

3. Club Management

Worldwide Porsche Club Coordination of Porsche AG

Porsche Club Coordination under new management



Sandra Mayr, Manager Club Coordination

Originally from Tyrol, Sandra Mayr succeeded Jutta Aldenhoff as manager of the Porsche Club Coordination on 1 June and is looking forward to her new duties as well as working with the team and the Clubs. The job description for her new field of responsibility immediately appealed to her and her career path to date makes her the perfect candidate for this job. She is very much a people person and it is precisely this which runs like a thread through her life so far. "Even as a little girl, I was constantly surrounded by guests", she says, speaking of her childhood growing up as the child of hotel owners in Seefeld in Tyrol.

She initially trained in the catering and hotel trade, viewing this as a stepping stone towards the career she longed for. She then studied international economics in Innsbruck and Sydney, Australia. She has spent considerable time abroad, in Italy and France, and by her own admission, enjoyed this time very much and feels very much at home when abroad. It is no wonder then that she is fully competent in a number of foreign languages, and even wrote her degree thesis (The global Expansion of a German Hotel Group) in English, even though her native language is German.

Having finished her studies, she initially remained true to the hotel industry. Following a year as the director's assistant in her parent's five-star hotel, she transferred to the Kempinski hotel Fürstenhof in Leipzig. She then worked in the Taschenbergpalais in Dresden. She was employed in the sales division (internal and external) in both companies. One of her duties in the Kempinski Hotel in Dresden was organising events for the Volkswagen glass factory, and it was this which led her to transfer to the automobile industry.

"In the glass factory, my seven other colleagues and I worked with corporate consultants to develop and optimise the processes for enhancing support services for customers and other interested parties", says Sandra Mayr of her duties back then. Following the opening of the glass factory, she was also involved in offering support services for customers and interested parties at international trade fairs and events. After two-and-a-half years, she transferred internally to the Bugatti brand in 2004. She continued offering support services for customers and dealers across the globe here as well, before assuming her new job at Porsche in June of this year.

"A Porsche has always been my dream car", the new manager of the Club Coordination admits and is thus clearly on the same wave length as the Porsche Club members around the world. And because she enjoys working with different people from a wide range of countries, Sandra Mayr more than meets all the criteria for working successfully with Porsche Clubs around the globe.

She will initially spend some time learning the ropes and becoming fully acquainted with her new position. Naturally, she would like to personally get to know as many of the Club presidents and members as possible. "For this very reason, it was ideal that I could start on 1 June and attend so many events, in particular the International Porsche Club Presidents' meeting in Berlin", she states happily.

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New employee joins Club Coordination



Alexander E. Klein

The global Club Coordination at Porsche AG has a new member in the form of Alexander E. Klein, a native of Heilbronn who by his own admission was infected with the car virus as a child. "At the age of three, I taught myself to read on my own without my parents even noticing", the 30-year old remembers fondly. And it was not some children's book which he used back then. He settled for nothing less than the German automobile magazine "auto motor und sport".

He inherited his love of cars from his father, who was heavily involved in the car scene in the 1970s, both for modern cars and vintage cars. True to the motto "Like father, like son", and Alexander found anything to do with engines and wheels fascinating. No sooner had he obtained his driving licence than he founded the Scuderia Schwaben Storico e.V. with other car lovers, their mission being to use classic cars in historic motor sports. "At major international racing and rally events, we always use the quick Porsche 911 S 2.2 litre", he says, describing his first close contact with Porsche.

However, his initial career path headed off in a different direction. He studied law at Ruprecht-Karls-University in Heidelberg. Having qualified as a lawyer, he then studied automobile economics and completed a traineeship at DaimlerChrysler Classic in the Mercedes-Benz museum. And then, things turned out very differently. Instead of continuing his studies, he was offered the opportunity to directly join the Classic Division of DaimlerChrysler AG. "One of my areas of responsibility there was covering the marketing, trade fair and communication requirements of all German Mercedes-Benz Clubs", he says. He was also responsible for offering consultancy services for Mercedes SLR McLaren customer events and coordinating drivers for historical vehicles from the collection in the Mercedes-Benz museum.

But he never forgot Porsche. To this very day, his father's first Porsche is still in his garage – beside the company car belonging to Porsche racing driver Jochen Mass, a Porsche Carrera 3.0 dating from 1976. And a Carrera 2.7 RS is also there, waiting to be restored. But Alexander E. Klein is no longer a mere owner of a Porsche. Since early July 2006, he has been a Porsche employee. Any parting words? "I am really happy because it was always a dream of mine to work for Porsche."

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Porsche Club News to appear as a PDF file in the future



The next business year will be starting in August 2006, and will mark the first time the Porsche Club News will be sent to the Porsche Club presidents not as a hard copy but as a PDF file.

The reason behind this is that in the past, several Club presidents complained that they did not receive enough copies of the Club News for all their Club members. However, as it is unfortunately not possible to print a larger number of copies for cost reasons, we think distributing the Porsche Club News as a PDF file is the best solution.

The Club presidents will continue to receive the Porsche Club News directly from us by mail, but in PDF format. In this way, we can also allow each and every Porsche Club member to enjoy the Porsche Club News as Issue 4/2006 (and all subsequent issues) of the Porsche Club News will be available for download on the Internet site of the Porsche Club Coordination across the globe. One further advantage offered by this solution is that it ensures the magazine is up to date and you can use relevant articles for your Club magazine or website.

You can access Porsche Club News online via the Porsche Homepage. Go to "Motorsport & Events", click on the "Porsche Clubs" banner and then select "Worldwide Club Coordination".

You should continue to send all reports about your Club events to Anne Philipp at global Porsche Club Coordination. You can find her contact data on page 2.

We are looking forward to your articles!

Porsche Club Coordination