



## **Porsche Taps World's Top Off-Road Drivers and Mobil 1 for Cayenne's Run At Transsyberia Rally 2007**

When executives and engineers at Porsche decided to enter 25 of the company's new Cayenne S Transsyberia sport utility vehicles in the famous Transsyberia Rally 2007, a grueling 7,100 kilometer (4,412 mile) race across the rugged terrain of Siberia and Mongolia, they knew the success of the teams would rely on the personal skills of the drivers and the performance of the vehicles. With the goal of winning the Transsyberia Rally in their sights and some of the top off-road drivers from around the world in the driver's seats, engineers at Porsche also knew they needed an engine oil that could provide a variety of performance benefits due to the difficult and demanding variety of driving conditions that the Siberian trek offered.

Naturally, they chose Mobil 1 0W-40 synthetic engine oil, the factory and recommended service fill for all Porsche vehicles since 1996.

"For the past ten years, Porsche engineers have trusted Mobil 1 for its outstanding performance capabilities and superior engine protection," said Jürgen Kern, Porsche Cayenne Transsyberia Team Manager. "The Transsyberia Rally is a true test of a vehicle's ability to perform in extreme conditions and as we equipped our team of 25 Porsche Cayenne S vehicles we knew we needed to use a motor oil that could help maximize engine protection and performance. As we've done before, we turned to Mobil 1 fully synthetic motor oil."

Departing from Moscow on August 3, 2007, bound for the Mongolian capital of Ulaanbaatar, the 14-day journey through a mix of thick forests, hot deserts, rugged mountains and flat plains demanded the highest level of performance from the driver, the vehicles, and most importantly, the engines. The varying temperatures throughout the journey placed added stress on the engines as they pushed through the rugged terrain. Along with the daily stages covering up to 950 km (594 miles), rally participants had to master a series of special stages that required maximum performance from rally teams and vehicles in order to succeed.

"The Transsyberia Rally is about speed, endurance and performance," said Jeff Zwart, Porsche driver, North America Team 3, representing the United States. "There were definitely areas of the course where the performance of the engine kept me from losing my position among the other drivers and also enabled me to gain positions on other drivers who seemed to



be struggling with the terrain. The power and performance of the Porsche Cayenne S engine and Mobil 1 were key to holding my ground and staying ahead in the race."

Mobil 1 provided a variety of performance benefits to the Cayenne S competing fleet including fuel economy, excellent oil flow characteristics and outstanding engine wear protection. Mobil 1 also operates in a temperature range from -45°C (-49°F) to +200°C (+392°F) making the oil ideal for the conditions the teams faced crossing Siberia. In addition, Mobil 1 0W-40 is perfectly suited for the high-performance super-charged and turbo-charged engines, delivering the power and performance capability needed to battle through the tough terrain.

"I was amazed throughout the Rally that the engine performed flawlessly whether I was climbing steep hills, driving through streams and rivers or battling over sand dunes in the Gobi Desert," said Konstantin Sorokin, Porsche driver, Team Russia 1, representing Russia. "There were times where I felt I might get stuck but the Cayenne pushed right through without any problems thanks to Mobil 1."

When the 25 Porsche Cayennes crossed the finish line in Ulaanbaatar after 14 exhausting days behind the wheel, seven of the top 10 finishers, including the first place Team North America 2 with drivers Rod Millen and Richard Kelsey, were driving the special-edition Porsche Cayenne S with the help of Mobil 1.

"This was a true test of the vehicle's performance in the most extreme conditions," said Eddie Siong, Porsche driver, Team Asia Pacific. "It was such an exciting experience to take the Cayenne S out into these conditions and to feel the performance and power the engine had throughout the journey."

"Within the industry, Porsche exemplifies the highest level of performance on and off the road. We are proud of our 10 year partnership with Porsche, and the opportunity to work with the top automotive engineers in the world," said Hauke Braack, Strategic Global Alliance Manager, ExxonMobil Lubricants & Petroleum Specialties Company. "Competing at the Transsyberia Rally demonstrates the power and performance capabilities of both the Cayenne S Transsyberia and Mobil 1 on one of the world's most demanding and challenging competition courses."



Mobil 1 is original equipment in a number of other high-performance vehicles. Mobil 1 is the world's leading synthetic motor oil brand.

### **About Porsche Cayenne S Transsyberia**

The new Cayenne S Transsyberia is a Porsche through and through. Equipped with VarioCam Plus valve management, the Cayenne S Transsyberia is like its traditional road version - powered by a 385bhp (283 kW) 4.8-litre naturally aspirated V8 engine that generates a maximum torque of 500 Nm at 3,500 rpm. The direct fuel injection engine, which also runs on a mixture of gasoline and ethanol, is able to lower fuel consumption by approximately 15 percent, giving the Cayenne S a significantly longer range than before. The Cayenne S Transsyberia is a specially developed model that boasts enhanced off-road qualities of the Cayenne and is designed to meet the challenges of long-distance rally racing. Twenty six units have been produced in Leipzig, Germany, for this year's race.

The Transsyberia Rally is organized by MWE MotorWorld Event GmbH, Gustav-Freytag-Strasse 9, 35039 Marburg, Germany, and is supervised by veteran rally specialist Richard Schalber and his experienced event team.