



## **All-New 2010 Porsche 911 Turbo Arrives at Jim Ellis Porsche**

*Atlanta Porsche dealer announces that the 2010 911 Turbo will be arriving this week, to go on sale January 30, 2010. The iconic 911 Turbo offers more horsepower, and less fuel consumption.*

Atlanta, GA ([PRWEB](#)) January 14, 2010 -- Jim Ellis Porsche, Atlanta's 26 year old Porsche Centre, wants you to be the first to know all about the exciting launch of the Newest Porsche Turbo, arriving this month to our showroom! Porsche Cars North America announced today that the all-new 2010 Porsche 911 Turbo will arrive this week and go on sale on January 30. This is only three months after the debut of the highly-acclaimed Panamera, Porsche's first gran turismo and sports car for four.

Porsche has traditionally put great emphasis on the efficiency of its cars, but the new flagship 911 gives a new meaning to its high-performance label: while its acceleration, braking and handling capabilities make it a true super sports car, it will go about its business with a thriftiness that is equally remarkable and by no means the norm in its class. With a fuel economy increase of up to 13%, the new 911 Turbo is indeed more powerful and more efficient.

"We are very excited to welcome the all-new 911 Turbo to Atlanta," said Doug McIntyre, General Manager of Jim Ellis Porsche. "More than ever, this supercar is a technological 'tour d' force' – and the seemingly unanimous automotive 'buff book' reports support what we already believe – this is the best 911 Turbo ever."

The 2010 911 Turbo features the first entirely-new engine in its storied 35-year-history. The new flat-six boxer engine now delivers 500 horsepower (hp), an increase 20 hp over the previous engine. Maximum torque is up by 15, to 516 lb. ft. when equipped with the optional Sport Chrono Package Turbo. "It's basically a street legal formula race car. There truly is no substitute." says Jimmy Ellis, Vice President and COO of the Jim Ellis Automotive Group.

All of this means that the new 911 Turbo can accelerate from 0-60 mph in 3.2 seconds when combined with the new, highly-acclaimed Porsche-Doppelkupplung, or PDK seven-speed dual clutch transmission. Top track speed is 194 mph for both the Coupe and the Cabriolet models and its EPA estimates are a best-in-class 17 MPG City and 25 MPG Highway for the new Coupe when equipped with the PDK transmission.

One unique innovation is the optional dynamic engine mounts. Introduced earlier this year on the 2010 GT3, the new mounts utilize magnetic fluid that automatically adjusts for comfort or sport, depending on the driving conditions, and help make the car an excellent every-day driver while being an even more dynamic performer.

"The Porsche 911 Turbo has always represented the pinnacle of the 911 model line since it was first introduced in 1974," added McIntyre "Now, 35 years later, the 'Turbo' is still considered the standard when looking for the perfect combination of supercar performance with everyday drivability."

The 2010 Turbo Coupe and Turbo Cabriolet have a MSRP of \$132,800 and \$143,800 respectively.

About Jim Ellis Porsche: Among the top 25 Porsche dealers in the US today, the Jim Ellis Porsche dealership



has distinguished itself among its peers. With all Porsche models in stock, from the 911 to the Cayenne to the new four-door Panamera, Jim Ellis strives to provide both the inventory and the experience Porsche customers have come to expect. Visit our newly remodeled showroom, or [check us out online](#).

About Jim Ellis Automotive Dealerships: The Jim Ellis Auto Dealerships are a family-owned and operated business with dealerships located in Atlanta and Marietta, Georgia. The Jim Ellis dealerships sell new cars from Audi, Chevrolet, Buick/Pontiac/GMC, Hyundai, Mazda, Porsche, Saab and Volkswagen, as well as a wide selection of used cars. To learn more, or to browse a complete inventory online, please visit the [Jim Ellis](#) family website.

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