



PORSCHE

Dr. Ing. h.c. F. Porsche Aktiengesellschaft · Postfach 1108 · D-71611 Ludwigsburg

Porsche Club of South Africa, Central Region  
Mr. Ray Smit  
Private Bag  
9955 Cresta 21181  
Republic of South Africa

Dr. Ing. h.c. F. Porsche  
Aktiengesellschaft  
Porschestraße 15-19  
D - 71634 Ludwigsburg  
Tel. +49 (0) 7 11 / 9 11 - 7 83 97  
Telefax +49 (0) 7 11 / 9 11 - 7 89 89  
Email claudia.schaeffner@porsche.de

Your letter of

Your reference

Our reference

Date

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19.07.2011

## Drive Plan Maintenance Agreement – LSM Distributors

Dear Ray,

The 2010 Porsche Club South Africa event was very well organized by you and the team and we hope that you have recovered from all the organizational stress in the meantime.

We would like to take the opportunity of providing you with feedback on the above mentioned topic. During the last couple of months, we have done an immense amount of research and have had various discussions regarding the actual situation with the Drive Plan in South Africa. We take your concerns very serious and for us it is also important to find an appropriate solution for all parties.

After numerous discussions, including legal consultation on the topic, we must hereby inform you that it is unfortunately not possible to alter the already tested and proven Drive Plan formula, which has been developed for the highly demanding South African customer. The manifest objective of the Drive Plan is to provide customers with peace of mind motoring and a fully backed up maintenance and service plan for 3 years or 90,000 km.

It has been a long and informative road, but after carefully considering all potential options, we have to resort to a clear, transparent and legally feasible solution.

Nevertheless, we wish to emphasize that our Club members in South Africa are important to us and highly respected by us. We will therefore remain in close contact with you. Our target is of course to give you, as Porsche enthusiasts, the opportunity to enjoy the driving experience a Porsche owner deserves.



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In order to realize such an experience to the fullest extent possible and to provide Porsche customers with a driver oriented event, Porsche AG, Porsche Middle East and Porsche Centre South Africa have come to an agreement. Porsche Centre South Africa will, through the Porsche Centres in Johannesburg, Cape Town and Umhlanga, support Porsche Sport Driving School days to be offered to all Porsche customers whose vehicles are in the category of 3 years old and younger. This attractive proposition will be offered as a product, whereby owners opt to pay for the official PSDS experience and enjoy their vehicles in a supervised and controlled environment under the auspices of Porsche Centre South Africa. However, please note, that we have to point out that this will not entail any form of event timing.

Against the complexities of the negotiations, we are sure you can appreciate that the Drive Plan is a legal agreement between Porsche Centre South Africa and all their customers who qualify. This presents a challenge in that one cannot manage an exception without exposing oneself to legal and financial implications. As Porsche, all our customers are important to us, and we therefore can not maintain an inconsistent approach with regard to the benefits offered by Drive Plan.

It is our sincere hope that we can put this "issue/difference of opinion" behind all parties involved and move forward in a constructive and positive manner.

The Porsche Club with its rich history is important to us but so is our partner, LSM Distributors, which has invested significantly to service and cater for the demands of our Porsche customers into the future.

We thank you very much for your understanding on the above matter and every one of us is very much looking forward to the ongoing friendship and personal contact. Hopefully we will meet you, your family as well as your Club members at the South Africa Parade in Port Elizabeth.

Yours sincerely,

Handwritten signature of Sandra Mayr in black ink.

**Sandra Mayr**  
Manager Community Management  
Porsche AG

Handwritten signature of Claudia Schäffner in black ink.

**Claudia Schäffner**  
Community Management  
Porsche AG

Handwritten signature of Andre Oosthuizen in black ink.

**Andre Oosthuizen**  
Marketing Director  
Porsche Middle East & Africa

cc: Toby Venter, Porsche Centre South Africa  
Inderan Pillay, Porsche Club South Africa - Kwa Zulu Natal  
Karl Illenberger, Porsche Club South Africa - Eastern Cape Region  
Ken Wentzel, Porsche Club South Africa - Cape Region  
Jürgen Schmitt, Porsche Club South Africa