



PORSCHE



December 2008

Porsche Club

News 1/09



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School isn't supposed to be this much fun.

The Porsche Sport Driving School.



PORSCHE

A Christmas Message

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

As every year during the Christmas season, we would like to take advantage of the long winter evenings to sit back and reflect on the hard work and impressive achievements which have shaped the past twelve months at Porsche.

Our company once again increased its sales, turnover and result in financial year 2007/2008, smashing the previous record figures. The sizable increase in the Group result was particularly impressive, and, with 8,569 billion Euros, even topped the turnover figures. It must be said, however, that this amazing phenomenon, unprecedented in the economic history of the company, is due largely to the knock-on effects of our shares in Volkswagen AG.

We aim to work with our partner Volkswagen and its subsidiary companies to create a powerful alliance under Porsche Automobil Holding SE which will take on a top position in the international automobile sector over the long term. And we are well on our way to achieving this goal.

Despite the promising start to 2008, the year is set to end in an atmosphere of turbulence and uncertainty. The financial crisis is now taking its hold on the real economy. Even with the economic programme of several billion euro implemented by the government, the global recession looks set to stay.

And it goes without saying that our sector will be hit hard by this crisis. These developments will no doubt mean that the current business year will not be easy for Porsche. We are planning to launch several new models over the next few months, nevertheless, the current

worldwide slump in demand for cars faced by all vehicle manufacturers will not leave our company unscathed.

But even faced with these difficulties, we will emerge from the crises stronger than ever before. Porsche has done its homework and boasts an outstanding position in the market. Our extraordinary flexibility enables us to adapt our production to demand at all times. Our motto is: better to produce one vehicle too few, than one too many, which will then land on the waste tip.

We can therefore face the coming challenge with confidence. We are now reaping the rewards of our careful economic planning over the past few years, as well as the continuous optimization of our processes and constant increase in productivity. Our strong foundation will help us weather the coming storm relatively unscathed. We are expecting the next economic growth spurt as early as 2009/2010, just in time for the launch of the Panamera.

Before gathering all our strength to face the coming challenges head-on, we can look forward to celebrating a peaceful Christmas with our families and loved



Dr. Wendelin Wiedeking

ones. On behalf of the entire Board of Directors I would like to take this opportunity to thank the Presidents and members of the Porsche Clubs for their work and dedication as ambassadors of the Porsche brand, and to wish them a Merry Christmas and a Happy New Year.

I hope that the Club members will have the opportunity to visit the new Porsche Museum in Zuffenhausen in 2009 and experience the spectacular architecture first hand – don't miss this unique exhibition of eighty fascinating Porsche vehicles spanning over six decades.

Warm Christmas Greetings,

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.

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1. News from Porsche AG

Market Launch in the Summer of 2009

Porsche Presents the first Photos of the Sporty Four-Door Panamera

Around nine months before the market launch, Dr. Ing. h.c. F. Porsche AG, Stuttgart presents the first official photos of the Panamera in its final design. The design, profile and silhouette clearly identify the four-door model as a new member of the Porsche family.

Designed as a four-door travel sports car, the Panamera combines a wide range of talents in the manner typical of Porsche: sporty driving dynamics, a generous, variable interior and the superior comfort of a Gran Turismo. The Panamera is the fourth Porsche model series alongside the 911 sports car, the Boxster/Cayman, and the sporty Cayenne off-road vehicle.

The designers have succeeded in positioning the Panamera as a completely new and independent model, while firmly establishing its status as a typical Porsche vehicle. The proportions alone set it apart from other vehicles in its market segment. With a width of 1,931 millimetres, the Panamera is wider than comparable four-door vehicles, and, with a height of 1,418 mil-

limetres, it is also lower. The unmistakable, elongated GT silhouette has an overall length of 4,970 millimetres and short, sporty overhangs. The style and details follow the design philosophy refined on the 911 over the course of decades, and also successfully applied in the Boxster, Cayman and Cayenne. With its form language, the Panamera will compete in a completely new seg-



ment. The combination of traditional sports car elements from the coupé design and a unique interpretation of the traditional sedan form, with its additional benefits of a variable space concept, give the new Porsche its unmistakable appearance. The Panamera comes with individual, highly pronounced air inlets in place of a radiator grill.

The distinctive wheel housings and long hood create the typical “landscape” of the 911 front, popular among Porsche customers for over 45 years, and consisting of visibly lowered wings surrounding a flat hood. The V-shaped design of the engine hood and a rear windscreen narrowing in the shape of an arrow add typical sports car characteristics to the new, independent Panamera class. The prominent, muscular shoulders



over the rear wheels, the dynamic line of the roof reminiscent of a coupé, and the visible exhaust pipe all point to the model's status as a Porsche thoroughbred.

The elegant arch of the roof spans a generous, inviting interior. As with all Porsche models, the Panamera is designed to fulfil the needs of the driver. With a new space concept and sporty interior architecture, this special "pilot feeling" can be experienced from all four seats in the vehicle. The front seats and the two prominent single seats at the rear of the vehicle guarantee an outstanding ergonomic driving experience for up to four people. The luggage compartment can hold large pieces of luggage for all passengers, and the variable space concept with folding seat backs also enables individ-

ual adjustment to suit personal storage requirements. The coupé tailgate in the sporty rear of the vehicle combines suitability for everyday use with a sense of stylish elegance.

Porsche has developed superior, state-of-the-art drives for the Panamera, characteristic of the Porsche brand. Under the bonnet, the vehicle offers six and eight-cylinder V-engines with a performance range between 300 and 500 hp. Several units are equipped with turbo-charging and offer low consumption with high performance via direct fuel injection. The power flow is generated either via a manual 6-speed gearbox or the seven-speed Porsche twin-clutch gearbox PDK.

The Panamera comes with a sporty rear-wheel drive. The top model is

equipped with four-wheel drive, optionally available for other versions. Porsche is also developing a particularly economical Panamera model with a hybrid engine. Further details on engines, drives, driving performance, as well as prices and features, will be published next spring.

The new Porsche Panamera series is to be produced at the Leipzig plant. The site is equipped with a production hall of approximately 22,000 square meters and a corresponding logistics centre. While the engines for the Panamera are made in the main Porsche plant in Zuffenhausen, the Volkswagen plant in Hanover will supply the painted bare bodies. The vehicles will then be assembled at the Leipzig plant. The company plans to sell around 20,000 units each year.



Porsche will once again work mainly with German suppliers for the Panamera model, so that 70 percent of the manufacturing process will take place in Porsche's home country, making the Panamera "Made in Germany" in the truest sense of the word. The Panamera will celebrate its world premiere in spring 2009, and the first models will be available for purchase all over the world in the late summer of 2009.

Press release Porsche AG



Sporty Self-Ignition Model from Zuffenhausen

Porsche Premiere: The Cayenne with a Diesel Engine

The Board of Directors at Dr. Ing. h.c. F. Porsche AG, Stuttgart, has given the green light: as of February 2009, the sports car manufacturer will offer a Cayenne with a diesel engine, expanding the range of drives for the sporty off-road vehicle still further.

The decision was made in light of changes in legal regulations offering tax advantages for diesel vehicles, particularly in European countries. Porsche's shares in the Volkswagen group – the largest manufacturer of modern diesel engines for passenger vehicles in the world – has also opened up new possibilities for purchasing these devices.

Porsche will equip the Cayenne with a 3-litre V6 turbo diesel engine with 240 hp (176 kW) supplied by Audi AG, a subsidiary of the Volkswagen group. The average consumption of the Cayenne Diesel is 9.3 litres per 100 kilometres (25.3 mpg), with CO₂ emissions of 244 grams per kilometre. The spontaneous responsiveness of the engine and the high revolution speeds qualify the mod-

ern unit to be used in a sporty off-road vehicle like the Cayenne. With an impressive torque of max. 550 newton metres, sporty dynamics and superior characteristics, the model offers driving pleasure characteristic of the Porsche brand.

The new Cayenne model will initially be available in Europe, partly due to customer demand. Preparations are currently underway for the market launch in other countries.

The Porsche Board of Directors is convinced that the low-consumption V6 turbo diesel will secure the long-term



success of the Cayenne on the market. Business year 2007/08 saw sales of 45,478 units for this series, which currently includes five different models – more than ever before in a single business year.

With the launch of the Cayenne Diesel, Porsche is continuing its course towards reduced fuel consumption. Back in spring 2007, the sports car manufacturer fitted the new generation of the Cayenne series with direct fuel injection engines, which use up to 15 percent less fuel in real operation. Since summer 2008, Porsche also offers the latest generation of the 911 series with direct fuel injection engines. And the sports car manufacturer is currently working on a Cayenne model with a hybrid engine, which uses less than nine litres of fuel per 100 kilometres (26 mpg) and will be launched on the market at the end of the decade.

The new Cayenne with diesel drive will be available for purchase from February 2009, equipped with the tried-and-tested Tiptronic S automatic transmission as standard, for a basic price of 47,250 Euros.

In Germany, the Cayenne with a diesel engine, including 19 % VAT and country-specific features, costs 56,436 Euros.

Press release Porsche AG



Production

The New Porsche Assembly Line

The assembly plant in Zuffenhausen is equipped to face the challenges of the future. The expansion of the production line, one of the most important Porsche projects of recent years, has been successfully completed. Now, 29 additional stations in the assembly line offer more space, increased flexibility, improved ergonomics and optimized logistics.

With the end of the plant holiday in 2008, production at the Zuffenhausen plant entered a completely new era. "The expansion of the production line makes us fit for the future", states Dr. Reinhold Neitzel, manager of the assembly cost centre, underlining the significance of the major project. After three years of planning and extensive construction work, the plant can now produce on an extended assembly line. "It was comparable to open heart sur-

gery", describes project leader Dr. Roberto Hernández. "During the entire construction operation, great care had to be taken not to disrupt production."

There is no denying that the result is impressive. One glance in the hall shows that the production line expansion lends a completely different feeling to the room. The new building 60 covers an area of 3000 square meters. A total of 29 additional stations were integrated

in the line, optimizing the working conditions and streamlining the processes and content considerably.

The additional space helps meet the challenges posed by the ever increasing assembly quantities. After all, vehicle assembly has grown immensely to include a wide range of additional technology – from suspension systems right through to sound and communications systems. Added to this is the constant increase in customized features, shown for example in the 137 different hand brake levers on offer.

The increased space also enabled the integration of ergonomic improvements. In cooperation with Darmstadt Univer-



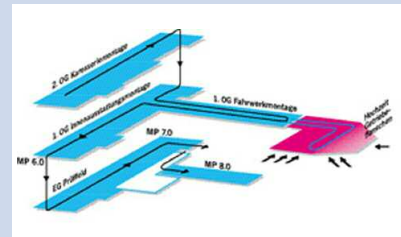


sity and Porsche Health Management, all work stations were analysed to determine the best possible solution. Employees can now determine the working height of the hangers themselves, thereby reducing the amount of overhead work. "The reactions are unanimously positive", Roberto Hernández explains as he walks through the halls.

A further major improvement is the material supply to the stations. The parts are now supplied at ground level through seven gates or locks in Building 60 – whether from engine construction in plant 3, from neighbouring building 1 or from suppliers via lorries. The vehicle carpets, for example, which were formerly transported to the second floor via a time-consuming handling process and then had to be sorted, now arrive directly on the line in the correct order.

The gearbox flange line was also integrated into the process. The employees who were previously assigned to engine production are now part of the assembly team. "This step has enabled us to standardize this interface within the company", states Neitzel. With a strict routine, high level of flexibility and the experience of the colleagues involved throughout all areas, the extremely complex project was a resounding success. Neitzel: "Logistics personnel, engine construction employees, paint shop workers, plant and work safety representatives, building department colleagues, maintenance staff, planners, data processing specialists, the works council and many more – the success was a direct result of outstanding team work."

Carrera Edition 9/2008



Facts & figures on the production line expansion

- Porsche invested approx. 15 million Euros.
- The project took three years from initial planning to completion.
- The new hall, Building 60, took approximately one year to build.
- The new building covers a space of around 3000 square metres.
- The number of stations was increased by 29, from 89 to 118.
- Approx. 600 jobs are directly linked to the improvements.
- Delivery and logistics were re-coordinated and optimized for several thousand parts.
- Over one million data sets were changed in the relevant data processing systems.

Assembly Line Expansion

Exciting Times and Off to a Good Start

In preparation for the conversion to the new assembly line in Zuffenhausen, the plant had to be run completely empty at the end of July. The start of operation after the plant holiday with the new line, new stations and new work content was an exciting premiere for all involved.

Some images will never die. Empty production halls, for example, are a difficult sight for Dr. Reinhold Neitzel to face. The assembly cost centre manager felt "a little queasy" on 25th July 2008, when the halls in Zuffenhausen were run empty after the late shift and the last 911 model, a Coupé C2 S, left the factory. As he remarked, "the life had somehow disappeared from the plant".

The employees working on the gearbox flange line in the engine construction

plant, who were due to switch to assembly following the renovation, added their own special touch to the proceedings. The last engine to enter assembly bore the note: "I'm the last one. PAM4 would like to wish everyone a nice holiday, and is looking forward to PMF." Around 600 employees were involved in the improvements. They were trained before the holiday at information events, and directly at the workstation. All that remained was to get everything ready for the return. Three weeks remained to breathe life back into the plant.

An enormous puzzle. The instructions included: knocking down the wall to the new Building 60, moving entire work stations, relocating large systems, connecting new assembly hangers to the old ones, and adapting complicated data processing systems (e.g. for car data sheets and supplier logistics). Flexibility was the key – the concrete slab of the former axle supply was cast, while IT experts used a steady hand to update the software next door.

Finally, it was time for the real test: for two days, around 200 employees worked on ten vehicles and examined the entire system under operating conditions. Everything was ready for the new start on Monday, 18th of August, at 7.03 a.m. on the dot. "Everything worked like clockwork", Neitzel recounts. The shift change worked perfectly later that day, and the first 911, a Turbo Cabrio, rolled off the extended assembly line at 7.25 the following morning.

But the relief only really set in after around two weeks. "Only then could we be certain that everything had gone according to plan. A key factor in the success was undoubtedly the meticulous planning and the well organized team", explains project leader Dr. Roberto Hernández.

After the plant holiday, the workers met with a special surprise on their return – a gigantic welcome plaque with the inscription: "A warm welcome to our engine production colleagues from to the assembly cost centre". The organizers had thought of everything.



Carrera Edition 9/2008



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.

Every Porsche is individual.

Now make it unique.

Porsche Exclusive.



PORSCHE

Porsche-Tennis-Grand-Prix

World Premiere at the Porsche-Arena

The year 2009 marks the beginning of a new era for the Porsche-Tennis-Grand-Prix. The best woman tennis players from around the world are due to arrive in Stuttgart in spring (25th of April to 3rd of May) for the first time to play on a sand court in the Porsche-Arena – a world premiere.

“Ours is the only event played on sand in a hall”, says Tournament Director Markus Günthardt. “It is an honour and a big chance. I am sure we will once again be able to offer our audience the very best of the best.”

Following the positive reaction from the players, he is certain that this new development will be good for the tournament, and that the audiences will experience even more exiting matches and riveting tennis. Jelena Jankovic, world number one and winner of the Porsche-Tennis-Grand-Prix in 2008, agreed to play in the 2009 tournament on the spur of the moment after the end of the last final. The players voted the tournament the most popular WTA Tour.

Olympic winner Elena Dementieva doesn't want to miss out on the chance to take part in the meeting of the best from all over the world again, “To be successful in Stuttgart is one of the biggest achievements a player can hope for in their tennis career.”

Porsche Club members can also take part in the memorable event – for particularly attractive ticket prices: with the key word “Porsche Club”, you will receive a ten percent discount on all stand tickets, season tickets (1st and 2nd category) and card packages from Easy Ticket (Tel. +49 (0)711 2555 555, or via the Internet www.easyticket.de). The only exceptions are the Family Day and the Ladies' Day tickets, as well as

all tickets already including a discount for school children and students. Club members also receive one voucher per order, which can be used at the Porsche-Tennis-Grand-Prix 2009 merchandise stand.

Sand in sight: Larry Scott, CEO and Chairman of the WTA Tour, Markus Günthardt, Porsche Tennis Grand Prix Tournament Director, and Anke Huber, Sports Manager (from left)





For more information, visit www.porsche.com

Winter's on its way.

Time to protect your Porsche from the elements.

Porsche Winter Check

Porsche Service

The Porsche Winter Check is designed to ensure that your Porsche is fully prepared for the colder months. Using specially defined checklists, we perform checks on all of the vehicle's electrical and mechanical functions, as well as fitting winter tyres and storing your summer ones. To find out more about the range of services on offer, please contact your Porsche Centre.



PORSCHE

2. Information Exchange

Porsche Tequipment – Accessories for Individual Design

Built to Transport



Secure all the way: You can rely on the ski and snowboard holder

Anyone who has sat in a Porsche 911 knows: Porsche transports emotions. Sometimes it's the everyday things in life that make for a truly special experience – such as bicycles, skis or snowboards. Anyone who thinks that the 911 models and transporting sports equipment don't go together should take a look at Porsche Tequipment.

With the accessories adapted to suit the individual requirements of our drivers, Porsche has once again proven that combining apparent opposites is one of its many specialities. The base carrier roof transport system for a roof load of 75 kilograms is the perfect solu-

tion for a wide range of requirements. Special mountings leave nothing to be desired. Stable locks and safety caps also offer effective protection from theft.

The lockable roof box with a volume of 310 litres and built-in ski carrier is ideal for transporting skis and snowboards. The plastic box can also be opened from both sides, making loading and unloading significantly easier. The ski/snowboard holder is available in two versions: for up to four pairs of skis or two snowboards, and for up to six pairs of skis or four snowboards. And the useful boot tub made from black,



Optimal coordination: The plastic box and base carrier roof transport system

stable plastic protects from moisture and soiling – ideal for transporting wet ski boots on the way back from the piste.

Optimal protection: The exact-fit boot tub is waterproof



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. 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 Classic

New Additions to the Spare Parts Range

Porsche Classic is constantly working to close gaps in its range of spare parts. Around 30,000 classic parts are currently available, and the range is constantly checked and updated. Re-issuing new parts represents the major challenge for the Classic employees.

First, the market demand is assessed, then the historical documents are found in the Porsche development archive, and finally, the availability and state of the original tools is checked. Often, a new supplier must be found or a new tool made. Steps which in themselves are extremely time consuming and cost intensive, and also result in even more time consuming and expensive technical tests.

It goes without saying that genuine Porsche Classic parts are subject to the same quality standards applied to genuine modern Porsche parts. All safety-relevant parts are therefore subjected to extensive tests in the Porsche

development centre in Weissach. All recent legal regulations (e.g. "material bans") are also complied with during the production of replacement parts. It is often only the close relationship between Porsche Classic and its suppliers which makes it possible to produce or reissue a Classic genuine part. For many suppliers, the production results in an above-average amount of storage, maintenance and operation of old, large and complex tools for the relatively small volumes on classic Porsche vehicles compared with other large vehicle manufacturers.

On the Porsche Classic homepage at www.porsche.com/classic, you will find a constantly updated database of parts available in your Porsche centre in the Classic catalogue area.

Porsche Customer Centre Classic

Restorations

Tel.: +49 (0)711 911-27150

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E-mail:

classic-service@porsche.de

Vintage and Youngtimer parts

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Fax: +49 (0)711 911-24100

E-mail:

classic-parts@porsche.de



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





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 NO
275/45 R19 Latitude Sport NO
295/35 R21 Latitude Sport NO

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 NO
275/45 R19 Latitude Tour HP NO

3. Club Management

Goodbye to Anne Philipp

On December 1st, 2008 Anne Philipp will leave the Porsche Club Coordination after seven years to face new challenges within Porsche AG. Time to look back on a wealth of wonderful and exciting times. And also time to look forward, as she will remain in contact with the Club scene in her new position.

Ms. Philipp, have you ever regretted joining the Porsche Club Coordination?

No, never. My job as part of the Porsche Club Coordination team was my ultimate dream job. Communications, client contact and event organization are part of everyday life, and guarantee an exciting and diverse range of activities with an international focus. The implementation of strategic projects, personal and extensive contact to Porsche enthusiasts and the organization of a whole host of events on-site provide an amazing mix and opportunity for personal enrichment!

What is particularly special about the Club world in your opinion?

If you consider that Porsche Club members work on a voluntary basis and dedicate every moment of their free time to Porsche, it is really remarkable, and must not be taken for granted. Of course, Porsche Club Support works towards certain goals, as both parties have to profit from this partnership. But even when there were disagreements, one thing is always at the forefront: the passion to live and experience the Porsche brand. And this is at the heart of everything we do and every solution we work to find. This fact fascinated me from the very beginning!

How do you view the development of the Club world over the past few years?

There are currently 607 Porsche Clubs in over 60 countries around the world – figures which speak for themselves. When I joined the Club Coordination Team in December 2001, there were “only” 510 Clubs in existence – this means that over the past seven years around 15 Porsche Clubs have been founded each year. In the new markets such as Latin America, Middle East and Asia Pacific in particular, the Club activities have increased enormously in recent years. In the existing Clubs too, the number of members is increasing continuously, which is just as important. The Club scene is also becoming even more professional, and is a credit to the Porsche name.

Saying goodbye is hard. After seven years it can't be easy, can it?

Anyone who knows me knows that saying goodbye is not one of my strong points. It will be very difficult to “leave” the Club Coordination and the members of Porsche Clubs worldwide. Believe me when I say that I had to fight to hold back more than a few tears at



my final Club events over the past few weeks. Seven years are a long time, but it is a good moment to embark on the new road opening up before me. I will still be around, and will do everything in my power to make sure that I keep in contact with my friends both inside and outside the Porsche Club Coordination Team!

What are your plans?

I will be joining the new Porsche Museum in Zuffenhausen as part of the Event Management Team. There are three of us in the team, with the goal of organizing and implementing 200 events per year. It was a challenge that appealed to me, and I just couldn't say no, no matter how difficult it is to say goodbye to Porsche Club Coordination. It is a brilliant new project which I will be able to be part of from – almost – the very beginning, and I'm really looking forward to it.

Will you still have professional contact with the Club world?

Most definitely! That is one of the things which made my decision to leave that little bit easier. I am certain that all Porsche Clubs will want to visit the new Porsche Museum as soon as possible. It would therefore be practically impossible to avoid seeing people again, and I am already looking forward to the reunion immensely.

Is there anything you would like to say to the Club family?

I would like to offer my heartfelt thanks to all Club members for their loyalty to the Porsche brand, their unfailing dedication, and last but not least, for their friendship over the past seven years. My work has always provided me with an endless source of fun, and I know I will miss you all – keep on living the Porsche myth!

YOURS, ANNE PHILIPP

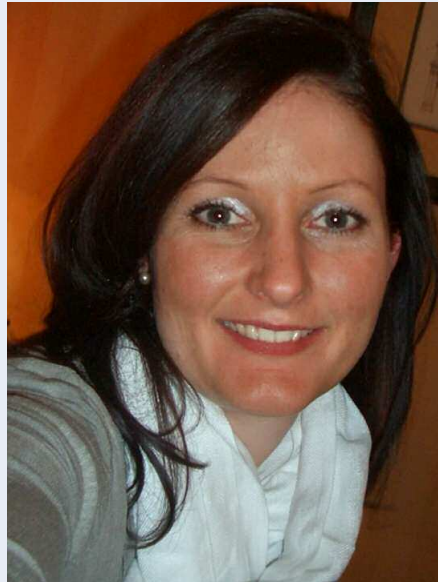
Introduction of Andrea Hickethier

We are delighted to announce that the void left by Ms. Philipp has been filled quickly, and we are pleased to introduce a new member of our team, Andrea Hickethier. Ms. Hickethier has worked energetically on behalf of the Porsche brand for four years already, and will now be responsible for the markets of Europe, the Middle East, and Africa.

She is a native of Reutlingen, and initially studied Business Sciences at the University of Hohenheim, near Stuttgart. In order to add a practical dimension to her coursework, Andrea Hickethier went to work for several companies while still studying, including Robert Bosch GmbH, Hewlett Packard GmbH and Hugo Boss AG. Even these early jobs were connected by a common thread: they all involved direct contact with the customer.

After completing her degree in September 2004, Andrea Hickethier joined Porsche AG. Her first position was that of shop and events manager with the accessories label Porsche Design Driver's Selection. Two years later, she became a key account manager for corporate customers in the same department, and developed a new distribution channel. "The projects I managed for Porsche during that time were great fun and very interesting. One of the highlights for me was without doubt the Porsche Design Driver's Selection presentation during the dealer launch event for the Cayenne, which took place in 2007 in Baja California, Mexico. Our team set up an entire shop on the hotel premises in Los Cabos, Mexico. We had around 4.500 Porsche Design Driver's Selection items and presented our goods to 1.500 customers from 90 countries."

From the early days of her international career, Andrea Hickethier had many opportunities to establish direct contacts with the Porsche Club scene. For example, she still has fond memories of the Club Presidents' meeting in Groß-Dölln in 2006, the IAA 2005 and 2007, and Porsche Travel Club event Camp4 in Finland. In her conversations with customers and Club members, she was struck by their passion for the Porsche brand. A passion that unites. Andrea Hickethier even likes to spend her leisure time with enthusiastic Porsche customers: "I often say that I too am completely dedicated to the Porsche brand! I began working as an instructor at the Porsche Sport Driving School in 2008, and on weekends I teach driving safety courses with my colleagues there." For Ms. Hickethier, the appeal of this new challenge is that she now has the opportunity to serve the international Club world as an extraordinarily brand-loyal community from within the company. "I am especially looking forward to contributing my years of experience in



customer service to my new role. I am keen to take up my role within the Porsche Club Coordination team", says the 32-year-old, "and particularly the chance to have direct contact with Porsche Club members all over the world."

Ms. Hickethier will be responsible for the markets in Europe, the Middle East and Africa as well as for Porsche Club News.

She will be delighted to answer your questions.

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Current structure

**Contacts for Porsche Club Coordination:
Management Division Among Markets**

In order to be able to provide the Clubs with the greatest possible degree of individual service, the Porsche Club Coordination was recently devolved to the respective markets. This means that all Porsche Clubs now have their own contact to and a greater degree of continuity within the Club Coordination world. Most importantly, market-specific needs and wishes can be addressed in a more individual way. The team members of Club Coordination also have specific task assignments, and can now concentrate more closely on “their” markets.

The existing structure has proven successfully, and will remain in force for the future. The duties and responsibilities of Ms. Philipp will now be assumed by her successor, Ms. Hickethier. We are glad to provide you with all contact information for Porsche Club Coordination in this overview.

Besides ongoing projects from the markets, Mathias Menner will be responsible for plant visits, and Andrea Hickethier will be responsible for Porsche Club News. The team spokesperson is Sandra Mayr, and she will always be glad to respond to questions and requests of all kinds and from all markets.

The division by markets is as follows:



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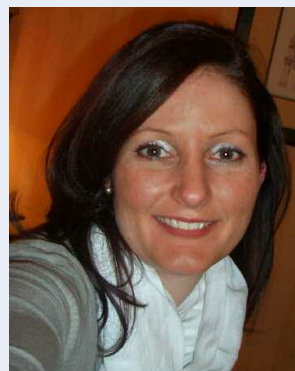
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4. Reports

Porsche Club Baden

Welcome to Bavaria: Porsche Club Baden Annual Trip

The trips organized by Kurt and Gisela Schaber are always an insider's tip among members of Porsche Club Baden. This time, the Club invited members to take part in an annual trip on 3rd of October 2008 to the lakes in upper Bavaria, and a first friendship meeting with Porsche Club München. The Schabers once again used their extensive experience to plan an amazing trip.

The first destination was Lake Starnberg. After lunch at the "Härings Wirtschaft" restaurant, the travellers admired the spectacular view of the mountains and breathtaking villas on the lakeside from their vessel the MS Starnberg. In the evening, guests enjoyed specialities of the Bavarian region at the Hotel "Hoisl Bräu" restaurant in Promberg in the heart of the alpine uplands.



The highlight of the next day was the first friendship meeting with Porsche Club München. The Porsche fans got along like a house on fire, and the meeting was filled with lively discussions. The group drove together from

Promberg to Tegernsee, where they savoured the gourmet menu served at the restaurant "Maiwerts Fährhütte". The speeches held by Porsche Club München President Karl Heinz Junge and Porsche Club Baden President,





Marita Kunzmann livened up the atmosphere with Club introductions and anecdotes. The journey continued along the alpine roads, crossed the Austrian border to Leutaschtal, and ended up in Kühtaiertal, where homemade Porsche cakes were presented by the landlord and landlady of a local pub. The guests from Baden took leave of their Bavarian hosts, already looking forward to the next meeting. The drivers waved good-

bye to Bavaria on the following day at the baroque Andechs monastery with a meal of Weißwurst (Bavarian veal sausage) and pretzels, before embarking on the return trip to Baden. We would like to thank Kurt and Gisela Schaber for organizing the event, and Jürgen Schultz for managing the finances.

Marita Kunzmann

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Porsche Club Oman

Summit Meeting in Oman: An Exciting Cayenne Off-Road Experience

The scene was set: Ten Porsche Cayenne positioned ready for off in front of the steep sand dunes, itching to prove what they are capable of. The track would have proven impossible for most vehicles, but was a welcome challenge for the Cayennes.

The two-day Cayenne Desert Camp in the Wahiba Desert, 250 km from Muscat, was organized by Porsche Club Oman in January and February, and offered a whole host of exciting challenges for participants – particularly as some of the drivers had little experience in the dunes.

After a day packed with adventure, the groups returned to the camp for an evening filled with entertainment and an exclusive evening meal.

On the second morning, the participants were ready for a longer and more challenging route. Although some of the drivers were new to this style of driving, and still had to work on their abilities in the dunes, the passion and dedication of the participants proved more than enough to compensate for their lack of experience. After all, the goal of these events is first and foremost driving pleasure and the Cayenne is a more than capable partner.

Porsche Club Oman also organized a trip from Muscat to Jebel Akhdar, a drive of around 160 kilometres through picturesque landscapes. The highlight of the trip was the final 30 kilometres through ascending mountains – the drive along the 2,000 meter high Jebel Akhdar, the highest jebel (summit) in Oman. The trip is only permitted for vehicles with four-wheel drive.



The pictures prove: the year held a whole host of eventful moments for members of Porsche Club Oman.

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Porsche Club of America, Wild Rose Region

Porsche Cars Canada: Ready for Off with Launch Control

Every year, Porsche engineers develop new solutions and with every new development the performance is increased, consumption reduced, the vehicle made more comfortable and the driving characteristics improved. Now the 911 models have been given an engine with direct fuel injection (DFI), the Porsche twin-clutch gearbox (PDK), a new communications system (PCM), an improved aerodynamic front and rear apron, and Porsche Launch Control.

Parallel to the introduction of the new features, Porsche also founded Porsche Cars Canada to gain a stronger standing in the Canadian market. Porsche Cars Canada continues to work closely with Porsche Cars North America, but also enables a greater understanding for the complex and diverse market in Canada.

In mid-October, Porsche Cars Canada organized the opening event for the market launch of the new Porsche 911. Porsche drivers from all parts of Canada, including members of Porsche Club of America, Wild Rose Region,

Vancouver Island Region, Toronto and Halifax Region, came together to discover Porsche's "inner strength" – a discovery which, of course, could only be made on the race track. In this case a converted aeroplane runway at the regional airport of Niagara.

The test drivers were informed of the various improvements made to the Porsche 911 in four units – with an extensive technology presentation, a cross-sectional model of the new PDK transmission, comparison drives with automatic and manual transmissions, a slalom run and several acceleration and braking tests.

Porsche Cars Canada was justifiably proud of the PDK transmission – but Launch Control is yet the reason for Porsche fans to buy the new model. Just imagine pressing the Sport Chrono Plus button, putting your foot down on the brake, and flooring the accelerator completely – the car revs in the limit range, but the wheels stay still! The display tells you that Launch Control is activated, you take your foot off the brake

and race down the track at maximum torque in what is best described as a rocket start. No wheel spins, pure power evolution! It's the experience of a lifetime.

Many participants were impressed by the wide range of technical developments, including the low fuel consumption, the front and rear LED light units, and the new aerodynamic mirrors, which help to keep the side windows clean. But the test drivers kept coming back to Launch Control. Needless to say the drivers are not likely to have the opportunity of using Launch Control on city roads (no matter how tempting it may be). During visits to a race track, however, or given a chance of taking part in a race, Launch Control is the new toy on every Porsche enthusiast's wish list this Christmas! And we have all been good, haven't we?

Test drivers and Porsche Club members celebrated the first Porsche Cars Canada event together, held by a most generous host. Congratulations on an impressive start – with Launch Control!



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Porsche Club UAE

Experience that Pays Off: Driving Days at the Dubai Autodrome Race Track

Tyres screech, the air vibrates with excitement, the drivers experience a sudden rush of adrenalin. The excitement in the lead-up to the coming event makes hearts race – an unforgettable driving experience is just minutes away. And in surroundings where Porsche is completely at home – on the race track!

This is a fitting description of the unique experience of participants in the Porsche Club Driving Experiences event held in February and April 2008 at the Autodrome in Dubai. Porsche Club UAE has used the FIA-certified track many times in the past to hold a wealth of unique events for its Club members. New mem-

bers were also invited to the events, where they could take part in four professionally run training units, organized especially for them.

Even the advanced drivers were given the chance to test their abilities in addition to the newly learned tips and tricks in a time trial prepared in one of the seminars.

Experiences like these simply cannot be had on public roads. Only on a race track do you have the chance to experience what a Porsche is truly capable of, and the lucky Porsche owners who took part on the event lived the fascination of Porsche first hand – the feeling of being

part of the Porsche racing sport tradition, a tradition which spurs Porsche on to victory to this very day.

The Driving Days were sponsored by Porsche Centre Dubai and Michelin. A total of 71 and 60 drivers at each event took part with their Porsche vehicles.

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PORSCHE

Porsche Club Bahrain

Drive without Limits: Bahrain Track Days 2008

Porsche drivers rarely have the opportunity to find out what their vehicle is really capable of on city roads. Porsche Club Bahrain therefore organized the Bahrain International Circuit Track Day for its members. On this day in February, the members finally had the chance to put their vehicles to the test, and experience the inexhaustible performance of their Porsches on the race track.

All Porsche drivers are motor sport fans at heart – even if they don't take part in professional races themselves. Porsche Club Bahrain brought the pro-

fessional drivers at the race track together with its Club members and gave them the opportunity to profit from the wealth of expertise offered by these experienced instructors. On the long-awaited day, 70 enthusiastic participants listened attentively as they were instructed in the rules of the race and gained an impression of the race track.

Then the participants experienced an unforgettable moment, guaranteed to set the heart of any Porsche driver racing – individual instructions were given with an introduction to apex point, braking point, curve control and drifting.

The joy felt by all was indescribable as the impressive formation of Porsche models made their way around the track: a show run of 45 vehicles, as different in colour as the nationality of their owners, brought together to experience the fascination of Porsche together.

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PORSCHE

Porsche Club Seetal Luzern

Porsche Driver Training in Burgundy: Stretches of Sun!

Porsche Club Seetal Luzern once again organized a two-day driver training event this year on the Magny Cours Formula One race track.

The race track was reserved exclusively for Club members, customers of Porsche Centre Zug, and additional guests, for an open driver training event. In short: optimal conditions for 43 "racers" to enjoy the full driving dynamics of their Porsche models and to gain more driving practice.

The highlight this year was the appearance of professional race driver Marcel Fässler. Porsche Centre Zug provided the Club with a Porsche motorsport me-

chanic complete with workshop and towing vehicle for the entire event, as well as two Volkswagen Crafters to transport the 74 wheels. We would like to take this opportunity to thank all sponsors and volunteer helpers for their dedication.

The enthusiasm shown by all could be seen clearly in the lively exchange of experiences while enjoying the aperitif and evening meal together at the hotel.

The event was once again expertly organized by our experts Martin Kammerbauer and sports manager Heinz Arnold, for which we offer our heartfelt thanks.

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Porsche Club Jeddah

**The “Butterfly” Effect:
Porsche Club Jeddah at the Jeddah Race of Champions**

Porsche Club Jeddah recently made an appearance on Google Earth: in the form of the brightly lit Jeddah Race Way (JRW) with butterfly design. The site was host to the long-awaited Club race event for the end of season celebration, where Porsche owners and other motor sport fans came together to test their strength against each other.

Known as JROC for short (pronounced: Jay Rock), the Jeddah Race of Champions is famous for its high speed, making it the perfect event for Porsche vehicles – an exciting occasion filled with action was guaranteed! The event itself is made up of a series of knock-out races, in which two Porsche vehicles compete for the top position on the race track over three laps.

On the day of the event, the stage was set, and the participants were visibly

excited in anticipation of their star performance, as they waited in their positions ready for off, and to prove their skills in a head-to-head race. The excitement was tangible and you could feel the passion in the air. The spectators could hardly stay in their seats.

Most of the drivers knew the high-speed butterfly race track, as they had, during the “Test and Tune Days”, taken the opportunity to familiarize themselves with it. Now they had committed every detail, the sharp turns and the wide curves, to memory.

Nevertheless, the Club board members still accompanied some of the drivers on a final lap to check the track and explain each turn and braking point one final time.

And then they were off! The Porsche ve-

hicles didn’t disappoint, with an average lap time of 1:24:654, proving that speed is a basic requirement for achieving top positions in the race. And it goes without saying that the precision, training and experience of the drivers also helped on the road to success.

All in all, it was an outstanding experience for drivers and spectators alike. A day which will be looked back on fondly for years to come!

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5. Classic Reports

Porsche Club 924-944-968 France

The “Birthdays Porsche”: Twenty-fifth Anniversary of the Porsche 944

The Porsche Club 924-944-968 in France was founded in 1999 under the name Club 924. It was officially recognized by Porsche in 2005. The Club is made up of around 170 members from throughout France and Belgium.

The exchange between Club members takes place mainly via the Club homepage (www.924-944-968-porscheclub.fr), in addition to the two or three national meetings organized by the Club each year to promote the shared passion for the Porsche brand in the various regions.

The year 2005 marked the 30th anniversary of Porsche 924 and the Club organized an extraordinary event headed by President Jean-Manuel Tous-saint: the “Birthdays Porsche” was born in Fontainebleau. The resounding success of the event (150 Porsche vehicles) prompted the Club to organize a sequel.

The second “Birthdays Porsche” took place on September 13th, 2008 at the Parc des Noues in Montereau Fault Yonne, in celebration of the 25th anniversary of the Porsche 944.



The Porsche 944 was only produced for about a decade, with a total production figure of some 162,000 units. It appeared in several versions, during that decade: in 1985, a turbo model entered the market with a performance of 220 hp; in 1988, the performance was increased to 250 hp; and in 1989, the 944 S2 was produced as the first Cabriolet in Porsche history with front-wheel drive.

Over the years, the Porsche 944 has been available with 2.5 l, 2.7 l and 3.0 l

engines for the S2 version – with increased performance starting at 163 hp in the first models, through to 290 hp in the Turbo S. Finally, another competitor version was also developed: the 944 Turbo Cup for use in the Porsche Cup.

The second “Birthdays Porsche” provided the perfect opportunity to bring these models together again. After almost one year of preparation and intensive work on the part of the organization committee, the “Birthdays Porsche” were finally ready for off on Saturday, September 13th, at 8:30 a.m.

The approximately 150 participants received a folder at the entrance containing a sticker and a copy of the Club magazine GTR MAG. After the reception formalities were over, the vehicles were gathered and positioned in categories by the members of the organization committee.

The official opening was performed by the Club President at around 9:30 am. We would like to offer our thanks for the help provided by the town hall and the



tourist organization, which helped make this celebration an extraordinary success.

The Club set up its sales stand, and there was a bar offering a range of refreshments. Numerous exhibitors provided an opportunity to complete miniature model collections, purchase car insurance, or upgrade interior equipment. Two Porsche Parades with a show run were held in the city. The vehicles presented attracted many admiring gazes, and the drivers were extremely proud to show off their Porsches.

Three raffles were also organized for the game fans among our visitors, offering a chance to win a whole host of small gifts, as well as such major prizes as a race training session and a day at the race track with Michel Nourry. A Concours d'Elégance was also held, with awards for the most attractive vehicles.

A glance over the park showed that participants had come from all over France to attend the event. The general state of the vehicles was more than just very good, proving that the passion for the front engine is still going strong, and that maintenance is extremely important to owners. All models were represented at the event, including a 924 Carrera GT, a 924 Automatic, a 944 Turbo Cup and a 944 Turbo. The large number of participating 911 models – and two 356 models – were testimony to the real passion for the Porsche brand, which transcends the debate over real or “fake” Porsches.

The second “Birthdays Porsche” ended at 6:30 p.m., after the second parade. To round off the event, the organization



team treated its Club members to an evening meal.

Our Club looks back on the event as a resounding success, and we hope that we have won several new members for our Club. We are certainly not lacking in Club projects. We have a national excursion planned for October to Baie de Somme for our annual general meeting. And 2009 will be another important year, marking the 10th anniversary of the Club. We aren't giving away too much by saying that yet another wonderful celebration is in preparation to mark the occasion!

Philippe Bryard

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Porsche Club 914-6

Celebrating in Good Shape: Thirtieth Anniversary of Club 914-6

The first official document marking the 30th anniversary of the Club was a pure understatement. Its shape measured a mere 48 x 27 mm and still managed to cause a small sensation. Never before had a commemorative stamp been issued for an event like this – yet because it was so “understated”, some members missed it. Hungry for the latest news in the world of Porsche, they focussed on opening the letter. And this is one of the reasons why the stamp was so sought after, just a few weeks later.

This “little touch” was the prelude to the major anniversary celebrations and adorned the invitation to the autumn meeting in 2008. This year was to mark the 60th meeting of the foundation of the Club – a meeting held religiously twice each year (spring and autumn), as the climax of Club life, along with regional meetings, excursions, Techno Classica and the Oldtimer Grand Prix. It

was also the fourth 914-6 autumn meeting in a row to be held at the Nürburgring during the “Eifel Klassik” event. We have been on hand since the new version of this old classic model was launched, organizing the ever popular “Special race for classic Porsche vehicles”.

This year, 28 Porsche drivers answered our call and completed two runs of 4 laps each on the North Loop. No fewer than 11 of our 914-6 models took the plunge on the infamous North Loop track. They were then joined by four 356, nine 911, three 924 and one 928, not including the strongly represented 4-series models. There was no denying that it was a representative mix.

Six 914-6 took part in the equally famous 400 km race. Our members Oliver Mathai and Chris Stahl surprised many guests and participants by presenting a newly assembled GT. Michael Wittke



was as fast as ever, proving the theory that “only flying is better”. Up to 30 real-life 914-6s gathered on our Club plot, which stretched for more than 1000 square metres on the new pad-dock.

A total of almost 100 visitors made the trip to the official Club evening. The 8 x 15 metre tent was almost always full and a constant hive of activity. Alongside the gigantic photo wall documenting Club scenes from the past, Club member Dirk also presented his recently finished “GT” – an exact replica of the former Nolte 914-6.

The big anniversary celebration was held on Saturday evening, with a surprising mix of rustic charm and festivity: beer tent tables with china plates and draught Kölsch beer, a speciality of Cologne. A sophisticated touch was provided by the delicate glasses holding real champagne on the official Club evening.

The Board of Directors had prepared a little keepsake of the 30th anniversary





celebrations: in addition to the anniversary stamp, visitors were also given a CD containing the Club hymn from a recording made in honour of the last spring meeting (yet another highlight of the 914-6 Club), a testimony of the firm friendships forged among our members. Guests enjoyed food and drink free of charge for the entire weekend.

The work of the sponsors was another welcome addition to the event. "Mittelmotor" financed the Club banner which is still on display, with the 30-year anniversary logo. Porsche Club Coordination supplied a whole host of items from the Club Kit with no complications. The give-aways, in particular the Porsche



cleaning cloth sought after among insiders, were a big hit. As the highlight of the evening drew near, dozens of Porsche cleaning cloths were brought to the tables along with bottles of champagne as a humorous gesture, which guests proceeded to transform into a makeshift bib. We all rose to-

gether to toast the unique anniversary. And that was the last time most guests were on their feet for the rest of the evening until late at night, when it was time to catch the shuttle service running on each day of the event.

Thirty years of the 914-6 Club passed by in the blink of an eye – or at least it seemed that way, looking back on that Saturday evening of 27th of October 2008. But there is no reason to be sad. The 914-6 is more present than ever. And next year we will celebrate the 40 anniversary of the 914-6. And that's a promise!

Joseph Reip

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Porsche 356 Registry

Themed Evening: 356 East Coast Holiday 2008 celebrates 60 Years of Porsche Sports Vehicles

Porsche 356 Registry celebrated "60 years of Porsche Sports Vehicles" at the start of September with a meeting on the topic of types of transport. "Trains, Planes and 356 Automobiles" was the motto of the East Coast Holiday by Porsche 356 Registry, held this year in Lancaster, Pennsylvania.

A special form of transport was at the heart of the weekend's activities: the local Amish families could often be seen out and about in their carts – a clear indication of the simple way of life adopted by these farmers -of German origin.

The event hotel catered for the approximately 500 participants, bringing with them 267 Porsche 356s of all model series. Thursday provided the opportunity to drive on the local country roads and rustic wooden roofed bridges. A group of 157 participants set off for Winterthur, home of the founder of the DuPont Company. A 60 hectare park boasts plants from all over the world, carefully arranged to offer outstanding floral displays all year round. The evening welcome reception offered a fantastic selection of wine, and beer from the local brewery in Lancaster.



On Friday, all participants had arrived and many took part in the traditional literature reading and the technology seminars held on the three following afternoons. One of these was held by DuPont on the topic of colour adjustment and colour finish, one by Spinneybeck Leather and the other by Freda Giblin on the topic of identifying and differentiating between the various 356 models. After the seminars, the 356 and their drivers set off for Strasburg and the Pennsylvania Railroad Museum, located next to the Strasburg railroad station, where a steam engine with nine wonderfully restored carriages was waiting to take a group of Registry members to Paradise in the afternoon.

On arrival in Paradise (1028 inhabitants), the traction engine switched to the other end and pulled the train back to Strasburg, through lush farmland, where the harvest had recently begun, and harnessed horses were busy working on the fields. The group climbed out of the carriages at the train station and proceeded across the road to the railroad museum, where a collection of 100 locomotives and railroad carriages were on show. A guitar and violin duet provided entertainment with a repertoire of blues music and traditional railroad songs, while the participants enjoyed an elaborate barbeque buffet surrounded by the railroad fleet.

Sunday was overcast, but the group nevertheless drove the 30 mile stretch to Grimes Field in Bethel, home of the Golden Age Air Museum. A Waco double-decker offered sightseeing flights in the morning. Rain set in around midday, however, causing the participants to seek refuge in the tents for lunch. The adjoining hangars were also open, showing a display of various classic air-

craft and other constructions. Brett Johnson explained the restoration work on a 1952 Glaser Cabriolet and a 356 pre-A model, a wonderfully restored 1953 Cabriolet owned by John Wood, was among the vehicles on show in the rain. This beautiful black vehicle with a green roof and green interior design won the largest number of votes in the "People's Choice Concourse".

The evening gala was held in the hotel. The "Concourse Class Awards" were presented, and 18 first owners were honoured with a special plaque designed and made by 356 C owner Dennis Frick. The organizers Marti and Bruce Baker and their team received a standing ovation for their efforts in organizing this "first class" event.

After an indoor swap meet on Sunday morning and a generous breakfast buffet, the drivers prepared for their in some cases extremely long journeys home. Some visitors had driven from Canada, or had to travel 4,200 miles (6750 km) back to Alaska. But however long the journey home, everyone left with a smile on their face.

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