new Porsche 968 and remarks, "Yes, I see the design evolution here—the strong, flowing lines, even the famous Porsche 'face.' It makes perfect sense." Perfect sense, because the Porsche 968, like the revered Porsche 356, follows proven design principles, not passing "styling fads."

Two areas shape the character of a sports car more than others: the shape of the body—especially the front—and harmony between engine and transmission. The new Porsche 968 received extraordinary attention in both areas.

The smooth, rounded shape of the new Porsche 968, like every classic Porsche, is a distinctive blend of beauty and function.

- The fastback profile—clean, elegant and efficient.
- The softly prominent fender line, like rails directing the driver's view to the road ahead.
- A sloping nose so sleek, it betrays its careful wind-tunnel development.
- The traditional 2+2 layout in the Coupe, providing abundant seating and/or cargo accommodations for flexible "livability."

View the new 968 straight on: large, exposed circular headlights are placed artistically in classic front fenders. When not in use, the headlights partially retract to form a smooth, unbroken hood line. Fluid line follows fluid line as though the designer's pen merely followed windswept tracings. Driving lights, turn signals and two air inlets merge gracefully into the design.

Porsche's tradition of evolutionary design is here in abundance. One sees the Porsche 959 super-

car's influence. The Porsche 928's presence is palpable, as well. Porsche designers less subtly incorporated tradition in the 959-like, aerodynamic mirrors and Carrera Cup-type wheels en route to making the 968 another classic Porsche.

Approaching the driver's door, the main section of the body makes a powerful, well-balanced impression, due in part to the flowing lines of side windows, the lowered and aerodynamically optimized side skirts with integral stone guards. Flush-mounted bumpers blend effectively into the body outline, providing a harmonious appearance front to back.

Viewed from the rear, one finds further proof of the Porsche 968's excellent aerodynamic fine tuning. The rear bumper is shaped to provide excellent aerodynamic "cutoff," reducing potential fuel-robbing turbulence at the tail. The new car's family ties with the 911 Series—and especially the 928 Series—are stated assertively, merged by engineering and styling to complement the windswept aerodynamics. The Coupe's rear wing, mounted at an optimized angle, makes a striking conclusion to this well-proportioned new Porsche.

**FUN AND FUNCTION: THE
968 CABRIOLET EXPERIENCE.**

FORM FOLLOWS FUNCTION
Everything on the Porsche 968 has a function, and the Porsche form is a direct and pure reflection of that function.

Each Porsche is proof positive of the design mandate, "form follows function." Because each component and system in a Porsche are designed using an exceptionally demanding discipline where every form is literally defined by its function.

The fashionable new 968 Cabriolet provides a fascinating study in Porsche's genius for form following function. With the stylish top up, driver and passengers enjoy all-weather driving comfort. Because Porsche designers developed the double-layer folding top in an elegant form to serve precisely this function. Lowering the top is as simple as releasing two latches and pushing a button. The silky "whir" of the top motors is one clue to how carefully Porsche engineered the 968 Cabrio. There are others: the precise fit of the boot, the infinitely variable heated

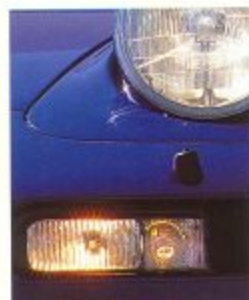
seats (optional) and the almost total absence of turbulence in the passenger compartment—all designed to make the 968 Cabrio a delightful expression of "form follows function."

AIR MANAGEMENT
While others talk of aerodynamic styling, Porsche manages the flow of air over, under and through the 968 to its maximum benefit. At Porsche, optimized air management systems begin with aerodynamics for less drag and better handling stability. And continue with managing precisely how air flows over, under and even through the car to meet a variety of design objectives.

Weissach designers shaped the new 968's body with the aid of Porsche's subsonic calibrated wind tunnel. Design goals were in two categories. First, aerodynamic flow studies, such as achieving the lowest possible aerodynamic front-wheel lift values and a low drag coefficient. The second category focused on air cooling flow objectives such as cooling for principal components—the engine, transmission, brakes, and of course the passenger compartment. Airflow is managed so precisely that the 968's body shape even directs rain spray away from the windows, enhancing visibility.



The optional headlight washing system supports driving in inclement conditions.



Integrated fog lights and auxiliary driving lights are standard equipment on the 968.



Excellence down to the last detail: integrated rain channels are finished to a high standard.



The new soft bumpers are designed to withstand impacts of up to 3 mph without damage.







SYSTEMS ENGINEERED TO BE A NEW WORLD STANDARD IN TRANSMISSIONS.

SYSTEMS ENGINEERING
Everything on the new Porsche 968 is designed and tested to work brilliantly with everything else—so that the whole is always greater than the sum of its parts.

Looking closely at a Porsche 968, one could logically conclude that Porsche "wrote the book" on systems engineering—the science of making certain each part works perfectly within its system and with other systems.

Consider the revolutionary Tiptronic™ transmission. Like most Porsche-developed technology, the Tiptronic Dual Function transmission began as one more way to win a race. Porsche set out to develop a new automatic transmission to make the 600-hp, 220-mph Porsche 962C even faster and more reliable. Porsche transmission engineers studied ways to let the driver shift—up or down—as fast as the selector lever could be moved, without a clutch. The goal: shifting without allowing revs to fall, and without interrupting power flow. The Porsche Double Clutch transmission—"PDK" in German—was the result, which evolved into the Tiptronic for

series production. As amazing as the PDK is, the Tiptronic is even more advanced.

First introduced on the Porsche 911 Carrera 2, the Tiptronic concept has won "best new technology" awards as a breakthrough transmission. To appreciate this transmission just short of a test drive, imagine yourself in a Tiptronic-equipped Porsche 968.

First, the automatic mode: Simply put it in "D" and drive off. The Tiptronic's computer is already sensing when you want it to shift, already matching your driving style with one of five driving style "shift maps." Drive moderately; the transmission's computer senses this, and selects a shift map to upshift "early," lazily, at low rpm—just when you would prefer. As you approach a good "driver's road," you accelerate to drive more sportily. The transmission's computer senses this, too, and selects a sportier shift map to remain in each gear longer, to higher rpm, just as you would if you were shifting manually.

Approaching a curve, you decelerate. Almost any automatic in the world will upshift now, bypassing engine drag to help slow the car and upsetting the balance on the car's suspension. But not the Tiptronic—special sensors

"tell" the computer you are entering a curve, so the computer holds the gear as you lift your foot from the accelerator, refusing to upshift, as you would with a manual. The result: a smooth application of power through and out of the corner.

As remarkable as the Tiptronic's automatic function is, perhaps its most remarkable facet is the driver's knowledge that all the fun and personal involvement of shifting manually are as close as moving the selector to the Tiptronic's manual gate. Tip it forward to upshift, tip back to downshift. Instantly.

How "sporty" is the Tiptronic? Perhaps the proudest moment in Tiptronic engineer Josef Petersmann's career was when he watched Porsche 968 Tiptronic test drivers lapping the tortuous Nurburgring race circuit within 5 seconds of 968s equipped with the 6-speed manual transmission. A 5-second difference over a 14-mile circuit!

The revolutionary Tiptronic transmission: systems engineered by Porsche to bring a new dimension in driving enjoyment to the new Porsche 968.



In "automatic," the computer-assisted Tiptronic automatically adapts to one's driving style.



Moving shifter into right gate activates Tiptronic's "manual" function.



The mode and gear currently engaged are displayed on tach-mounted LEDs.



Ingenuous simplicity of Tiptronic in "manual:" tip forward to upshift, back to downshift.







THE WORLD-RESPECTED R&D CENTER BEHIND THE NEW PORSCHE 968.

"WEISSACH-ENGINEERED"

One of the world's pre-eminent R&D centers is behind the new Porsche 968.

The technical credibility behind every Porsche begins at Weissach, near Stuttgart. Here one finds an unprecedented combination of gifted people and superb facilities for a small, independent company—all dedicated to keeping Porsche at the pinnacle of performance, quality and value.

With the new 968, the Weissach Development Center has applied its 40-year heritage of knowledge to create a future-oriented interpretation of the sports car. One of the most exciting elements in this exciting new sports car is its 6-speed, close-ratio transmission, Weissach-engineered in the fullest sense of the word.

The 6-speed transmission designed expressly for the new Porsche 968 was developed by Porsche to meet many aggressive goals. These included:

- A genuine close-ratio, non-overdrive transmission.
- Increased acceleration and throttle response in all speed ranges.
- Fuel economy comparable to a 5-speed transmission.
- Ability to reach freeway speeds after a single shift; from 1st to 2nd.
- Attainment of the 968's top speed in direct 6th (most "overdrive" top gears are insufficient to reach top speed).
- Easy shifting, even when cold.
- A short, convenient throw.
- Quick, positive gear engagement for confident shifting.

Porsche's transmission design expertise spans nearly four decades. The Weissach engineering staff includes some of Europe's most highly regarded transmission engineers. These are truly the best and the brightest in their field; engineers who are driven to do nothing but develop high-performance transmissions for Porsche, and for Porsche's confi-

dential R&D clients. These transmission specialists brought their in-depth experience, much of it race-proven, to the special task of designing the first 6-speed, close-ratio transmission destined for a Porsche road car.

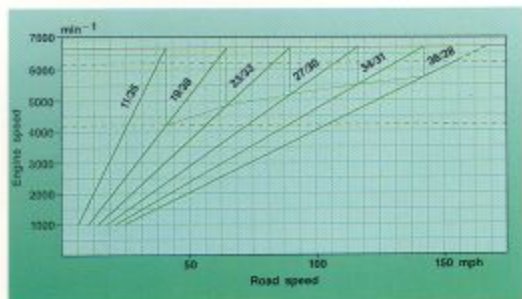
Driving the 6-speed-equipped Porsche 968, it communicates its inspired design by engineers who love driving sports cars. An overriding impression is how well the new engine and transmission combination works together. Each upshift with the new transmission feels like it lands exactly in the middle of the engine's broad torque band. Throttle response from the high-



The 6-speed shift lever is human engineered in size, shape, "feel" and location.



The 968's VarioCam™ engine and 6-speed gearbox are ideally matched for superb driveability.



Transmission designer's chart: The 6-speed transmission's gear ratios were selected to allow exceptional flexibility — freeway speeds are attained with a single 1st-2nd upshift.

torque, 3-liter engine is instantaneous. The 968's designed-in agility, from its 50/50 weight distribution and careful chassis tuning, are optimized so precisely that the driver knows at once:

This new Porsche, with this new 6-speed, sets a new standard in its class.



The logical shift pattern complements the new transmission's positive engagement.



A MAGNIFICENT ALLOY ENGINE FOR HIGH DURABILITY WITH LOW MAINTENANCE.

UNCOMPROMISED MANUFACTURING

Every Porsche 968 is built in an uncompromising manner: the best materials, meticulously handcrafted, thoroughly checked for quality.

Like all Porsche engines, the 968's alloy engine is hand assembled in Zuffenhausen, to extremely precise tolerances. After which, without exception, every Porsche engine undergoes bench testing, during which it receives final tuning and monitoring for at least 30 minutes to ensure its performance and initial break-in.

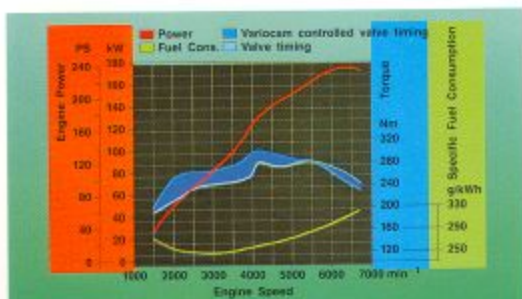
To create the Porsche 968 engine, Porsche's engine specialists first focused on the driving experience they were seeking—great agility, yet relaxed, low rpm driveability and effortless high-speed cruising. The new engine would require an ultra-broad torque band, instant throttle response, unremitting high rpm power. To succeed would be to achieve a new standard in driving pleasure in the 968's class. They succeeded.

They began with a Porsche engine already proven over 50 million miles on the road and in racing—the 3-liter, 4-valve-per-cylinder double-overhead-

cam engine from the Porsche 944 S2. In typical Porsche tradition, all design goals were not merely met; they were exceeded by a "redundant excellence" approach that backed up precision fine tuning with the creation of new, high-performance technology.

Fine tuning encompassed "streamlining" the engine's "internal aerodynamics" from the air intake in the new nose all the way to the new twin tailpipes. Unrestricted internal air flow alone makes a huge difference between a conventional engine and this Porsche engine, the latter benefitting decisively from more than 40 years of race-bred experience. No component was overlooked in Porsche's drive to minimize power-depleting back pressure. It meant developing a new muffler and a state-of-the-art metal-monolith catalytic converter, while preserving a satisfying exhaust note.

Dramatic new Porsche-patented technology also includes VarioCam™: variable inlet valve timing. Now, the inlet camshaft is controlled electro-hydraulically to provide optimum cylinder filling at any rpm. As a result, the 968's engine combines the best features of horsepower- and torque-oriented engines in one brilliant design. The engine's power rating of 236 bhp and 225 ft-lbs of torque makes it the highest torque

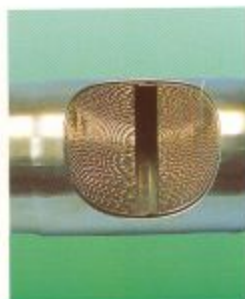


Two-dimensional portrait of a satisfying driving experience: the Porsche 968's engine with VarioCam™ and 4-valve technology allow excellent throttle response with good fuel economy.

engine of its size and type in the world today.

Other Porsche race-bred technology is exploited throughout: thermal management is so pervasive in the 968's engine that pistons are cooled by oil spray jets from below, as in the Porsche 911 Series. Special bearings reduce internal friction. Lighter weight connecting rods and crankshaft reduce internal masses for minimal vibration. Knock sensors monitor and control engine timing, allowing the engine to shrug off the effects of low octane gasolines or high altitudes. The result: superb reliability with minimal maintenance (routine maintenance is every 15,000 miles).

In true Porsche tradition, all of this additional technology and all of its resulting additional performance—14% more horsepower and 9% greater torque over the derivative engine—were gained without increasing fuel consumption.



The rare-metal catalytic converter is designed to last longer than ceramic types.



Resonant induction is one of 968 engine's many "torque enhancement" technologies.



Porsche's new VarioCam™ technology helps provide instant throttle response.



EXCEPTIONAL HANDLING WITHOUT SACRIFICING COMFORT.

EXCEPTIONAL HANDLING CAPABILITY

Porsche handling continues a long tradition of being the industry standard through innovative, race-proven technology.

The 968 was developed to a driving experience "target," combining the exhilaration and superb control of a true Porsche sports car, with the long-distance comfort of a limousine.

Much has been written about Porsche handling — the standard of the industry. Above all, it's predictable, allowing its capabilities to be applied with great precision. The Porsche 968's transaxle design helps make it one of the best-balanced automobiles in the world today. "Transaxle design" simply means the light alloy engine is front-mounted, counterbalanced by the transmission, differential and fuel tank in the rear. The result is ideal, 50-50 weight distribution. Porsche is the only auto maker to offer sports cars with such a front engine/rear transaxle for high performance with great handling stability.

Another key to the Porsche 968's exceptional handling is its equally exceptional power-assisted steering. First introduced in the 928 Series, followed by the 944 Series and now a feature of the new-generation 911 Series, Porsche power-assisted steering is widely acknowledged to be the benchmark of the industry. Rarely does a road test article fail to comment on the excellence of Porsche steering systems. Many writers agree: Porsche's power-assisted steering is unmatched for providing steering comfort without detracting from the driving experience itself — with positive feedback, the ability to communicate richly detailed road condition information.

The 968's chassis/suspension had to be equally suitable for everyday driving and for exposure to exceptionally severe and continuous loads. It had to provide its owner with confidence in tight corners, superb roadholding and ride comfort, making this special new Porsche suitable for everyday service. The solution lay in race-proven MacPherson coil springs at the front, and semi-trailing arms with torsion bar springs at the rear. All critical components are cast in aluminum alloy

for maximum durability, lowest unsprung weight and finest adjustment precision. A sport suspension option specifies 17-inch wheels, stiffer spring rates, adjustable shock absorbers and even more massive brakes derived from the 928 Series.

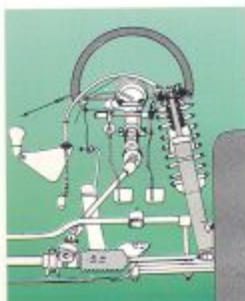
OVER-ENGINEERED FOR SAFETY AND DURABILITY

Designed on the autobahn and tested on the race-track, the 968 brings enormous reserves of safety and durability to its U.S. owner.

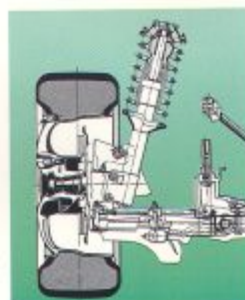
All Porsches are equally at home on the famous no-speed-limit German autobahns; the twisty, narrow back Alpine roads; and tight, congested, cobblestoned city streets.

Porsche's key project engineers drive a Porsche 968 test car daily in these conditions, determined to improve it closer yet to perfection.

This kind of breeding process explains why the new Porsche 968 offers far more power, handling, brakes and component strength than may ever be necessary.



Segmented steering column is designed to deflect the column in a frontal collision.



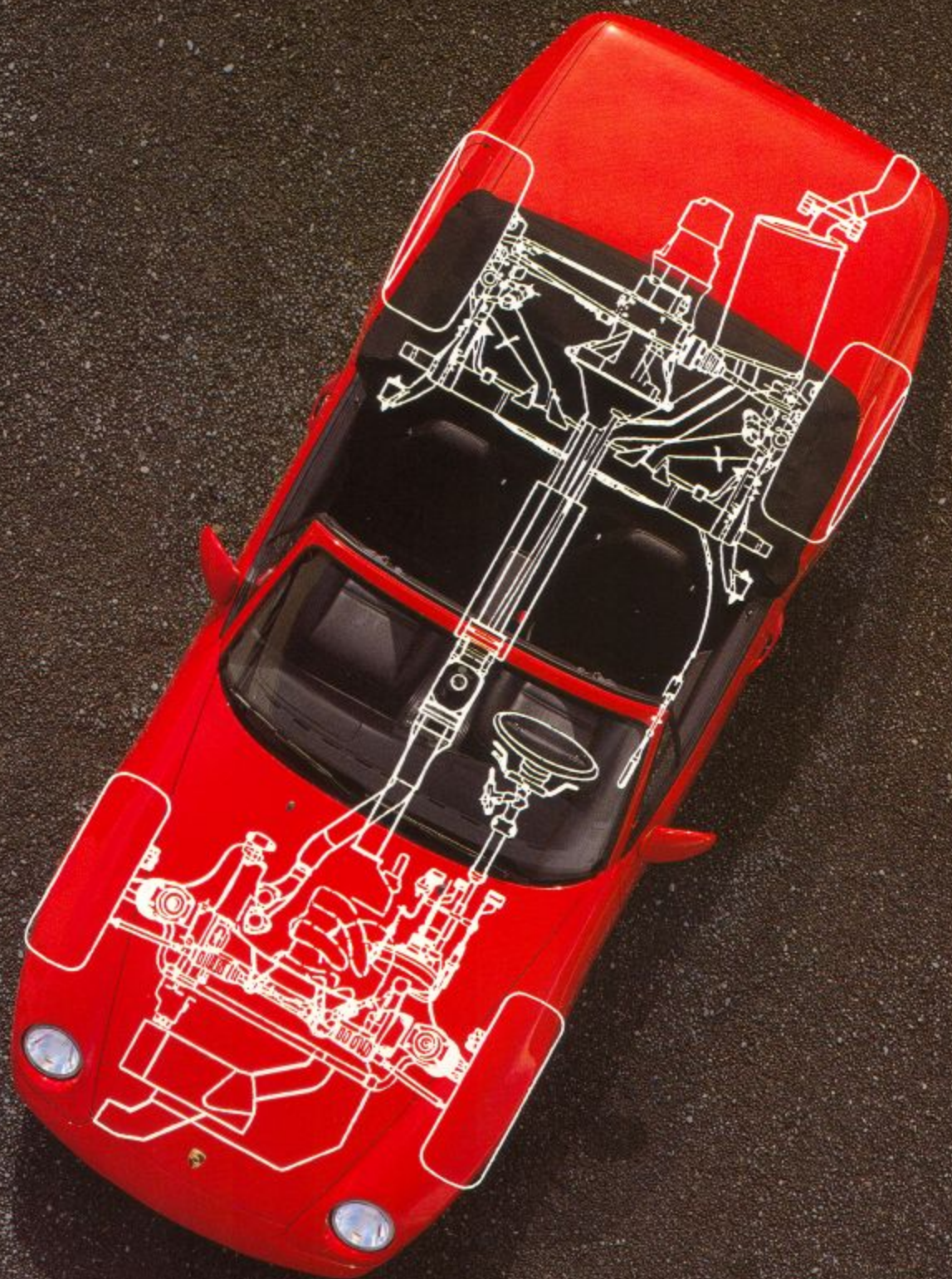
Front MacPherson-type suspension with control arm for optimized comfort and handling.



Light-alloy wheels help meet the chassis engineer's "handling" goal of low unsprung weight.



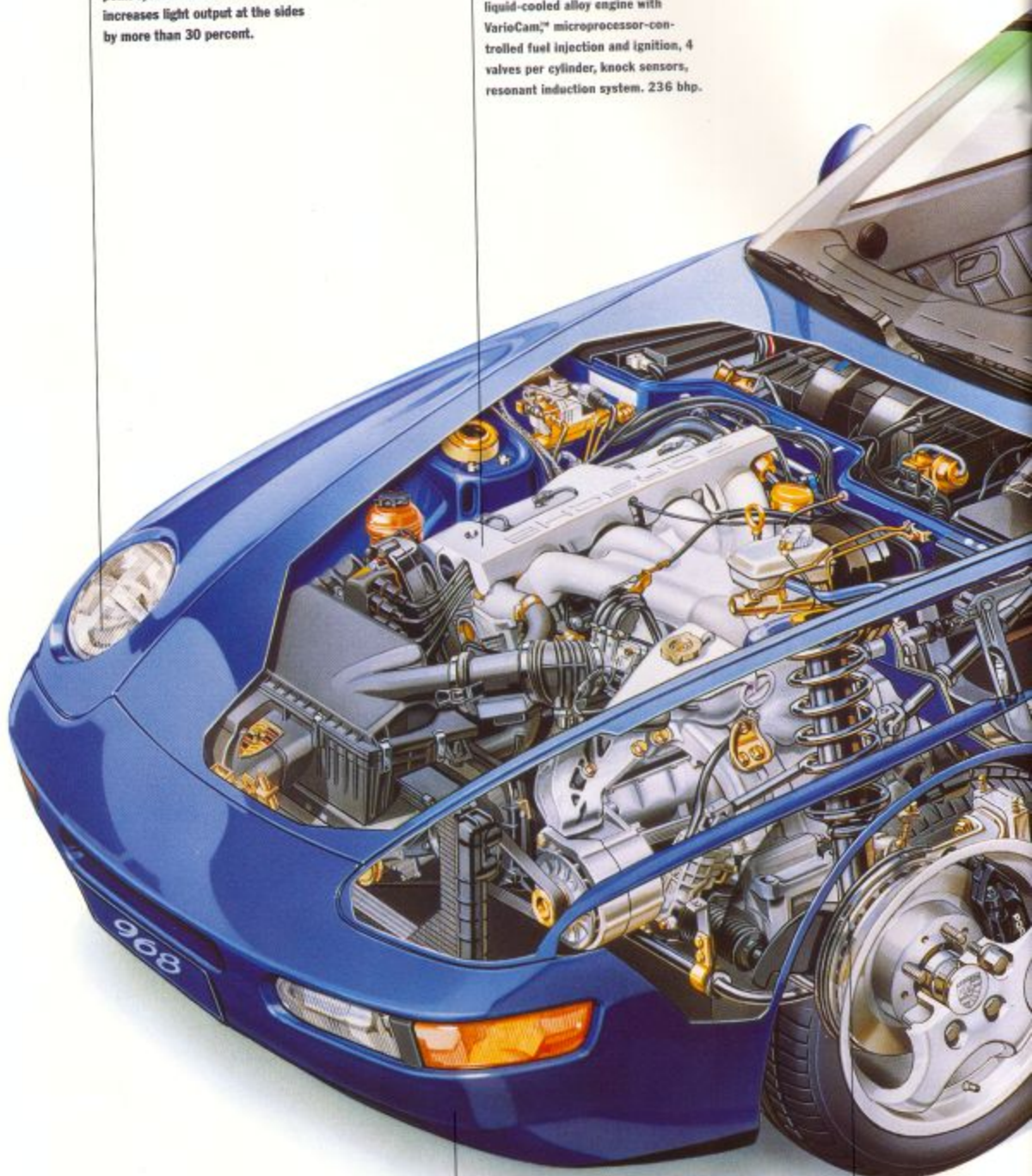
Cooler brakes for safety: air is directed to cool brakes via race-bred air management technology.



968

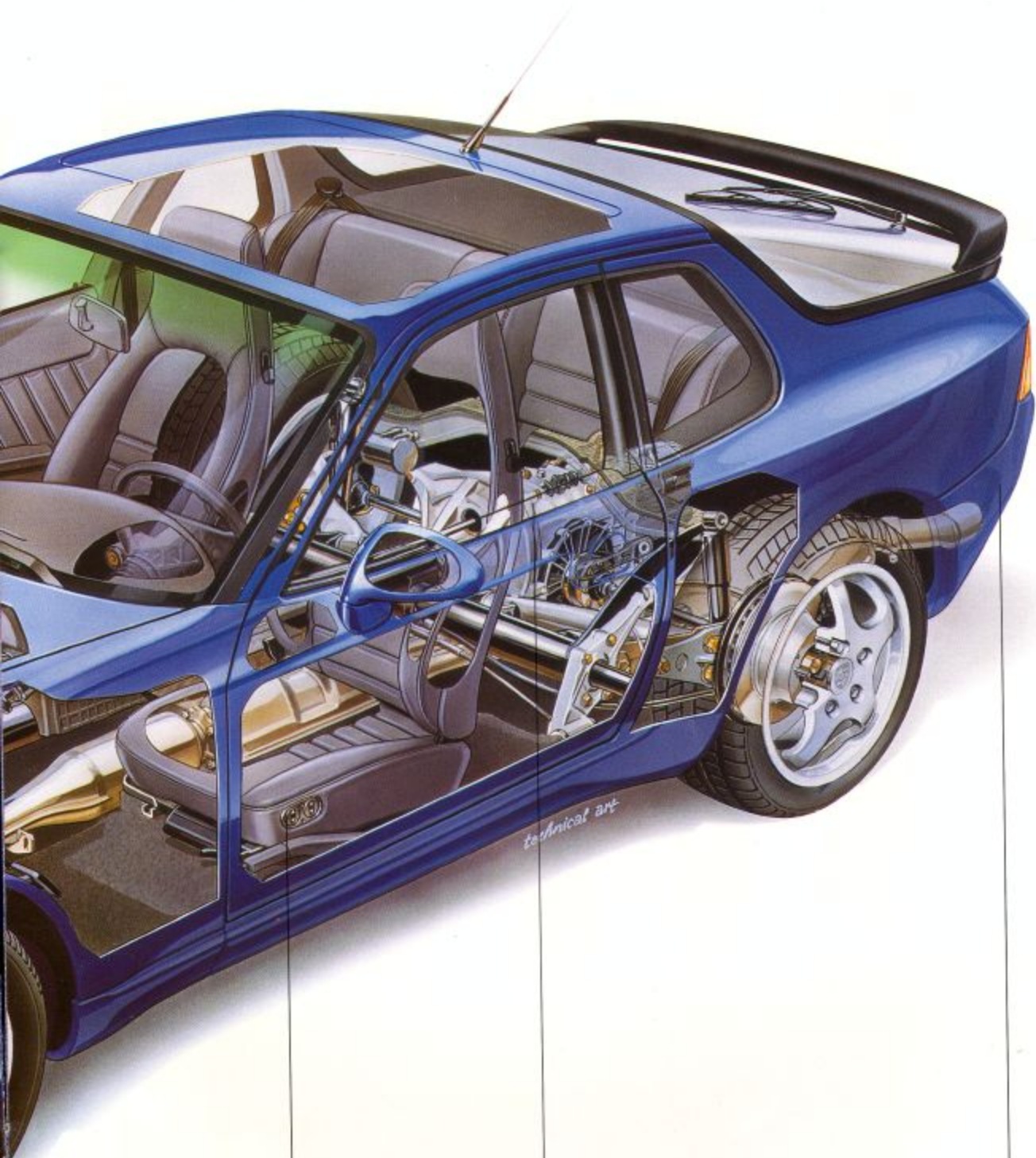
State-of-the-art projector-type headlights employ a variable focal point system which considerably increases light output at the sides by more than 30 percent.

Excellent low rpm torque and rapid response from new hand-assembled 3.0-liter, DOHC, inline 4-cylinder liquid-cooled alloy engine with VarioCam,[™] microprocessor-controlled fuel injection and ignition, 4 valves per cylinder, knock sensors, resonant induction system. 236 bhp.



Resilient, dent-resistant polymer "soft" nose section; optimized air management over, under and through car begins here.

Excellent handling and ride from light alloy suspension—arm with MacPherson strut trailing arm with torsion bar. Excellent stopping power from



power-assisted, internally vented disc brake system with 4-piston calipers, front and rear, anti-lock (ABS).

Accident "survivability" enhanced by air bag supplemental restraint system for both driver and passenger sides. Ten-function driver information and diagnostic system, outside temperature indicator. Driver and passenger seat with electric height adjustment.

Superbly balanced handling from transaxle design with 50/50 weight distribution: front engine connected to rear transaxle via solid torque tube. 6-speed manual or optional Tiptronic Dual Function transmissions. Cabriolet: four-layer, hand-stitched, hand-assembled folding top, power operated.

Ten-year limited anti-corrosion warranty from unitized body of double-sided zinc galvanized construction in Coupe and Cabriolet. Twenty-six-step paint process includes total immersion pre-treatment backed by limited 3-year paint warranty.

SUPERBLY ENGINEERED TO AVOID AN ACCIDENT.

ACCIDENT AVOIDABILITY

The Porsche 968's responsiveness greatly enhances the 968 driver's ability to avoid an accident.

A Porsche can work with its driver to avoid an accident, through excellent visibility, responsive acceleration, agile handling and exceptional braking. *The Porsche 968 optimizes all four like few other sports cars on the world market today.*

Excellent visibility is ensured by many design features: large tinted windows, clear driver visibility over the low, sloping nose, large wipers with heated washer jets. The state-of-the-art headlights use a variable focal point system which considerably increases light output. Reflected glare, such as when driving in fog, is eliminated by the projector-type headlights to increase light output at the sides by more than 30 percent.

The 968's new Cup-type wheels (so named because of its Carrera Cup racing heritage) feature an asymmetric rim hump. An innovative feature designed to prevent the tire from leaving the rim if air pressure is lost.

Porsche's brake systems are designed to provide every Porsche driver with maximum possible safety, reliability and durability. The Porsche 968 is fitted with an exquisitely engineered brake system, fully capable of the task of slowing and stopping this 158-mph* sports car: massive 4-piston fixed-caliper discs, front and rear, anti-lock-equipped, based on Porsche's racing experience.

Heat robs brakes of stopping power. Seemingly no technology is exempt in Porsche's cost-no-object drive to keep brake temperatures within safe limits. The aluminum alloy brake calipers dissipate heat rapidly, are low in weight, and have a long operating life. Disc aperture covers and retaining springs are stainless steel. The discs themselves are high-alloy steel castings, and the asbestos-free pads, also race-proven, are highly resistant to wear. Each brake pad is monitored for wear; the driver is alerted by a warning light when fresh pads are needed. The open wheel design of the new Cup wheel was developed expressly to help brakes cool, both during and after a brake system challenge, such as braking continually on a long, downhill mountain road.

downhill mountain road.

While in many ways the new 968 is a derivative of the 944 S2, a sports car proven over 50 million miles of owner use and racing, the 968 was nonetheless endurance tested as though it were a completely new model. The car, with its new engine, new 6-speed transmission and many new details, was cycled through the frigid Canadian Winter Test, a 50,000 mile endurance test including high-speed oval test runs, and autobahn and highway testing at various speeds, a city cycle and, finally, more than 10,000 high-speed miles of lap tests at the grueling Nurburgring race circuit. Back at Weissach, project engineers received frequent test reports so that components could be redesigned as necessary to meet endurance testing challenges like these—operational challenges greater than any Porsche owner is likely to encounter.

*Performance figures are for comparison purposes only.



The Anti-lock Brake System is standard equipment on every Porsche.



Each 968 disc brake is internally vented for optimal cooling.



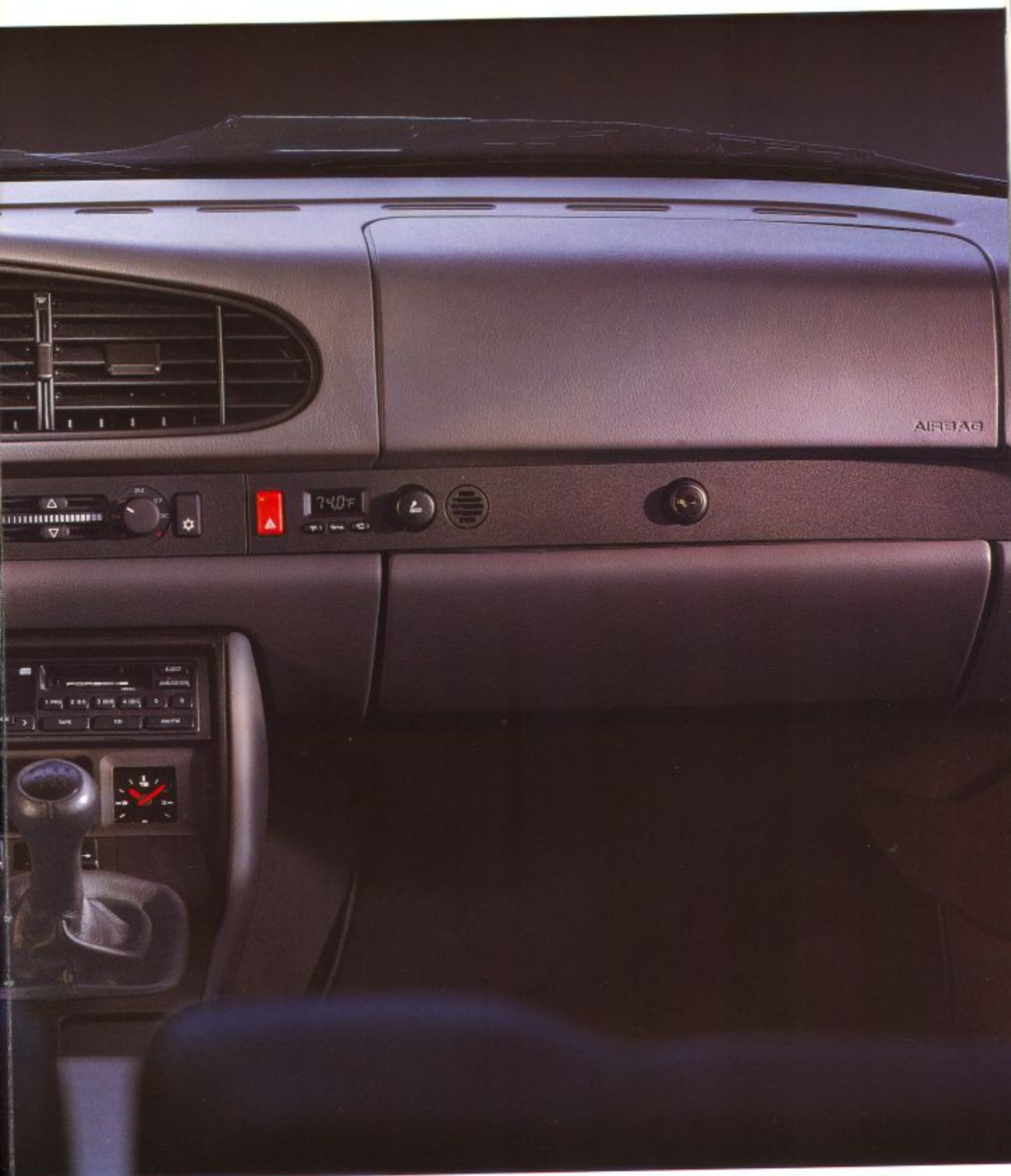
Massive 4-piston fixed-caliper brakes are lifted directly from racing.



Porsche brakes are engineered using a "cost-no-object" philosophy.







**ERGONOMICALLY ENGINEERED
FOR LONG-DISTANCE COMFORT,
SAFETY AND CONVENIENCE.**

**ERGONOMICS FROM
ENDURANCE RACING**

What we've learned from endurance racing—driving Porsches fast and safely for long periods of time—we've applied to the design of our road car interiors, such as the 968's.

For their new Porsche 968, Porsche's engineers insisted it be comfortable. And, its ergonomics—its human engineering—had to be flawless, its controls naturally easy to locate and use.

The 968's backlit analog instruments and warning light system provide information with minimal distraction. Important vehicle functions are automatically monitored continuously and even prioritized; the system asks for your attention only if something is amiss. A digital outside temperature indicator is mounted where both driver and passenger may easily observe it.

During your Porsche 968 test drive, you will discover how Weissach has optimized every contact the driver has with the car:

- The ideal position of all pedals and controls.
- The proximity, size, labeling and even "feel" of all switches and controls.

- How the new 6-speed's shift lever lies exactly where one would expect.

- Or, the effortless Tiptronic Dual Function transmission.

- The linear precision of Porsche's accelerator and brake pedals.

- The ideal grip and uncanny road feel through the power-assisted steering.

- The smooth, effortless clutch action.

- Even the nonskid feel of the pedals.

The 968's interior is designed to welcome driver and passenger into an environment created expressly for long-distance comfort, luxury and ergonomic efficiency. Here is functional luxury in the best Porsche tradition. All surfaces are finished in appealing finishes and textures. Every surface that comes in contact with the driver or passenger, from the plush carpets to the form fitting seats and armrests, is softly padded for long-distance touring comfort. The door panels are designed to be both ergonomically correct and to provide handy map and magazine storage.

The dash flows gracefully into the door capping, which itself is organically shaped and padded for comfortable support.

**ACCIDENT SURVIVABILITY
Porsche engineering provides the Porsche 968 driver with greatly increased potential for surviving the unavoidable accident.**

The front and rear sections of every Porsche are designed to absorb impact, leaving the driver and passengers protected within a rigid passenger cell.

The Porsche 968's strong transaxle tube, connecting the front-mounted engine to the rear-mounted transmission, acts as a backbone to add further structural integrity.

Since corrosion is the major weakening factor in body strength, double-galvanized bodies and the Porsche anti-corrosion warranty ensure that each Porsche 968 body will be as strong at the end of 10 years as when new.

As a leader in air bag R&D for nearly a decade, Porsche is proud to equip every Porsche 968 with an air bag supplemental restraint system for both driver and front seat passenger.



The 968, like all 1992 Porsches, provides air bag restraint systems for driver and passenger.



There are many places to store small objects in the 968's passenger compartment.



The standard security system is armed automatically each time a door is locked by key.



For convenience and safety: the outside temperature indicator is centrally located on the dash.



**A HIGH-PERFORMANCE
THOROUGHbred OFFERING
UNEXPECTED UTILITY.**

UNEXPECTED UTILITY

Each Porsche offers truly surprising utility for a sports car.

As always, Porsches inspire unparalleled pride of ownership, a true love affair with one's automobile. And yet, each Porsche is so practical, it could hardly be called a "toy"—unlike certain exotics where even a briefcase offers a packing challenge. The 968 is designed to be driven, not left at home in the garage. The 968 Coupe's 2+2 seating provides room for children and occasional adult use—so the car can be enjoyed on more occasions. And individual fold-

down rear seats offer convenient cargo/storage/seating options... the storage area behind the front seats in the Cabriolet offers handy convenience as well.

**PERFORMANCE
ENGINEERING**

The Porsche 968 Series is so completely engineered that one need not sacrifice durability, reliability, low maintenance, functional comfort or safety to enjoy high performance.

At Porsche, we have continued to expand our definition of performance engineering to include long-distance driving comfort and safety. Arriving after a long drive relaxed, refreshed—even exhilarated—is a common experience among Porsche 968 test drivers.

DESIGN GOAL: THE BEST
Porsche's 968 design goal was simple: design the best, without compromise—and design to performance, not cost.

At our Weissach Development Center, a commonly heard expression is "Yes, that's the Porsche way..."

Our common goal throughout Porsche is always the same: to build



The 968 provides the best of two worlds: the excitement of a 2+2 sports car and the utility of a small station wagon by folding down the split rear seats.

the finest in the industry, without compromise. Change for the sake of change is abhorred. Continual, steady refinement is the Porsche way to achieve true progress.

To create the exciting new 968, Porsche built on the Porsche 944 S2, an automobile that Weissach had steadily refined into the benchmark in its class. With the goal of building a new sports car, the best in its class, the result is the Porsche 968: an exciting sports car for the '90s. A new Porsche—and all that this implies in high style, performance, comfort, safety and durability. Another way of saying, "Porsche—driving in its finest form."



Take two passengers and skis: split back seats allow great 968 lifestyle flexibility.



Mark of a true 2+2: the 968's back seat, fine for two children (or an adult for short trips).



The huge sunroof tilts open electrically for fresh air, or lifts out altogether.



**AN INVITATION
TO SAMPLE "DRIVING
IN ITS FINEST FORM."**

**AN INCOMPARABLE
DRIVING EXPERIENCE**

The major difference that sets Porsche apart from any other automobile today lies in its incomparable driving experience.

In the preceding pages of this brochure, we have described an exquisitely crafted new sports car, the Porsche 968, along with some of the guiding philosophy that led to its creation by a unique entity in the world today: Dr. Ing. h.c. F. Porsche AG.

We trust that the excitement surrounding this remarkable automobile has proved to be contagious. And that you are ready for the next step: the hands-on experience of driving a 968, whether it be Coupe or Cabriolet, 6-speed manual or Tiptronic Dual Function transmission.

Your 968 test drive will provide you with the opportunity to sample firsthand the 968's driver-positive feedback, in many dimensions. To appraise at least seven elusive qualities, qualities that clearly are blended more masterfully in the 968 than in any



other sports car in its class today:

- Power: smooth, strong acceleration, great low-end torque.
- Handling: competent, balanced, sure-footed.
- Steering: superb road feel, effortless, responsive.
- Braking: impressively capable, linearly applied, confident.
- Body and chassis quality: solid, satisfying, beautifully finished.
- Controls: easy to use, ideally placed, substantial feeling.
- Ergonomics: comfortable, quiet, many convenience features.

Your Porsche-certified sales representative will be delighted to arrange your 968 test drive. We invite you to make an appointment today. And experience firsthand the definitive sports car: the incomparable new Porsche 968.

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Note: Some of the vehicles shown have optional features that are supplied at extra charge; others are shown with non-U.S. specification equipment. Porsche reserves the right to make changes in design, form and supply, as well as variations in color.

See the brochure on 1992 Warranty Coverages and Roadside Assistance Program.

Porsche recommends seat belt usage and observance of all traffic laws at all times.

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