

7. Classic Reportage

Club Porsche 356 España

Rioja Trip



In September of last year, the Club Porsche 356 España set aside a whole weekend to go on the trail of fine wines. The route through the Rioja wine growing area in the Ebro Highlands was planned by two recognised experts, Isaac Muga, who owns a wine cellar himself, and José Maria Loizaga, President of the Bodegas Lan. Their valuable tips amounted to a guarantee of success.

The participants, in their Porsche 356, 912, 911 and Boxster models, had hardly arrived at the Hotel Los Agustinos in the wine metropolis of Haro when it was time to set out for the first destination on the journey – Isaac Muga's wine cellar. The Muga name stands for traditional methods of wine making. A combination of sophisticated technology and a high proportion of manual work ensure that the wine is of premium quality. The company includes its own cooper's shop, where oak barrels and vats are produced by hand. However, as well as barrels, the wine is also stored in steel tanks. Comprehensive quality control procedures throughout the production process help to maintain the traditional wine cellar's excellent reputation.

After a look at the bottle treasury, which houses some of the very finest vintages, the Club members enjoyed a selection of typical dishes from the region and tasted various different



wines, from a white Barrique to a red Crianza to the very impressive Prado Enea. Of course, everyone also took the opportunity to buy some wine before returning to the hotel.

The following day's tour first of all took the Porsche fans to San Millán de la Cogolla. There, in a remote valley, the monasteries of Suso and Yuso can be found, the birthplace of the Spanish language. The historical buildings alone, with the famous library, a museum and the fantastic mural in the sacristy of the majestic monastery church, make a trip to the area well worthwhile.

The route then continued to Nájera, former seat of the Kings of Navarre and Castilia. Another wine cellar awaited the Porsche group in the village of Samaniego, namely that of Fernando Ramirez de Ganuza. Although it is partially housed in beautiful old buildings with a magnificent patina, it is quite new compared to the Muga cellar, less



than ten years old in fact. Nevertheless, its wines already enjoy an excellent reputation, as the Club members had the chance to find out for themselves when sampling the Crianza and Reserva in the tasting room after their tour of the entire production process. The meal in the Hotel Palacio de Samaniego was also accompanied by wines produced there.

The next stop on the trip was the "balcon de la Rioja" vantage point, which offers a fantastic view over the Ebro Plain. The remainder of the day was free time. A small group made their way to Elciego, where they visited the murals, wandered through the narrow streets of the town and paid a visit to the Ysios wine cellar, which is located in a spectacular building designed by the famous architect Santiago Calatrava. Unfortunately, they were unable to take a tour due to a family celebration.



In the evening, everyone met up back in Haro, where dinner at the “Las Duelas” restaurant was followed by a presentation of Porsche Selection items – an ideal opportunity to buy presents.



Sunday was dedicated to visiting another wine cellar, the Bodegas Lan in Fuenmayor. There, the Club members were amazed by the huge dimensions of the production facilities, the technologies used and the high degree of automation. Barrel upon barrel is stored in an optimally air conditioned room that must be 100 metres long and 14 metres high. All that remained was to try a few.

However, this was not the end of the trip through the Rioja wine country. The final stop was Mendavia, where the Baron de Ley wine cellar is based. This is a vineyard set up in 1985 in the style of the Bordeaux chateaux. Extremely modern production facilities, a high level of automation and strict quality standards have helped their products to achieve considerable recognition from experts. The adjacent Benedictine monastery lends a special atmosphere and is definitely well worth a visit.

From here, everyone set out for home. This look behind the scenes of various wine cellars had enabled the participants to gain an impression of different philosophies of wine making. And the magnificent scenery and numerous cultural monuments will also help to make sure that this trip goes down as one of the most successful in the Club’s history.

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Porsche Classic

Techno Classica in Essen

Techno Classica, one of the world's largest and best Oldtimer exhibitions, was once again a show of superlatives this year. From 1st to 4th April 2004, national and international exhibitors, clubs, dealers and service providers painted a lively picture of the current Oldtimer scene. The figures speak for themselves: 850 exhibitors, an exhibition area that had been increased from 85,000 to 110,000 m² and a new record crowd: the organisers recorded 129,000 visitors at this year's event.

Of course, the huge crowds of Oldtimer fans also made their presence felt on the 600 square metre Porsche stand in the new Hall 3, where Porsche Deutschland GmbH and nine national Porsche Classic Clubs were represented. The Club vehicles on display proved to be a particularly attractive feature of the stand, and included a signal yellow 911 S 2.4 litre from the Club for the classical Porsche 911, the Indian red RS 2.7 litre from the Carrera RS Owners' Club and the 914/6 GT from the Porsche 914/6



Club, which was set up for historic motorsport and decorated with a victory wreath.

The cars certainly led to new contacts. For example, Achim Bade from the Porsche 924/944 Club Deutschland was given business cards by Porsche fans from the Netherlands, Belgium and Austria who, like him, own a 924 Carrera GT. "The previous owner never

drove in the rain and supervised any inspections that were due personally", he explained to the crowd of curious onlookers around his pride and joy. "How do you treat a 924? Who knows about them?" Bade's fellow Club member Axel Giershausen bemoaned the constant stream of questions. "This is stressful".

Equally impressive crowds could be found directly alongside him. People just couldn't get enough of looking at the orange 914/6, and there was constantly someone wanting to take a look under the bonnet or simply try sitting in it. "One lady even thought that it was a new car and asked for a brochure and information about equipment options", recounted Barbara Schürmann from the VW Porsche 914 Deutschland Club. The Porsche 968 Cabrio on display was similarly in demand. "We could have sold the car many times over", was Pia Fechner, Vice President of the Porsche Club 968 Deutschland's view of the great interest shown in the still young classic Porsche.





The 928 GT presented by the Porsche Club 928, which was decked out in the outfit of a track safety vehicle, also evoked a great response from visitors. However, Club representative Georg Kämp not only had to answer questions about this specific car: "People wanted tips for buying a 928 and to find out about retrofitting a catalytic converter", he said. Such discussions naturally included a great deal of useful information about Club activities and a number of people signed a membership application while they were still on the stand. The Porsche Diesel Club Europe, which was represented with an exhibit for the first time, particularly pushed the idea of Club membership. "Just sign here", said Club President Hartmut Stegen in the rough tones of a country man. However, the man he was talking to, who was looking somewhat devotedly at the red Junior V, worked out right away that Stegen was only joking. He did in fact sign the membership application – but of his own volition and because he is a great fan of the quaint Porsche

tractors. The Trekker on display quickly became one of the most popular subjects for photographs, competing for this honour with the hottest exhibit on the stand: a 911 Carrera RSR Turbo 2.1 litre from the Porsche works museum.

The fact that a Porsche tractor could be exhibited at all is thanks to the generous gesture by the Porsche 356 Club Deutschland, which gave up the

chance to present a car of its own. However, a 356 was still on hand – namely a 356 B 2,000 Carrera GT from 1960 that had been restored in plant I in Zuffenhausen. Bearing in mind the eye catching range of cars on display, it is hardly surprising that the staff from Porsche Exclusive and the Classic Centre were constantly being asked for advice about restoration and even managed to gain a few new customers – the best proof of the quality of their appearance at the event.

Just a few metres further on, the so-called living workshop provided an informative yet fascinating look behind the scenes of Porsche's spare parts production. With impressive dexterity, Sabine Dorigo and Wilhelm Wagner demonstrated the art of covering interior parts like sunshades and rear seat backs with leather. In between times, they were available to answer questions. "What adhesive do you use?", one person wanted to know. "Can you retrofit seat heating?", enquired another. When it came to questions about Clubs, however, the two of them had to pass, but thankfully the Porsche Club Coordination was on hand to help,



and simultaneously acted as a contact point for the many international Porsche Club members who visited the exhibition.

Porsche fans were crowded several rows deep around the Porsche Classic information desk. There was not only a special limited edition model to buy, but also newly published Porsche literature. The leaflets entitled "Types, Dimensions, Tolerances" and the operating manuals for the classic Porsche models were among the big hits at the event. Parts catalogues, parts CDs and repair manuals were also highly prized, while opposite the desk was the mobile sales stand from Porsche Selection, with its Porsche accessories that are always popular with all ages.

Despite all the hustle and bustle, the Porsche Classic staff naturally took time out to provide people with a wide range of in-depth advice. At any time, you could find several of them busy explaining the design of a particular component to the inquisitive Porsche owners using parts catalogues or



exploded diagrams on a monitor and showing them which of those parts are available in the Porsche Classic range. Some of the owners were in for a surprise: "I would never have believed that these bumpers are still available", enthused one man from Northern Germany, who wanted to repair some parking damage on his Porsche 356. The availability of spare parts is always an issue that is close to the heart of the owners of classic Porsche models.

These days, however, Techno Classica is about far more than the cars of the past. On the Porsche stand, a current Turbo Cabrio provided a bridge to the modern era, demonstrating the possibilities of the Exclusive range when it comes to tastefully personalising a Porsche.

Whether it is a new Porsche vehicle or a classic model, the fascination of the marque is as strong as ever. The exhibition in Essen once again provided ample proof of that.

Bernd Woytal
On behalf of Porsche Classic



Porsche Exclusive and Classic Centre Retro Classics in Stuttgart



The fourth Stuttgart Oldtimer exhibition, Retro Classics, held from 27th to 29th February 2004 at the Killesberg, certainly lived up to the high expectations. More than 35,000 visitors, including numerous guests from Austria, France, Poland, the Netherlands and Switzerland, enjoyed the chance to see more than 1,200 historic two-wheelers and cars. The remarkably knowledgeable public rated the Porsche stand in Hall 5 as "one of the best sights".

Porsche Deutschland GmbH, the Exclusive and Classic Center and Porsche Classic organised the highly regarded exhibition stand. The Selection Truck opposite was ideally positioned and the neighbouring stand belonging to the Porsche Club Deutschland Wilder Süden perfectly rounded off Porsche's successful appearance.

Under the slogan "50 years of the 550 Spyder", Porsche presented a 550 Spyder Carrera Panamericana along

with a brand new Boxster S with Exclusive equipment. These two vehicles on the left-hand half of the stand were juxtaposed against a 356 Carrera GT Abarth and a partially restored 911 RS 2.7 litre from 1973 on the right-hand side. The RS in particular, complete with body gauges for the front, rear and side windows and



door cutouts, left a lasting impression on the knowledgeable visitors, as it gave them a look behind the scenes of a complete vehicle restoration.

The other items on display included a sectional model of the engine and transmission assembly for a 3.3 litre 911 Turbo, a 356 front skirt with paint structure and a sectional model of a 911 seat.

The Porsche staff present were very much in demand from Friday through to Sunday evening. Conversation mainly centred on issues such as parts availability and the pricing of Classic





from the group Enjoy. The event kept around 2,500 guests entertained until the early hours of Sunday.

During the Retro Night, an expert jury presented a prize to the best Oldtimer from a choice of 750 vehicles. The Porsche 356 Carrera GT Abarth completely restored by Exclusive and the Classic Centre achieved an outstanding third place in the voting.

It remains to be stated that Retro Classics has further improved its image as a meeting point for the new car and Oldtimer scene in Southern Germany, and has developed its own profile. The appearance of Porsche is an integral part of this wander through the fascinating world of Oldtimers.

Wolfgang Streufert
Porsche Exclusive and Classic Center



parts. There were a lot of questions about the restoration process and a great deal of information was provided on general technical matters. Other people wanted to find out about technical literature, maintenance and accident services for new cars and Oldtimers, Exclusive equipment for new cars and the Porsche Clubs,

particularly their coordination and support by Porsche AG.

The Saturday evening saw another highlight, the third Retro Night, a gala evening featuring a Who is Who in the Stuttgart scene, fashion shows by Peter Hahn, boogie woogie demonstrations, Elvis songs and party music

Notes:



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We simply call it craftsmanship.**

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