

## 4. Management

### The New Porsche Club Handbook

### Knowledge that Unites

Dear Porsche Club Presidents,  
Dear Porsche Sales Partners,

The Porsche Club Handbook has been extensively revised to include a wide range of new topics and is now available in digital form.

The Club Handbook will continue to act as an extensive and detailed compilation of all issues relating to Club activities. It is also a useful aid for all important topics which may arise in a Porsche Club – from creating printed material or homepage through to organisational support during Club activities.

It also outlines the areas of responsibility and expertise offered by the Porsche Club Coordination, provides information on all relevant issues connected to the incorporation and integration of Club activities in dealer activities, as well as the various opportunities open to sales companies.

You will find the familiar Club Handbook content, along with a range of completely new aspects. This edition includes additional topics such as the legal situation with regard to unofficial clubs or the new Outdoor Event Kit. A particular focus can be found in the chapter “Porsche Club Sport” and “Porsche Sports Cup” with the internationalization of this Porsche race series. In the chapter “Acquiring sponsors for Porsche Clubs” you will find helpful tips for attracting and dealing with sponsors.

The Porsche Club Coordination Team always aims to keep you up-to-date with the latest information. We have therefore made each chapter of the Club Handbook available in digital form as a PDF. Porsche Club Presidents and the Porsche AG markets will receive the Club Handbook from Porsche Club Coordination in a circular E-mail when it is complete. The latest version can also be downloaded from the Porsche Club Coordination homepage. The homepage also includes an up-to-date address list for all Clubs worldwide, along with the dealer organization.

In response to the continued international expansion of the Club community and the established “Club language” English, we have decided to focus on two languages. This edition of the Club Handbook will therefore only appear in German and English. You can, of course, have the Handbook translated into your local language for your market at your own cost.

At [www.porsche.com](http://www.porsche.com), > Country selection > Motorsport and Events > Porsche Clubs you will find the option > Club Management. As of August 2008, you can download the latest version of the Club Handbook here.

As we can now update the Club Handbook at any time, we look forward to your input in the form of comments and/or suggestions for improvement.

Your Worldwide Porsche Club Coordination Team  
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