



PORSCHE



**June 2008**

# Porsche Club

**News 3/08**



For more information, visit [www.porsche.com](http://www.porsche.com).

**School isn't supposed to be this much fun.**

**The Porsche Sport Driving School.**



**PORSCHE**

## Editorial

**Dear Porsche Club Presidents,  
Dear Porsche Club Members,**



**The team of the worldwide Porsche Club Coordination**

The event season has begun and the summer months are just around the corner. The beloved oldies and jewels of the Porsche range are being woken up from their winter sleep, repaired or simply dusted down. We can hardly wait to put the key in the ignition on the left of the instrument panel, savour the sensation of turning the key and launch into the 2008 event season filled with exciting tours, inspiring Club events and a whole host of driving pleasure experienced together.

Life in the Porsche Club means experiencing the Porsche brand together – at our 607 Clubs all over the world. And the 2008 season promises to be particularly successful. Wherever we contact Clubs, enthusiastic members are giving their all to prepare or hold Club events. In our Events Calendar, we will present four of the major events which, just like all our events, are always worth a visit: the Porsche Parade USA, where Hans-Peter Porsche will once again make an appearance this year, the West Coast Holiday of the Porsche 356 Registry in the legendary Lake Tahoe Resort, the Le Mans Classic and the main German event for all motor sport and classic

fans – the AvD-Oldtimer-Grand-Prix. And it goes without saying that the events presented here are just a few of those included in the event calendar. Information on other events, both large and small, can be found in our online event calendar at [www.porsche.com](http://www.porsche.com). It's always worth a look. Make sure you take the opportunity to actively advertise for your own events.

The Porsche Museum is also out and about month after month representing the classics of the Porsche brand at the wide range of racing events, classics meetings and Club events all over the world. For example, the team led by Museum manager Klaus Bischof took the 356 light metal Coupé to Japan for the Porsche 356 Holiday (as reported in the last Porsche Club News). For logistical reasons, the “rolling museum” often bears more resemblance to a “flying museum” due mainly to the long distances between the event locations and the limited time available for transportation. To ensure that the classic models arrive at their location on time and in perfect condition, the transport logistics must be well thought-out and expertly organized. Find out how this is achieved and satisfy

yourself that the museum treasures are in good hands in the article “Around the World in a Container” on page 10.

The water sport fans among you may be interested to learn that, in the future, the proverbial Porsche driving experience will not only be available on tarmac but also on water – in the form of the Fearless 28 manufactured by the yacht brand with the same name and drafted and designed by the Porsche Design Group in Zell am See, Austria. Read our report “Creation stories around the 911” on page 6 to discover how the activities of Porsche Design world range from writing utensils right through to luxury yachts.

We wish you every success with the organization of your events and look forward to reading your reports on the Porsche Club events currently taking place. Porsche Club Coordination will be present at many of the events, and the Porsche Club Coordination team is looking forward to experiencing them first hand.

We wish you all a great season and look forward to welcoming you again in the next packed edition of the Porsche Club News.

### **Your Worldwide Porsche Club Coordination Team**

Sandra Mayr  
Alexander E. Klein  
Anne Philipp  
Mathias Menner  
Paul Gregor

## **In-house business:**

To make it easier for us to produce the Porsche Club News, we ask you to let us have your contributions by e-mail. Please attach text contributions as a Word file. We prefer you to save your pictures in **Tiff format**, otherwise in JPEG format (minimum resolution **300 dpi**, at an actual size of at least **13 cm width**, as RGB or CMYK). Make sure there is **no "pixelation"** in the pictures and **do not** save the pictures as indexed colours (Web colour scale). We regret that we cannot process Word files or Powerpoint presentations containing embedded images to printable quality.

### **Your editorial team**

## **Porsche Club News on the Web:**

The latest Porsche Club News and the archived back issues from issue 1/99 are available on the Internet under: [www.porsche.com](http://www.porsche.com)

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# 1. News from Porsche AG

## Design

### Behind the Scenes – Creation Stories Around the 911

**The Porsche world is not just made up of 911s, Boxsters, Caymans and Cayerennes. The subsidiary Porsche Design Group is conquering new fields with innovative luxury products. "Carrera" visited Porsche Design in Zell am See in Austria.**

Around 400 kilometres lie between Zuffenhausen and Zell am See. But Porsche is omnipresent in the small town with a population of 9,600. Schüttgut, the Porsche family manor, is in view with the chapel alongside, where Ferdinand Porsche, his daughter Louise and son Ferry are laid to rest. Porsche Design is situated in Flugplatzstraße 29, close to Professor-Ferry-Porsche-Straße, Porscheallee and the Ferry Porsche Congress Center. The studio in the heart of the picture-postcard landscape of Kitzsteinhorn

and Großglockner offers the necessary tranquillity for the 15 designers to find inspiration for their creative work.

The diverse nature of the work can be seen on entering the studio in a small showroom to the left of the entrance: glasses, clocks, cameras, lights, writing utensils, coffee machines, toasters, train track models and a motorized yacht. The selection shows: design equals existence. Through the use of high-class materials, top-quality processing and innovative technology,

every product is a classic because they stand the test of time. "We aim to design companions for life", says manager Roland Heiler, "real heirlooms. A writing utensil from Porsche Design is perfect for handing down to a son or daughter."

In the exhibition, visitors can admire the finished products which are the result of visions formed in the same building one floor higher. Simple free-hand sketches usually form the basis for discussions leading to a new product. And the exchange of ideas becomes a permanent process. Questions are asked and the essence of the matter determined. Designers are problem solvers. Do sunglasses really have to create a bulge in jacket pockets? The solution was the sports sunglasses "F0.9". The kinematic solution means that the folded glasses are 0.9 centimetres flat.

**From the idea to the implementation: every product starts with an intensive exchange of ideas and initial vague sketches**





Do toasters really have to gather dust? The device developed for Siemens was made with a sliding roof feature.

**State-of-the-art: the product then takes shape on the graphics tableau**

Following an appraisal and intensive exchange of ideas, state-of-the-art 3D and 2D software turn forms into reality. Via the graphics tableau, a kind of virtual drawing block, the project begins to take form on the screen. Minimalism forms the basis of the design. And this is also reflected in the interior of the studio. Walls would distract, so the design was reduced to the essentials, with room-high cupboards fulfilling the function of walls. The birch wood fills the atmosphere with its warm, feel-good colour.

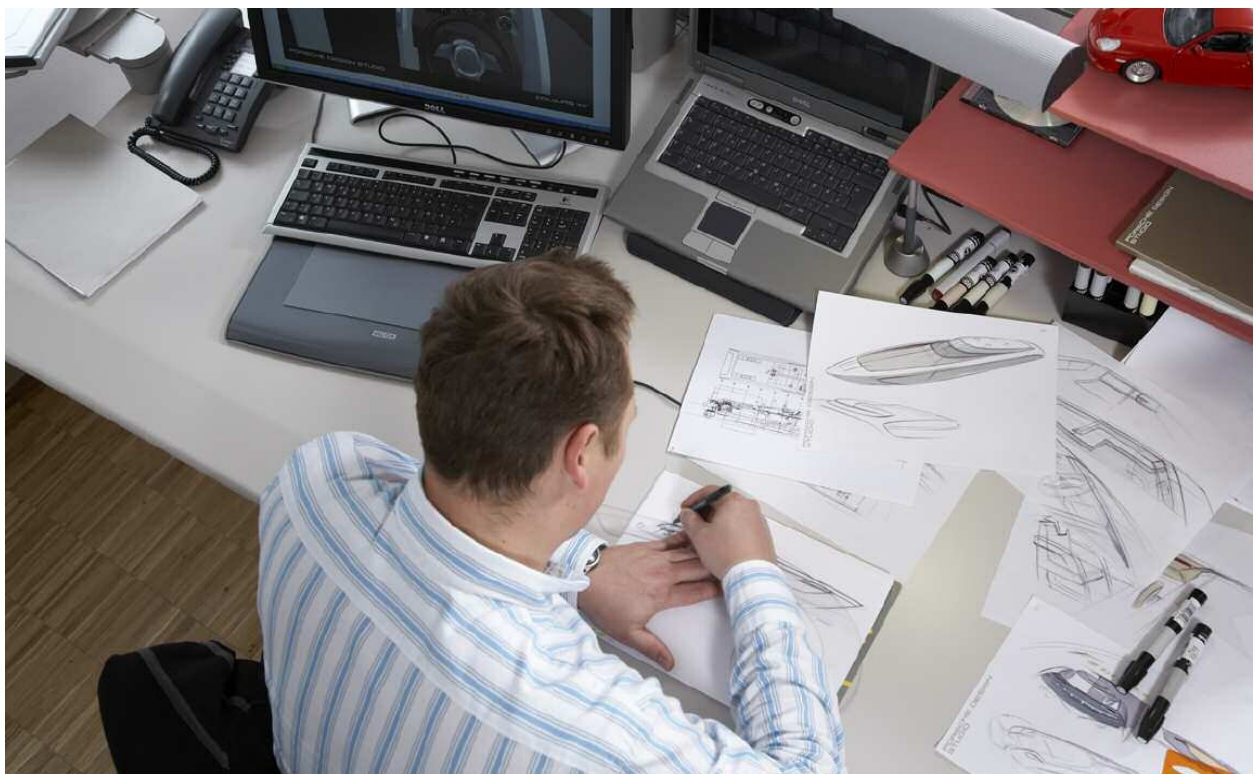
Yacht manufacturer Fearless Yachts is currently commissioning the design of



**The Porsche Design Studio  
designs innovative yachts for yacht  
manufacturer Fearless**

44, 68 and 125 foot long boats based on the existing 28-foot boat (1 foot equals 30.48 cm). Bold, aesthetic, distinctive – Porsche right down to the smallest detail. As if to confirm this sentiment, a 911 in 01:18 scale can be seen on the stand. An ornament which also serves as a reminder of the company's roots.

And the theme of remembrance is continued in the former office of Professor Ferdinand Alexander Porsche. You feel as if you have been transported into another time – this was the workplace of Professor Ferdinand Alexander Porsche, designer of the 911, founder of Porsche Design, and now honorary chairman of the advisory board. The room looks as though the 73 year-old has just popped out – children's sketches are hanging on the wall, the model car collection is lined up on the shelf, the golden spade from the ground-breaking ceremony for the Porsche factory in Leipzig is





**Manager Roland Heiler: “We aim to design companions for life”**

propped next to the door. The drawing board is positioned in the centre of the room as though F. A. Porsche could come back any minute and take up his pen once again.

The office is located in the old part of the studio – a simple house in the traditional design of the Pinzgau region in Austria complete with gables and wooden panelling. The house was so inconspicuous in the beginning that customers would often miss the building completely. The decision was therefore made seven years ago to build a more distinctive annexe. With its discrete facade and large glass sides, the annexe reflects transparency and sovereignty without denying its past.

Tradition remains a major part of the Porsche experience. Roland Heiler: “All our products are based on the same philosophy at the heart of the 911 – after all, it was created by the founder of our company.”

Carrera Issue 02/08



## Stuttgart – Where it all Began

The Porsche Design Studio was founded in Stuttgart in 1972 by Professor Ferdinand Alexander Porsche and moved to Zell am See in Austria two years later. Since 2003, the company has been a subsidiary of the Porsche Design Group (Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG, headquarters in Bietigheim-Bissingen) and part of Porsche AG. The products stand for a functional, puristic, timeless and distinctive design.

The “Porsche Design” brand produces luxury accessories for men. The products are sold all over the world in Porsche Design Stores, Shop-in-Shops, warehouses with high-quality stock and top-class specialist dealers. Industrial products, household devices and consumer goods for internationally renowned customers are also developed.

## Museum

### Oldies on the Move: Around the World in a Container

Rallye Classic in Adelaide, Le Mans Classic Japan in Fuji or an endurance test in Mexico – the Porsche racing cars of the past are welcome guests all over the world. However, the strain of travelling poses the biggest problem for the stars of the rolling Porsche Museum. Logistic experts are therefore on hand to ensure that nothing happens to the valuable freight.



When historical Porsche vehicles are on the move, the wheels remain still. Tied to pallets or stored in extremely clean conditions in containers, the transport destinations range from Australia, India, Dubai, Jordan, Saudi Arabia or Chile. Once at their destination, the oldies then show what they can do.

Whether the vehicles travel by plane or ship is determined purely by price and time. Hermann Kaiser, expert for special transports in the department for Production, Logistics, Transports at Porsche states: "Air freight is quicker but is between three and four times more expensive than sea freight."

Kaiser is often on-site when the 40-foot long standard containers for sea freight are loaded in Stuttgart or in Weissach. Two vehicles fit in each container. With an interior width of 2.35 meters, space is extremely limited. Kaiser: "The Porsche 917-30 CanAm or the pink 917 'Pig' are 2.25 meters wide. Immense skill and visual judgement are therefore required in the container."

Weeks are scheduled for transportation in sea freight. The transport specialists charge two weeks for the trip to the eastern coast of the USA, three weeks to Mexico and five to Australia. "If the weather doesn't go completely crazy,

the ships are as punctual as the tram system in Stuttgart", states Routinier Kaiser. If the priceless freight is to be transported by air, the Porsche Museum manager Klaus Bischof is extremely careful. Where possible, he ensures that the exhibits are fixed to the air-freight pallets by specialists in Stuttgart, i.e. on the wheels and tyres.

The valuable freight with immense horse power is fixed in place by specialists and loaded onto the lorry. Before the journey can begin, the Porsche logistics personnel must plan in five days for the creation of the customs papers. One of the papers is known as Carnet



ATA. This document stipulates that the Federal Republic of Germany accepts guaranty for customs and taxes in the event that a vehicle should unexpectedly not return home. "So far the museum has received every vehicle back", stresses Kaiser.

Overseas transportation has only ever gone wrong three times. In 1998, the Porsche "Number 1" from 1948 fell from an air freight pallet from a height of 6 meters at the airport in Chicago. The repair work took months. In 2000, the 1998 Le Mans winner Porsche 911 GT1 '98 was retained at the airport in

Caracas for 12 months with a wheel clamp due to a mix-up in the vehicle identification number on the customs papers. And prior to its performance in Lime Rock (USA) in 2001, the Porsche 962 was pulled extremely roughly from a container by a tractor. The cord was fastened to the rear wheel attachment and damaged the axle significantly. Klaus Bischof's summary: "These things happen very rarely." Safe transportation starts at the preparation stage.

Carrera Issue 02/08

### Escort for the legendary Martini 911:

Hermann Kaiser, Klaus Bischof, Nicole Nagel and Nicolo Puzzo (from left) help out with the loading in Weissach



## Tour Calendar

**The museum vehicles are on the move around 15 times in 2008 – mainly in a driving capacity and not just as exhibits.**

### Highlights of 2008

#### 7th to 9th of March

Phillip Island, Australia

#### 14th to 16th of March

Retro Classic, Stuttgart

#### 28th to 29th of March

Oldie Night, Stuttgart

#### 11th to 13th of April

Langenburg Historie, Langenburg

#### 15th to 20th of April

Targa Tasmania, Australia

#### 15th to 17th of May

Mille Miglia, Italy

#### 22th to 24th of May

Gaisbergrennen, Austria

#### 13th to 15th of June

Porsche Parade, Suzuka/Japan

#### 28th to 29th of June

Solitude Revival, Stuttgart

#### 3rd to 6th of July

Silvretta Classic, Austria

#### 11th to 13th of July

Festival of Speed, Goodwood

Great Britain

#### 11th to 13th of July

Le Mans Classic, France

#### 23rd to 26th of July

Ennstal-Classic, Austria

#### 8th to 10th of August

AvD-Oldtimer-Grand-Prix, Nürburgring

#### 19th to 21st of September

Retromotor, Tübingen

#### 19th to 23rd of November

Classic Adelaide, Australia



Find out more here – Porsche online: call +49 (0)1805 356 - 911, send a fax to - 912 (EUR 0.12/min) or visit [www.porsche.de](http://www.porsche.de).

**Every Porsche is individual.**

**Now make it unique.**

**Porsche Exclusive.**



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## 2. Events Calendar



**West Coast Holiday 2008:  
Lake Tahoe, USA**



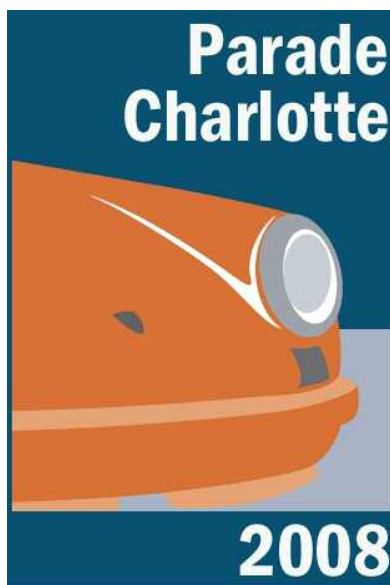
### **Porsche Parade USA 2008: Welcome to Parade!**

The 53rd Porsche Parade USA will take place this year in Charlotte, North Carolina, from 28th of June to 3rd of July 2008. As every year, the event will be a wonderful mixture of competitions and a variety of activities and evening events. For many members of the Porsche Club of America, the Porsche Parade USA is the highlight of the Club events.

**Program:**

**28/06/08** Arrival, check-in  
**29/06/08** Concours d'Elegance and Porsche Paddock, Charlotte  
**30/06/08** Rally, Concours Banquet  
**01/07/08** TSD Rally, Margarita and Nacho Party  
**02/07/08** Autocross competition  
**03/07/08** Dessert Party  
**03/07/08** Victory Banquet  
**30/06/08 – 03/07/08** Exhibition: 60 Years of Porsche

**Further information:**  
[www.paradecharlotte.org](http://www.paradecharlotte.org)



The West Coast Holiday 2008 of the 356 Registry will take place this year in and around the Lake Tahoe Resort in California and Nevada from 18th to 22nd of June. The central event hotel is the spectacular "Resort at Squaw Creek" in Olympic Valley. The activities will once again include the traditional 356 Holiday Program with a wide range of spectacular tours and exciting competitions.

**Program:**

**18/06/08** Arrival, registration  
**19/06/08** Reno Tour, visit to the National Motor Museum  
**20/06/08** Gymkhana, Auto Cross, Tech meeting  
**21/06/08** Concours, Holiday Award, Banquet  
**22/06/08** Swap meeting, departure

**Further information:**  
[www.356registry.org/Events/wch2008/](http://www.356registry.org/Events/wch2008/)

## Le Mans Classic: Motor Sport "de Luxe"

More than 60,000 spectators visited the Le Mans Classic 2006. And the traditional French race track will celebrate its glorious past once again this year. From 11th to 13th of July 2008, the international racing and automobile scene will meet to put themselves and their historical racers to the test. Visitors can look forward to three days of the highest quality motor sport.

A large number of Clubs with their own exhibitions and a wide range of vehicle and accessory dealers are expected at the race track. The organizers expect a total of over 4,000 classic vehicles in the exhibition. In 2006, just from Europe alone 900 Porsche vehicles were welcomed at the site of Porsche Club France. In 2008, Porsche Classic will be present with its own stand for the first time at the Le Mans Classic.

Three packages are available:

- Porsche Exclusive Weekend with parking space for your own Porsche, two lunches: 250,00 Euro
- Porsche Exclusive Weekend with parking space for your own Porsche, self catering: 145,00 Euro
- Single Weekend Card: 60,00 Euro (the prices listed are special prices for Club members)

Deadline for registration is 30/05/08

**Registration and registration forms:**

**[www.porscheclub.fr](http://www.porscheclub.fr) or  
[www.porsche.fr](http://www.porsche.fr)**

**Further information:**

**[lmcporsche08@bc-services.com](mailto:lmcporsche08@bc-services.com)**



## **The 36th AvD-Oldtimer-Grand-Prix: Experience Motor Sport with Porsche Classic**

The 36th AvD-Oldtimer-Grand-Prix at the Nürburgring from 8th to 10th of August 2008 will once again present a unique spectrum of historical race cars spanning over seven decades of motor sport history – from the opening of the Nürburgring through to the 1980's.

At one of the most important international motor sport events for historical vehicles, Porsche Classic will demonstrate its restoration expertise over 14,000 squaremeters and provide information on the availability of genuine spare parts. Porsche will present its individualisation programs with Exclusive & Tequipment, while Porsche Design Driver's Selection offers the latest selection of Porsche accessories. Employees of Porsche Club Coordination and Porsche Deutschland are also on hand and happy to answer any questions.

The countless Porsches parked on the site will be a real eye-catcher, reflecting practically the entire history of the



brand – a rare opportunity to experience the Porsche legend first hand.

Porsche will once again offer a VIP-Card for Oldtimer-Grand-Prix this year. The package contains:

- Season tickets from 8th to 10th of August
- a parking space for your Porsche
- Entry to the Porsche Hospitality Tent
- an exclusive welcome gift
- Entry to the evening event

The VIP package costs 279,00 Euro per person, for Porsche Club members 229,00 Euro. (Porsche Club members please register in an online group order via the official Porsche Club contact partner.)



**Registration forms available at:**  
[www.porsche.de/ogp](http://www.porsche.de/ogp)  
**E-mail:**  
[ogpticketservice@porsche.de](mailto:ogpticketservice@porsche.de)

**For general information relating to the event, see:**  
[www.avd.de/ogpracing/](http://www.avd.de/ogpracing/)

# A 100-METER DASH ISN'T RUN IN OLD FLIP-FLOPS, EITHER.



The Porsche Cayenne is a versatile performer – on every type of terrain. The more the driver demands from the car, the more it's in its element. Thanks to the Michelin Latitude series, the same applies for the tyres. For the new Porsche Cayenne, Michelin has developed some new tyres with modest rolling resistance and therefore better fuel economy without any compromise in the performances. This is the reason why it can bear the N-designation – the sign of Porsche quality.

[www.michelin.com](http://www.michelin.com)



## Improved performance from the new Cayenne... and from the tires

### ***The MICHELIN Latitude Sport***

You want a new sporty tire:  
the summer specialist MICHELIN Latitude Sport

Ideal driving experience – spring, summer, autumn

#### ***Pleasant side effects:***

- shorter breaking distance
- lower fuel consumption

#### ***Sizes and designations:***

255/55 R18 Latitude Sport N0  
275/45 R19 Latitude Sport N0  
295/35 R21 Latitude Sport N0

### ***The MICHELIN Latitude Tour HP***

There is now a new tire option:  
the all-season specialist MICHELIN Latitude Tour HP

Ideal grip – even when it is not summer

#### ***Pleasant side effects:***

- more driving comfort
- less wear

#### ***Sizes and designations:***

255/55 R18 Latitude Tour HP N0  
275/45 R19 Latitude Tour HP N0

### 3. Information Exchange

#### Porsche Tequipment – Accessories for Individual Design

#### A Breath of Fresh Air



**Fit for the spring: the SportDesign package gives the Boxster an even more dynamic flair**



**Sporty and distinctive: rear lights with lenses designed completely in red**

A special spring awakening for Boxster drivers: with the SportDesign package from Porsche Exclusive & Tequipment, the Roadsters take off into the warm season with an even more sporty and dynamic flair.

The SportDesign package is made up of strips for the standard front panel (spoiler lips), a new, automatically extending rear spoiler and a modified diffuser-look rear panel based on the high-performance sports car Carrera GT. The aerodynamics are refined through the reduction of the lift values on the front and rear axle, while retaining the same aerodynamic drag. This design will support the Roadster-specific balance of the vehicle still further. The spoiler lips on the nose section visually lower the vehicle and give it an even more dynamic and sporty appearance.

All components of the SportDesign package are painted in the exterior

colour of the vehicle, ensuring that the Boxster has a harmonious overall appearance.

The sporty dynamics of the vehicle are underlined by additional components such as the Aluminium I gear lever/handbrake lever in a unique and attractive design, created by Porsche designers, manufactured and assembled in time-intensive work steps.

The package includes one gear lever and one handbrake lever in aluminium. The gear lever inserts and the top part of the handbrake lever are covered in leather in the interior colour of the vehicle. The shift throw reduction guarantees rapid, sporty and even more precise gear shifting, resulting in a sportier driving experience. An additional advantage: the shift throw reduction can be combined with all gear levers from the Exclusive & Tequipment range as desired.



**Attractive design: aluminium I gear lever/handbrake lever**



**Further information about the entire Porsche Tequipment product range and the current Tequipment catalogues are available from your Porsche partner or on the Internet at [www.porsche.com](http://www.porsche.com). At this address, you can also visit our Porsche Design Driver's Selection online shop, where you will find a range of selected Tequipment products.**

## Porsche Travel Club Highlights of the 2008 Season

To get straight to the point: we cannot offer your everyday holiday. And why should we? After all, it's not only the destination of a holiday that counts, but how you get there.

Porsche Travel Club was created for precisely this reason – to provide Porsche fans with a special experience: the opportunity to drive a Porsche. And experience the most beautiful places in the world at the same time, with a small group of like-minded enthusiasts who share a passion for the brand.

Two of our Highlights 2008 you won't want to miss:

### **Porsche 911 Tour Barcelona/Pyrenees**

Kilometres of beach, hills with bizarre shapes in the inland areas and bays with crystal-clear water – the diverse landscape could hardly be more appealing. The natural wild appearance of the Pyrenees makes the area perfect for exciting tours in the Porsche 911.

Passing the Mediterranean and contrasting landscapes, you glimpse foothills of the Pyrenees reaching heights of 3,000 meters. But that's not all: the city of Barcelona, the Mediterranean climate and the Catalan cuisine typical of the region – the desire for adventure knows no limits.

**Dates:**  
**17th to 21st of September 2008**  
**22nd to 26th of September 2008**

### **Porsche Tour Bavaria/Black Forest/Heidelberg**

This tour gives you the chance to get to know some of the most beautiful regions in Germany. And a Porsche is always the perfect travelling companion. The mix of winding country roads and long, straight motorways promises endless driving pleasure.

From Ludwigsburg, we first head South. A stop at the world-famous Neuschwanstein Castle is a must, as is a visit to

the Bavarian capital, Munich. On Lake Constance, you will have the chance to admire a wonderful Alpine panorama before embarking on a further highlight of the Tour – the Schwarzwaldhochstraße, a scenery route through the Black Forest. In addition to a wealth of unique surroundings, the tour takes you through important historical towns such as Heidelberg, Rothenburg ob der Tauber and Nuremberg.

**Dates:**  
**27th of June to 3rd of July 2008**  
**5th to 11th of September 2008**

**For further information  
visit our website at  
[www.porsche.com/travelclub](http://www.porsche.com/travelclub)**

**Or send an E-mail to:  
[travel.club@porsche.de](mailto:travel.club@porsche.de)**

**You can also call us at:  
Tel.: +49 (0) 711 911 78 155**





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how expensive is unreliability?**

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## 4. Reports

### Porsche Club of America

## Space Requirements: Porsche Hospitality Tent at the American Le Mans Series

Together with Porsche Cars North America (PCNA), the International Motor Sports Association (IMSA) and Porsche Club Coordination, Porsche Club of America organized special hospitality events for its members and Porsche visitors at last year's American Le Mans Series race. At the event, Porsche Club members and Porsche owners were not only able to park their Porsche on the car corral, but also had the opportunity to partake of refreshments, relax and follow the television broadcasts and reports on the race on the large screens. The events were also visited by Porsche Motorsport team members and drivers.

Overall, Porscheplatz Events were carried out at 10 of the 12 races held last season. More than 2,000 visitors and 1,140 Porsches reflect the success of

this series of events. In the 2008 season, Porscheplatz Events will take place at 9 of the 11 races held in the ALMS season. A highlight of the relatively young season was the presentation of the RS Spyder in Sebring. Porsche owners are welcome to visit Porscheplatz and experience this exciting season with Porsche and the Clubs first hand.

#### Porscheplatz Event dates:

15/03/08, Sebring  
19/04/08, Long Beach  
12/07/08, Lime Rock  
19/07/08, Mid Ohio  
09/09/08, Road America  
24/09/08, Mosport  
30/09/08, Detroit  
04/10/08, Road Atlanta  
18/10/08, Laguna Seca

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## Space Requirements: Porsche Hospitality Tent at the American Le Mans Series



## **Porsche Club Ortenau**

# **On the Road with 99 Porsche fans, 56 Porsche Vehicles – and 6 Porsche Clubs**

To mark the end of the 2007 season, Porsche Club Ortenau organized a trip for all members of the newly founded Porsche Club Süd-West-Kooperation, a community of six regional Porsche Clubs – Baden, Baden-Baden, Kurpfalz, Ortenau, Pforzheim and Südliche Weinstraße. Blue sky, no rain, dry roads, and the sun also made an appearance – what more could you ask for on the road?

In a rally, the individual Porsche Club convoys reached the town hall of the historical town of Gengenbach, where Porsche Club Ortenau waited to welcome the guests with a stand-up reception. An ideal starting point for a tour through the heart of the Black Forest: The vehicles were positioned in a picturesque manner in front of the town hall. On registering, each participant received their documentation including a roadbook.

While the Porsche fans were enjoying culinary treats on the market square and under the arcades of the town hall, Jürgen Zeferer, President of Porsche Club Ortenau, welcomed all the Clubs and their members, as well as the then President of Porsche Club Deutschland, Ilse Nädele, Anke Brauns from Porsche Deutschland GmbH and the current President of Porsche Club Deutschland, Dr. Fritz Letters, a frequent guest at Porsche Club Ortenau.

After Jürgen Zeferer had given a brief description of the details of the trip, the guests took up their positions for a group photo in front of the town hall. Then it was time for the first of the seven guided groups to go. They were sent off on their journey at ten minute intervals. The 112 km long drive took them through lovely streets and the

wonderful hilly landscape at the heart of the Black Forest. “Why go abroad when there is so much beauty on our doorstep?” no doubt went through many of the driver’s minds as they passed through these surroundings.

With a holiday feeling, the Club members drove through forests and fields, past Gaisberg and Streitberg to Elztal. The journey then continued to Simonswäldertal.

After a short stop in Simonswald, it was off to Furtwangen, Schönwald and through Triberg, famous for its waterfalls. Then the journey progressed down the valley along the B33 to Gutacher Vogtsbauernhöfen, where the restaurant “Zum Hofengel” was waiting to serve the guests with food and drink.

The atmosphere was relaxed and the guests thoroughly enjoyed themselves. The evening meal was a lovely end to a wonderful day shared with fellow Club members.

The last of the four highly successful events marked the start of the Winter break for the newly founded Porsche Club Süd-West-Kooperation. Everyone is now looking forward to the 2008 season!

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## 5. Classic Reports

Porsche Classic Club Belgium

### Classic Show Antwerp: No Risk No Win!

On the weekend of 1st and 2nd of March, Porsche Classic Club Belgium was present at the Antwerp Classic Salon as every year.

Marc Defosse, board member and responsible for the Club participation, organized a true-to-original fun fair with carousel, candy floss stand and balloons for the young Porsche fans. The fun fair attraction included a 356 Speedster, a 356 A Carrera GS and a

550 Special Coupé Wendler on the carousel and was rounded off with a 911 Coupé and a VW-Porsche 914/4.

Sunday at 12 o'clock midday was the decisive moment: the specialist jury awarded the prize for the most original Club stand. And the winner was: Porsche Classic Club Belgium! No risk no win.

Many thanks to all Club members who took part!

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## Porsche Club Carrera RS-Freunde

# Carrera RS-Freunde at the Porsche Swap in Los Angeles

The relatively young Porsche Club Carrera RS-Freunde took part in this year's annual spring meeting of the Porsche fan community in the USA.

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The Club had a small sales stand at the Swap part of the meeting which attracted much interest among visitors. The Swap is one of the largest events outside Europe connected with the Porsche brand.

The Club information on display was extremely popular and two new members were gained at the event. A long journey which paid off!



## Porsche Customer Centre Classic

# Retro Classics and Techno Classica: Porsche Classic Customer Centre at the Spring Trade Fairs

**Two major highlights were the two large sector trade fairs in 2008: While the Retro Classics in Stuttgart took place for the first time in the new, modern, trade fair grounds, the Techno Classica in Essen celebrated its 20th anniversary.**

Both trade fairs saw an increase in their number of visitors and exhibitors – and there is no sign of an end to the boom according to the event organizers. While the Retro Classics shone with over 800 exhibitors and 50,000 visitors, the Techno Classica more than lived up to its status as leading interna-

tional trade fair for the Classic sector in its anniversary year with 1,000 exhibitors and 165,000 visitors. The Porsche Customer Centre Classic used the opportunity to present its range and services. Genuine parts, repairs, service, complete restoration – Porsche Classic employees have an answer to every

question. The specialists were able to answer questions ranging from availability and procurement of replacement parts through to a wide range of technical issues. “The Retro Classics and the Techno Classica are important platforms for us to present our range of services, maintain our customer contacts and access new customers”, states Jochen Bader, manager of the Classic workshop at Porsche. “The events also enable us to demonstrate the sense of tradition connected with the Porsche brand and establish contacts through the entire sector.”

The visitor interest this year was focussed on the stand of the Porsche 917 with start number 22. The vehicle with an extraordinary magnesium frame and distinctive “shark fins” on the rear hood holds an extremely unique history.

In 1971, the Martini Team ultra-light 917 won the 24-hour race in Le Mans. The van Lennep/Marko team covered 5,335.16 kilometres in 24 hours – a track record for Le Mans which has still not been broken to this day. The average speed was 222.3 km/h. Because the race has been interrupted by chicanes since the mid-1990s, the record held by the Porsche 917 light weight with start number 22 may remain for eternity. Third place in the race went to a Ferrari 512 M, which came an impressive 31 laps behind the Porsche (the Attwood/Müller/Redman team came in second place). So it's hardly surprising that the model won the “Best of Show” award at the Retro Classics. The second exhibition vehicle at the 2008 trade fairs was a 911 Turbo from 1974, which had been completely re-painted in the Porsche Customer Centre Classic workshop. Both exhibition vehicles stem from the Porsche Museum.





## United we Stand

On the occasion of the Retro Classic in Stuttgart, five Classic Clubs organized a joint Club stand. At the forefront was Porsche 356 Club Deutschland with president Ludwig Funk-Fritsch. He was joined by the Porsche-Diesel-Schlepper Club, Porsche Club 928 Deutschland, Porsche Club 968 Deutschland and Porsche Club Carrera RS-Freunde. The stand supported by Porsche Club Coordination and the vehicles on show impressed the large number of visitors. The Clubs will take part again next year.

*Gabriele Kurzenberger*

Other exhibits such as an engine restored on one side and a 917 engine, as well as the Porsche literature on show and new Classic replacement parts also attracted interest. The range of activities held at the Porsche stand relating to the topics of "Replacement parts" and "Restoration" provided a good starting point for initiating conversations with visitors and Porsche enthusiasts took part with great interest.

The Porsche Classic range was complemented once again at both trade fairs with presentations of other Porsche areas: Porsche Exclusive & Tequipment showed a wide range of possibilities for individualizing Porsche vehicles, customers and interested parties took advantage of the expert advice provided on-site.

The Porsche Design Driver's Selection event truck also attracted a large number of visitors and the Porsche Clubs, which had a strong presence at both trade fairs, won a large number of new members.



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