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Press Release

15/04/2016

Most advanced 911 launches with new engine technology

Porsche Centre Lebanon celebrates arrival of the new Porsche 911

Beirut. Bursting with more power, refined design and increased efficiency, the new Porsche 911 range has arrived at Porsche Centre Lebanon showcasing cutting-edge technological advancements in what is the most highly evolved 911 to date.

Now available in a range of model variants including coupe and cabriolet, the new 911 features entirely new turbocharged power units evolved from the racetrack to the road, as part of Porsche's commitment to technology transfer. This gives the world's best-selling sports car a boost in performance alongside significantly improved fuel economy. On the exterior, the new 911 impresses with an evolutionary yet further sharpened design, while inside it features the new Porsche Communication Management (PCM) system delivering improved connectivity and controls.

Advanced over more than 50 years, the brand icon is the heritage model from which every Porsche stems. Having been developed and proven on the most challenging circuits of the world, the 911 is the sports car which has won more races than any other but seamlessly balances exceptional everyday usability.

Speaking on the arrival of the new 911 range, Assaad Raphael, Chairman and General Manager of Porsche Centre Lebanon, commented: "With its unique success story, the Porsche 911 is a car that has achieved iconic status over the decades and we are immensely pleased to be sharing its latest evolution with our enthusiasts and customers here in Lebanon. This model represents standard-setting sports car performance along with the convenience of everyday usability, all packaged in a legendary design. Thanks to the extensive range available right from the start, there is a 911 for every driver with each type boasting one overriding trait: pure Porsche performance. The innovations, which allow each version to deliver even more power but with increased efficiency, are nothing short of ground breaking and further extend the 911's position as a segment leader."

The Carrera and Targa models feature a completely new engine generation with bi-turbo charging, which set the benchmark in terms of performance, driving pleasure and efficiency. Across the range, a gain of 20 hp has been achieved, despite a fuel reduction of up to 1.0 litre per 100 km.

911 Carrera models

The new 911 Carrera produces 370 hp, whilst the 911 Carrera S delivers 420 hp, thanks to a combination of turbochargers with modified compressors, enhanced exhaust system and tuned engine management.

This allows the 911 Carrera to sprint from zero to 100 km/h in 4.2 seconds – making it two tenths of a second faster than its predecessor. The 911 Carrera S with PDK and Sport Chrono Package performs its showcase discipline in just 3.9 seconds.

Torque gains in the new models are also significantly improved by 60 Nm, with 450 Nm in the 911 Carrera and 500 Nm in the 911 Carrera S. Drivers will also now benefit from the full torque being available to be converted into sprinting power from as low as 1,700 rpm. The maximum torque is available over the entire range at up to 5,000 rpm.

911 Carrera and Targa four-wheel-drive models

The four-wheel-drive versions of the new 911 boast improved drive dynamics and driving safety. In addition, the adaptive Porsche Active Suspension Management (PASM) chassis with its ten-millimetre lower ride height, included as standard, enables an even greater spread between sporty circuit and relaxed long-distance driving.

Power distribution to all four wheels is now handled by Porsche Traction Management (PTM) from the 911 Turbo with electrohydraulic control. This enables the 911 Carrera 4 to achieve better acceleration values than its rear-wheel-drive counterparts for the first time, sprinting from zero to 100 km/h in 4.1, with the S model registering 3.8 seconds. The 911 Targa 4 and Targa 4S, with comparable equipment, need just 0.2 seconds longer.

Rear-axle steering, which for the first time is available as an option for the Carrera 4S and Targa 4S models, considerably increases the overall dynamics of the vehicle. Taken from the 911 Turbo and 911 GT3, stability is noticeably increased when the front and rear wheels are turned in the same direction starting at a speed of 80 km/h. At speeds of up to 50 km/h, the wheels are turned counter to one another for improved agility. This technology also enables better manoeuvrability in city traffic thanks to the vehicle's turning circle being reduced

by 0.4 metres.

911 Turbo models

Regarded as the top athletes in the range and thanks to a 3.8-litre six-cylinder bi-turbo engine, the 911 Turbo now delivers 540 hp, with the coupe model sprinting from zero to 100 km/h in 3.0 seconds. The gain of 20 hp has been achieved by modified inlet ports in the cylinder head, new injection nozzles and higher fuel pressure. Top speed in the new 911 Turbo is 320 km/h, 5 km/h faster than the previous model.

Meanwhile, the 911 Turbo S develops 580 hp thanks to new turbochargers with larger compressors. It is also the first production 911 to accelerate to 100 km/h in less than three seconds, reaching the milestone speed in 2.9 seconds. The model's top speed is 330 km/h, 12 km/h higher than its predecessor. Porsche is still the only manufacturer to employ two turbochargers with variable turbine geometry in a petrol engine. This enables breath-taking acceleration figures for the new high-performance sports cars

Sure to excite Porsche enthusiasts are the refined exterior features of the new 911 models, which further enhance its iconic character. They include new headlights with four-point daytime running lights and a redesigned rear lid with vertical louvres, as well as distinctive four-point brake lights.

In conjunction with the optional Sport Chrono Package and for the first time, all 911 models now have a mode switch on the steering wheel. Derived from the 918 Spyder, mode switch consists of a rotary ring with four positions for the driving modes "Normal", "Sport", "Sport Plus" and "Individual". Depending on the equipment, the latter setting enables drivers to configure their own individual vehicle set-up.

In combination with the PDK transmission, the mode switch has an additional push button, the "Sport Response Button". When this button is pressed, the drivetrain is pre-conditioned for maximum acceleration for 20 seconds, a feature that can be deployed for overtaking manoeuvres.

Meanwhile, the interior of the new models has been updated with the enhanced Porsche Communication Management (PCM) system, featuring a multi-touch seven-inch display, which offers a considerably expanded range of functions and intuitive controls similar to operating a smartphone.

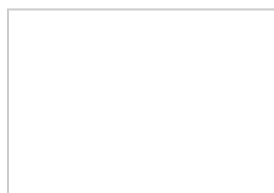
The new Porsche 911 is now available for order at Porsche Centre Lebanon. The retail price for the standard 911 Carrera base model starts at USD 155,300.

Porsche Centre Lebanon

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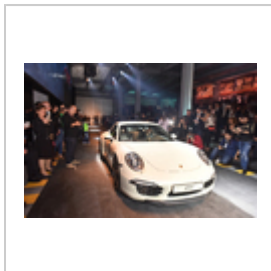
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The new Porsche 911 was launched at the Beirut Free Zone to more than 1,000 guests last Thursday



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