



**August 2005**

# **Porsche Club**

**News 3/05**



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

**At Porsche, we're dedicated to evolution of our sports cars.  
And your driving skills.**

**Porsche Driving Experience.  
The Original.**



**PORSCHE**

## Editorial

Dear Porsche Club Member,



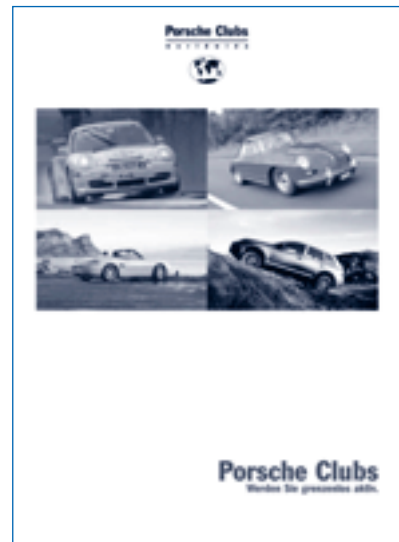
In this edition you will again find many announcements concerning or reports on splendid Club events throughout the world. It is impressive to see how the Club Organisation is developing, and how both the number and scale of the Club events are growing in leaps and bounds – on whichever of the five continents they are held.

One of the many highlights of this summer will be the Porsche Club Festival at Brands Hatch in England which will be held on the 28th and 29th of August 2005. The Porsche Club Great Britain is expecting more than 10,000 participants and visitors – a number that would have been inconceivable for a Club event just a few years ago. Successes such as these can only be achieved, of course, through active visitor acquisition. This is done by the Porsche Club Great Britain through its own media, but also through excellent press and publicity work and close co-operation with the Porsche centres in Great Britain. Together with the national subsidiary company Porsche Cars Great Britain, the Club has produced an Event Brochure which is available in all the Porsche centres (see illustrated title page opposite).

The brochure is based on the template of the Porsche Club brochure which

the central Club Support provides for all clubs and marketing partners free of charge. This template is now one of the most effective resources that we have made available to you for your club work. The layout template in Quark X'press, in which many suggestions from the clubs were realised, affords many advantages for the clubs: you save time and money because ultimately you only incur printing costs, and at the end of the day you get an attractive brochure which, most importantly, conforms to CI standards.

Of particular importance to us is the fact that the model gives you plenty of creative leeway for adding to the pre-defined basic information on the subject of Porsche Clubs through optimal presentation of your own club or event. You therefore have an opportunity to introduce your own photos and text in addition to your club logo, as illustrated by the sample brochure of the Porsche Club United Arab Emirates on page 2. The result is a representative business card for your club which shows you as an officially recognised Porsche Club and which you can use to outstandingly good effect in acquiring new members – for example by displaying the brochure at events or in Porsche centres.



Porsche Club brochure, title page



Event Brochure Porsche Club Great Britain, title page



Brochure of the Porsche Club United Arab Emirates, title page

Such printed material can also be very helpful when looking for sponsors for club events.

Clubs that have not taken advantage of our offer to date can obtain the layout template on CD-ROM from Club Support free of charge. It is available in the following languages: German, English, French, Italian and Spanish.

Porsche Club Support



Brochure of the Porsche Club United Arab Emirates, inside page



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

**If you are taking your Porsche on holiday,  
make sure it's as prepared as you are.**

## **Porsche Holiday Check Porsche Service**

The Porsche Holiday Check is our way of helping with your holiday preparations.

It includes a basic check of all electrical and mechanical functions that are particularly important on a long journey, as well as for the all-round safety of your Porsche. To find out more about the range of services on offer, please contact your Porsche Centre.



**PORSCHE**

## 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. Your pictures should ideally be 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). Please ensure that there are **no** "pixelations" in the images and that you do **not** save the images 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

## Internet:

The current Porsche Club News and archived editions from number 1/99 onwards can be requested on the Internet at: [www.porsche.com](http://www.porsche.com).

## New telephone and fax numbers at Porsche AG

The 4-digit extension numbers in **Zuffenhausen** are now preceded by a 2 (e.g. 70 52 becomes 2 70 52).

The 4-digit extension numbers in **Weissach** are now preceded by an 8 (e.g. 40 02 becomes 8 40 02).

The 4-digit extension numbers in **Ludwigsburg** are now preceded by a 7 (e.g. 80 14 becomes 7 80 14).

## Internet: new telephone and fax numbers of Club Support!

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