

ROAD TO SAFETY

Think Safety First For Ultimate Roadster Ride

(NAPSA)—When it comes to sports cars, even those drivers with a need for speed are starting to brake for safety.

An estimated 34,000 people are killed in auto crashes in the United States each year. And whereas sports cars are most often associated with sleek exteriors and hip convertible tops, some of today's roadsters offer the most sophisticated, reliable safety features on the market—to ensure your drive is as good as it looks.

Two Sides Of Safety

Safety has two sides—passive and active. Passive safety provides protection at the time of a collision. It begins with a chassis designed to properly absorb an impact and further protect occupants with two important features: dual front and side airbags and a protective safety bar—necessary should a rollover accident occur.

Active safety helps you avoid a collision. It also begins with a well-conceived chassis and can be greatly enhanced by the intelligent application of modern technology, such as anti-lock disc brakes for increased stability; an Electronic Stability Control System (ESC), which takes over if a car's sensors detect a loss of control; and horsepower, to help the driver accelerate away from danger. Balance is also important, with the weight ideally being distributed evenly between the front and rear, giving the car maximum agility.

What To Look For

There are certain questions to consider when shopping for a sports car. For example:



The Porsche Boxster's mix of safety and style makes for a great sporty ride.

- Does the car offer consistent and predictable handling, which can help you avoid an accident?
- Does the car have big disc brakes front and rear to provide short stopping distances?
- Does the car have a safety bar and a wind blocker to reduce wind noise?
- Are the seats comfortable, and will they hold you in place in tight turns?

Comfort Meets Style

Whether you're driving cross-country or simply commuting to work, you want to minimize fatigue while traveling. This is where style makes its move from exterior to interior, with features that bring you comfort behind the wheel.

Among true sports cars, the Porsche Boxster and Boxster S are excellent examples of style, comfort and safety combined into one smooth joy of a ride. And as proof of its quality and design excellence, the Boxster was ranked highest in the Compact Premium Sporty Car segment in the J.D. Power and Associates 2007 Initial Quality Study. To learn more, visit the Web site at www.porsche.com.