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The new Porsche Centre Penang. The new icon of the north.

Sime Darby Auto Performance Officially Opens Porsche Centre Penang

Penang. Sime Darby Auto Performance (SDAP), the authorised importer of Porsche vehicles in Malaysia, officially opened the new Porsche Centre Penang on 16th March 2017.

The brand new 3S Porsche Centre Penang is strategically located along Jalan Baru in Seberang Perai, Penang's automotive hub, and is easily accessible from Penang Island via the first bridge.

With an investment of over RM 15 million, the new Porsche Centre Penang occupies a build-up area of 35,575 sq ft on 102,524 sq ft of land. The state-of-the-art centre is a prominent addition to the development of the Porsche brand in Malaysia and will substantially improve the customer experience in the northern region.

"We are thrilled to be moving into Penang with our third Porsche Centre in Malaysia," said Arnt Bayer, Chief Executive Officer of Sime Darby Auto Performance. "This new 3S Porsche Centre will enable us to deliver a higher level of customer satisfaction and a unique ownership experience for all Porsche owners and enthusiasts in the northern region."

The new Porsche Centre Penang is designed to display as many as 10 cars in the showroom. The new facility has two air conditioned dialogue bays and a spacious after sales reception, integrated with the exclusive Carrera Lounge, which offers luxurious comfort and modern conveniences to customers during their visit. The state-of-the-art workshop features nine service bays as well as a warehouse for spare parts. In addition, Porsche customers can browse through the Porsche Driver's

Selection shop in shop with a selection of the latest apparel, personal accessories and toys from Porsche.

Martin Limpert, Managing Director of Porsche Asia Pacific, said: “SDAP has been our sole and exclusive importer in Malaysia since 2010 and continuously invested into the Porsche brand, with special dedication to state-of-the-art facilities and best skilled people. The new Porsche Centre Penang marks another milestone for the Porsche growth in Malaysia and is a bold statement of SDAP’s commitment. I strongly believe in the long-term potential for Porsche in Malaysia and I am convinced that this latest addition to the Porsche dealer network will support our growth path and assure an outstanding customer experience.”

To commemorate the opening of Porsche Centre Penang, SDAP also unveiled the highly anticipated all-new 718 Cayman. With its newly developed four-cylinder turbocharged Boxer engine. It is the epitome of responsibility not only for the environment, but also for the adrenaline level of the driver.

About the 718 Cayman

Low, wide, and sleek, the exterior design of the all-new 718 Cayman emphasises the even closer relationship with the 718 Boxster. Apart from roof and tailgate, the two bodywork versions visually resemble each other even more closely than ever before, with distinctive edges and clearly-defined formal contours as well as sporty details like the new exterior mirrors with a V-shaped mirror base.

The taut proportions of the all-new 718 Cayman and the prominent air intakes at the front and sides as well as its low side profile underscore the boost in dynamics. The front end exhibits a much more sculptural form, giving the vehicle a wider and more masculine appearance. Reinforcing this effect are the narrow front lights above the lateral air intakes, which contain the parking lights and indicators. The much larger cooling air intakes at the front are a prominent expression of the new turbo engine concept on the exterior. Rounding off the front end are the Bi-Xenon headlights in their new design with integrated LED daytime running lights.

Viewed from the side, the wings and side sills are striking and add power to the silhouette of the car. The contouring on the doors purposefully directs headwind into the large air intakes on either side of the car, which provide the optimum supply of air to the new turbocharged engines and form the basis for their powerful forward thrust.

More cleanly-defined and pared back, the rear of the all-new 718 Cayman is an expression of superlative sporty performance. Together with the new accent strip in high-gloss black, the lower profile of the rear wings emphasises the horizontal width of this mid-engine sports car. The completely redesigned slim taillights are distinguished by the three-dimensional technology within them, which is visible through the clear glass. The wing above extends automatically at a speed of 120km/h, reducing lift to provide even better road holding performance.

Similarly, the interior of the all-new 718 Cayman is also designed and fully-geared for sporty performance, with a newly-designed instrument panel and dashboard that redefine the cockpit in addition to a host of other upgraded elements.

The new sports steering wheel is derived from the 918 Spyder - motorsport in its purest form. The optional GT sports steering wheel with its smaller diameter further enhances the cockpit feel. The cluster of three round instruments, with the rev counter positioned in the centre and flanked by a 4.6-inch colour screen, remains a characteristic feature of the familiar Porsche environment. Excellent ergonomics, always a crucial part of Porsche interiors, is retained in the ascending centre console, which shortens the reach between the steering wheel and the gear selector. The clear arrangement of function buttons also saves time and allows the driver to focus on driving.

The latest generation Porsche Communication Management (PCM) with a 7-inch multi-touchscreen is now included as standard, offering a variety of options for individualisation, including optional Connect, Navigation, and Connect Plus modules. The Connect module, for example, comprises a smartphone storage compartment for wireless connection of the smartphone to the car's exterior antenna, an iPod-capable USB port on the centre console, and Apple CarPlay including voice control.

With the introduction of the turbocharged four-cylinder flat engine, the 718 Cayman with PDK gearbox and Sport Chrono Package accelerates from zero to 100 km/h in 4.7 seconds. A 718 Cayman S with comparable equipment completes this sprint in 4.2 seconds. The top speed of the 718 Cayman is 275 km/h, and the 718 Cayman S can reach a speed of 285 km/h.

The new engine results in considerably more torque in the low rpm range, while retaining the high rpm limit that still delivers the characteristically-powerful acoustics of a Porsche horizontally-opposed unit. Fuel consumption is also consequently lowered as a result. Available as an option is Porsche Active Suspension Management (PASM) with a ten-millimetre lower ride height.

New and extended optional assistance systems are now available in the all-new 718 Cayman models. The optional cruise control system can now brake moderately when the pre-set speed is exceeded, such as when driving downhill. The Adaptive Cruise Control option now has a coasting function in conjunction with the PDK transmission. When driving in a queue of vehicles the clutches are disengaged, thus saving fuel with unpowered coasting. The optional lane change assist monitors traffic behind with radar and uses LED lamps in the left and right of the mirror triangles to warn the driver about approaching vehicles in the blind spot.

Retail base price for the new 718 Cayman and 718 Cayman S starts from RM530,000 and RM700,000 respectively. All Porsche cars sold by SDAP come with a four-year warranty and free maintenance package which includes complimentary service, parts and labour. The stated price includes all applicable duties, except registration fee, road tax and insurance. Specifications and prices are subject to change without prior notice.

About Sime Darby Auto Performance Sdn. Bhd.

Sime Darby Auto Performance Sdn. Bhd. (SDAP) is the authorised importer of Porsche in Malaysia since 2010. Sime Darby Auto Performance is under the Motors Division of the Sime Darby Group. SDAP distributes Porsche vehicles and parts and also provides After Sales services in Malaysia.

Sime Darby Auto Performance Sdn. Bhd.

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