

6. Classic reports

Retro Classics 9th to 11th March 2007

Porsche Classic provides (emergency) assistance

This is where nostalgia is polished to a shine. When Oldtimer fans and experts meet up for this exhibition, the chrome is twinkling and the eyes are bright. It is a boom time for them. For the 40,000 visitors and 600 exhibitors at Retro Classics in Stuttgart, the presence of the specialists in classic Porsche models is a must.

The Classic Customer Centre took this opportunity to present its products and services to a specialist audience.

Porsche Classic – this is the company's brand that employs a great deal of knowledge, love and instinctive feeling to keep Porsche's history moving and on the roads. Porsches that have been racking up the miles for a certain number of years are not old, they are "classic". And they can retain their class for a long time if they are cared for pro-

Long running: The long version of the Porsche 911 was a magnet for visitors

perly. Nobody knows what this entails better than the employees from Porsche Classic – and their (emergency) assistance is in great demand. The restoration specialists from Porsche Classic were on hand to help with all questions on availability and purchasing of spare parts for classic Porsche models and on restoring historic vehicles. "I am getting an indifferent sound from my engine", said Klaus Maier from Karlsruhe. The driver of a 911 from 1974

was just one of the many who seized the opportunity to seek help. Porsche employee Hans Baisch surmised that it was probably an imbalance and arranged a date for an inspection at the Classic Customer Centre in Zuffenhausen. Intensive contact with customers is one of the most important reasons for appearing at trade fairs,

"Retro Classics provides us with a crucial platform to demonstrate the range of services we offer", says Thomas Lenz, the man responsible for Porsche Classic's appearance at the exhibition. Whether it is original parts, repairs, maintenance, complete restorations or day-to-day care – the experts from the Classic department can provide the answer to almost any question. One example of their wealth of experience



could be admired on the stand itself – a Porsche 911 C20 from 1970. The progress of the restoration was documented on a display board, while employees answered any questions. The “living workshop” also provided a glance behind the scenes of Porsche’s original works restoration, with specialists illustrating individual steps in repairing a gearbox. Twice a day, Klaus Kariégus from the Porsche Classic workshop ran a demonstration in which he dismantled the automatic gearbox from a Porsche 928 and reassembled it.

Visitors were also able to order spare parts and the new editions of the technical literature for old Porsche models. The stand was rounded off by a 911 enhanced by Porsche Exclusive, along with an exclusive range of products from the Porsche Design Driver’s Selection.

Carrera Edition 3/07

Living workshop: Klaus Kariégus’s “live” dismantling of the automatic gearbox from a Porsche 928





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19th Techno Classica in Essen from 29th March to 1st April 2007

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The figures speak for themselves – in 2007 the world’s leading exhibition for oldtimers and youngtimers attracted 154,300 visitors from 38 countries on every continent to Essen. They were thrilled by what was on offer from the 1,036 exhibitors from more than 15 countries, including almost 200 Clubs and restorers.

The 19th Techno Classica for oldtimers, classic and prestige automobiles, motorsport, motorcycles, spare parts and restoration once again lived up to its reputation as the world’s most impressive classic motoring exhibition. Worldwide well-known star Karl-Heinz Böhm, who was visiting the exhibition, was impressed, and talked about it being a meeting place for a whole scene of a kind he had never known before.

Porsche also took the opportunity to demonstrate its awareness of tradition to an expert international audience, presenting its range of services in the Classic sector and exhibiting some of its historic vehicles. Just like at Retro Classics in Stuttgart, the focus was on detailed advice from the company’s restoration specialists.

Using completely restored Porsche vehicles, the Classic Customer Centre underlined the expertise of its workshop staff. Restoration work was presented “live” to visitors at various work stations. The Classic team was also selling technical literature and providing extensive information to go with it.

The 20th exhibition, from 26th to 30th March 2008, promises even more developments in the anniversary year.

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