



GOLDEN FIFTY

Driver and car. When the former is a connoisseur and the latter is a Porsche 911, there's nothing standing in the way of a very special relationship. And it has been that way for fifty years now. There have got to be good reasons for it—and indeed there are.

By Wolfgang Peters
Photos by Steffen Jahn



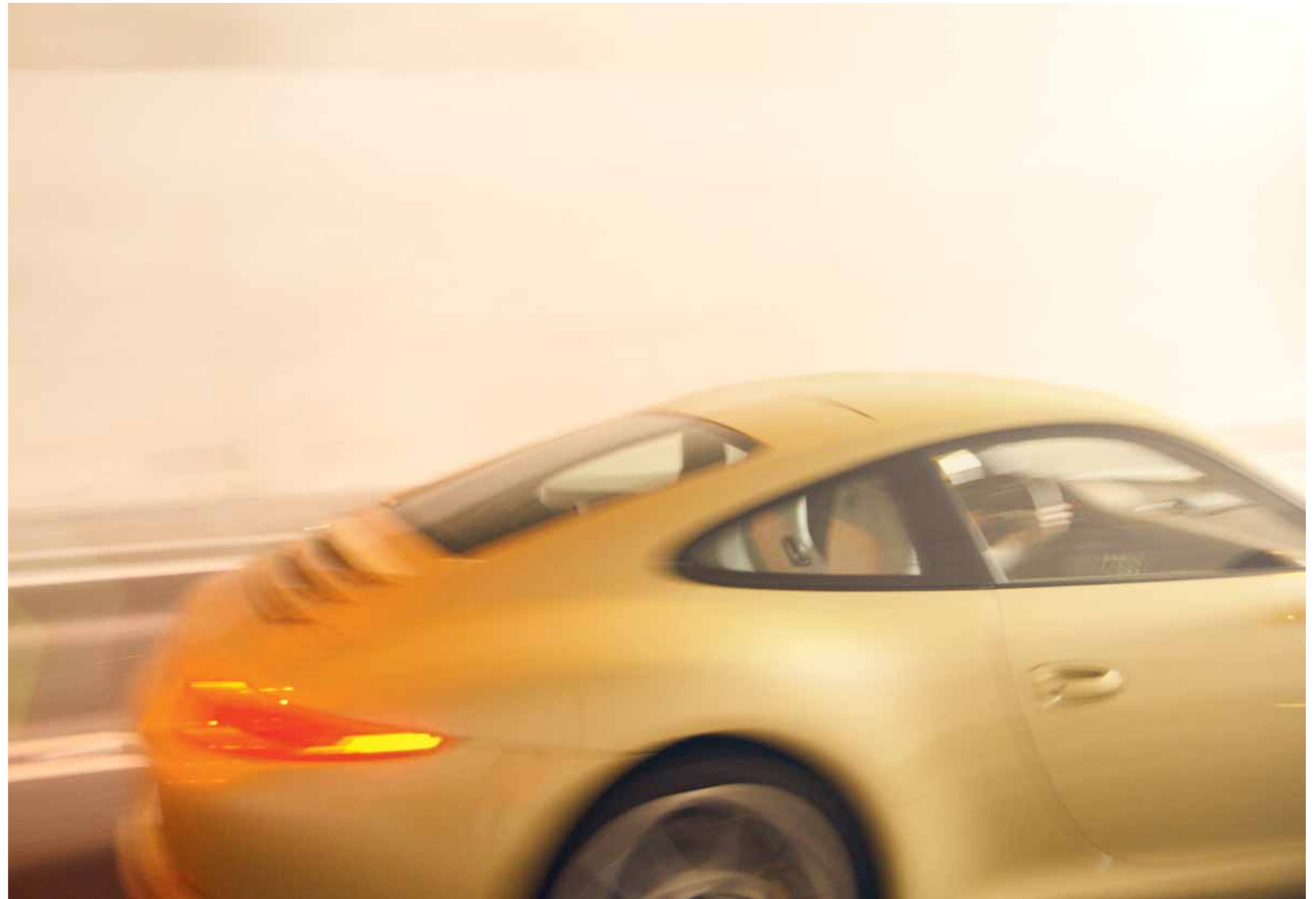
*The 911 is a car of both reason and seduction.
A feast for the senses. Anyone who has had the pleasure
of driving a 911 will never be the same.*

A full and clear view of a Porsche 911 engenders desire. Want one. Need one. It awakens a passionate urgency—for immediate possession, even for seizure—kept under control by the strictures of civilization.

But to use the cliché, where there is a will, especially one as strong as this, there is a way. And with the promise of Porsche fulfillment comes a creative will set on finding that way, or any way.

In the database of his intelligent thought, the new possessor of a 911 shelves all of his strategies for acquiring the object of desire. They are no longer necessary. The new owner has what he or she wants and has worked for. The pulse accelerates, the basal metabolism rises, and the gaze lifts to search for an open road and the sharpest sequence of curves. Just get in and get started. Start the engine, listen, feel—then, best of all, *drive*.

Golden generation:
The 991 embodies all
of the 911 virtues in
cutting-edge form



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Just get in and get started. Start the engine, listen, feel—and drive.*

Putting this driving machine into motion, sensing its responses, uniting with it. Riding the load changes, partaking of perfection, celebrating a conscious sense of surrender.



The 911 in its element: Fifty years of the high art of taking curves

Driving a 911.

Putting this driving machine into motion, sensing its responses, uniting with it, partaking of perfection; such is the essence of owning a 911.

It has been that way for fifty years now, and, based on everything we know, it will not change over the next five decades either.

The wish (or rather the craving) for a 911 is fueled by processes that one explores in one's mind and feels in one's heart. The 911 is a car of both reason and seduction; it is a feast for all of the senses. Anyone whose knowing eyes have ever caressed the 911's body, starting at the front with its accentuated fenders, continuing on over the subtle roof to the muscular curves of its rear; anyone who has experienced the intimate interior with its qualities of strength, control, and austere luxury; anyone who has then immediately ignited the engine and heard its husky call—is lost. Everyone who has studied the 911 with all of his or her senses open and who has had the pleasure of driving a 911 will never be the same.

However, the qualities of this driving machine account for only half of life with a 911. The other half lies in the values of this time machine. No one remains young forever. The privilege lies in feeling young. Of remembering the years of air-cooling and the successful switch to the water jacket. Of directing the steering wheel with the wrist and the fingertips, and hearing forever more the throaty sounds from the rear. Whether male or female, the driver of a 911 has a lot in common with this

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car, but the main quality they share is that they age differently than most. One might say they age backwards. No one will be thrown back into their infancy in a 911, but they will feel the happiness of carefree youth.

That's due to the 911 principle.

This principle has been working now for generations in accordance with a simple, basic formula. It brings together everything that makes up the 911. It is more than just a product or company philosophy. It is a way of life.

It is the art of being able to take this car from the 1960s and advance it in technical terms without changing its character. It is the art not of denying the march of technology, the ever-more rapid leaps in development, and progression as such, but rather of subordinating them to the 911 principle. Technical progress is used as an in-



The rear of the 911: Design element and home of a unique drive system

vigorating element in the idea of the 911, yet in such a way that the car remains what it has always been; just as one still sees the child in the adult, so too has the 911 developed over the years. It has remained true to itself.

This continuum is a fundamental virtue of Porsche. It can be seen in the capacity for concentrated composure. In the 911, Porsche shows that it knows how to find its own pace within an ever-accelerating spirit of progress, to retain its grasp of the emotions that a 911 evokes, and thus to retain the harmony of its own character with the inherent element of originality.

This, of course, can work only if there are people who desire a product born of such features. In the universal world of business, they are known simply as customers. But in fact they are friends, bound by their shared nature. They are the reason that the 911 has existed for fifty years and, in a continuing embrace of this part of the human spirit, will exist for the next fifty. ●

911 (TYPE 991)
CO₂ emissions: 236 g/km to 194 g/km
Fuel consumption (combined): 10.0 l/100 km to 8.2 l/100 km