



**March 2005**

# **Porsche Club**

**News 1/05**



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**PORSCHE**

## Editorial

Dear Porsche Club members,



it is just a few weeks since our worldwide dealership organisation presented the new Boxster to you, while the launch of a new model focused everybody's attention on the 911 in the summer of 2004. We have never presented our customers with two new generations of sports cars within such a short period of time before. These launches have made the past year one of the most exciting in the history of Porsche.

Mainly thanks to the Cayenne, Porsche managed to increase its sales by 15 percent to 76,827 units in the 2003/04 financial year, with the sports off-roader alone accounting for 39,913 vehicles. This more than compensated for the fall in sales of our sports cars. Sales of the 911 series fell by 14.7 percent compared to the previous year, although the new 911 4S Cabriolet and Turbo Cabriolet versions gave an enormous boost to sales of the higher priced models. In the last model year, the Boxster posted sales of 12,988 units, which saw it maintain its position against new models launched by our competitors.

Last but not least, the high performance Carrera GT sports car, also produced in Leipzig, caused a furore in the industry press and once again proved Porsche's expertise when it comes to adapting racing technology for use on the road. Overall, we can look back on an extremely successful year and we can proudly confirm that the launch of the Cayenne as our 3rd series has been a triumph.

However, the high level of acceptance achieved by the Cayenne is not just reflected in the sales figures. The Cayenne has also celebrated a successful introduction to the Porsche Clubs, and has been welcomed into the family of Porsche vehicles with great enthusiasm. In the slalom competition at the USA Parade last year, some of you impressively demonstrated exactly why we are justified in calling the Cayenne a sports car! I would like to take this opportunity to remind you that, as a customer, you have the chance to experience the Cayenne to the limits, both on and off-road, under the guidance of professional instructors at our running in and testing track in Leipzig.

It was not only Porsche AG that had an eventful and successful year in 2004 – it was an amazing year for the Porsche Clubs too. Around 9,000 events organised by the Porsche Clubs bear witness to the tremendous commitment of Porsche enthusiasts worldwide. Special thanks go to every one of them!

The trend is moving further towards large international events, which attract an increasingly large community of Porsche fans every year. I consider myself very fortunate to have

had the chance to visit some of these events during 2004, and have fond memories of the Porsche Parades in Japan and Spain and the Porsche Club Tour in Ireland.

However, there were many other fascinating events, including the South Africa Parade, the result of outstanding co-operation between various regional Clubs, the International Porsche Classic meetings in Deauville (France) and Williamsburg (USA), the 928 meeting in Great Britain, which set a new record for visitors, the second running of the Le Mans Classic meeting with over 1,500 participants and the Porsche Club Festival at Brands Hatch/GB with almost 11,000 visitors, to name but a few.

As was reported in the Porsche Club News in December 2004, in Great Britain the launch of the new 911 involved a unique level of co-operation between the Porsche Centres, our subsidiary and the Porsche Club Great Britain.

This is one indication of the fact that, in our expanding Porsche family, our members are continuing to develop closer links with the Porsche Centres and subsidiaries. For 2005, we have set ourselves the objective of achieving an even closer relationship with the Porsche Clubs.

Apart from the pure sales figures, Porsche was extremely successful in many other areas in 2004:

- In terms of its product policy, Porsche is currently at the absolute zenith of its development. Our two new sports cars, the 911 and the Boxster, received unanimously positive

reviews, were welcomed enthusiastically by the international industry press and won numerous important comparison tests.

- In its 41st year, we completely redesigned the 911 and improved it in all respects. The basic model and the more powerful S version satisfy every customer requirement and the new models also achieved significant gains in terms of power.
- At the end of 2004, we presented the new 911 Cabriolet to a global public in Detroit. It will be available from early 2005 at your Porsche Centre. The 2005 Cabriolet season is now open!
- The new Boxster represents the second generation of the roadster, which is already turning into a classic. When presented at the Automobilsalon in Paris, the Boxster met with a euphoric reception and has already attracted a huge amount of interest. The chassis and engine have been further improved, resulting in better agility and cornering. The mid-engined sports car now offers even more driving pleasure and significantly improved value for money.
- Thanks to the Cayenne, we were able to continue the Porsche success story in 2004. The additional V6 version rounds off the lower end of the range and represents an attractive entry version.
- Winning the German Marketing Prize 2004 was a reward for our long-term investment in developing the Porsche marque as a socially acceptable luxury product.

As you can probably imagine – and just as you would expect from Porsche – we have a few surprises up our sleeve for 2005, and we think you will be very excited by them. The launch of four new models since the start of the current financial year is just one part of our ongoing product offensive, which we hope will give us further impetus for growth in 2005 and beyond.

As a manufacturer of thoroughbred sports cars, you can expect more than ever that in the future Porsche will be “in the race to win!”

For their part, the Porsche Clubs are once again planning a host of incredible events for 2005. For example, we are looking forward to the Porsche Parade USA, which will be celebrating 50 years of its existence in conjunction with the 50th birthday of the Porsche Club of America.

Until I see you again at one of these events, on behalf of everyone at Porsche AG I would like to wish you every success for 2005 and many eventful and happy hours in the Porsche family!



Hans Riedel

## Our Business:

To make it easier for us to produce the Porsche Club News, we would like to request that you submit your contributions by e-mail, attaching the texts as Word files. Please save your pictures in **Tiff format** for preference, or in JPEG format if necessary (minimum resolution **300 dpi** at an actual size of min. **13 cm** width, as RGB or CMYK). Please ensure that there is **no** "pixelization" and that you do not save pictures as indexed colours (web colour scale). Unfortunately we cannot process Word files or PowerPoint presentations with embedded pictures into a suitable quality for printing.

Your Editor

## Internet:

The current Porsche Club News and archived issues starting from 1/99 can be downloaded from the Internet at: [www.porsche.com](http://www.porsche.com).

## New Telephone and Fax Numbers at Porsche AG

The 4-digit extension numbers in **Zuffenhausen** are now preceded by a **2**. (e.g. 7052 is now 27052).  
 The 4-digit extension numbers in **Weissach** are now preceded by an **8**. (e.g. 4002 is now 84002).  
 The 4-digit extension numbers in **Ludwigsburg** are now preceded by a **7**. (e.g. 8014 is now 78014)

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**PORSCHE**

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# 1. News from Porsche AG

**Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG (Porsche Design Group)**

## Uniform management of the Porsche marque outside the automotive industry



In 2003, Porsche AG and the Porsche Design group combined their accessories brands under the umbrella of the Porsche Lizenz- und Handelsgesellschaft (Porsche Design Group).

While accessories were previously sold under the brand names "Porsche Design", "Design by F.A. Porsche" and the products from Porsche AG's Selection department, in future there will be a single overall brand: Porsche Design. Alongside Porsche Design, there will also be the new sub-brand Porsche Design Driver's Selection. This is the name to be used to cover all products that were previously part of the Selection range. These vehicle-related products marked with the Porsche lettering or logo, which are aimed at Porsche drivers and fans of the marque, will continue to be sold through the Porsche Centres and on the Internet ([www.porsche.de/shop](http://www.porsche.de/shop)).

The Porsche Design Group has developed a special shop-in-shop concept for this purpose. Meanwhile, Porsche Design will be developed into one of

the leading premium brands in the high-quality accessories segment in the coming years. The range will include classic men's accessories such as watches, glasses and knives, writing equipment, luggage and leather goods, smokers' accessories and shoes. At the appropriate time, the portfolio will be extended to incorporate a fashion and perfume line, sports equipment and electronic products. The products will differ from those in the Porsche Design Driver's Selection collection in terms of their higher price positioning and thus their exclusivity and in the fact that the individual products will not necessarily be aligned with a particular vehicle. In addition, the Porsche Design products will be consistently sold through separate sales channels rather than in the Porsche Centres.

The first of a new generation of Porsche Design Stores was officially opened in Berlin on 19th January 2005. Further independent stores are set to follow worldwide in the next few years.

Matteo Thun (the designer of the Porsche Design Stores) explains what is special about the store concept: "Our intention was that the products on offer should not be reflected in the shop window, which has a normal display, but in the store itself. With our "gate to the future", we have achieved this." The "gate to the future" consists of three plasma monitors, which are located on the left, central and right wall of the store and the "scanning table", a square slate block positioned in the centre, in which scanners and monitors are integrated. As soon as a customer places a product on this scanning table, animated films with product images and information appear on the three plasma monitors. This creates the virtual impression of an opening door, or a "gate to the future".

Another new feature of the store architecture is the "night shopping" concept: Arrows attached to the shop window allow customers to surf interactively through the product range at night. All the products displayed in the window can be viewed by touch control and corresponding information can be retrieved.

Stores like the one in Berlin will stock the full Porsche Design product range and thus communicate the idea and philosophy of the brand. Further sales channels will include franchise stores, shop-in-shop systems in high-class department stores and in upmarket specialist outlets.

Porsche Club News Editor

## Sporty Presentation of the New Porsche Boxster



“Pure Driving – Where Sport begins” – this was the motto for the presentation of the new Boxster to Porsche dealers, which took place from 25th October to 4th November 2004 on the Costa del Sol in Spain. Porsche AG had come up with something very special. From the airport’s landing ground, visitors were taken directly to the presentation of the new vehicle at the specially set up Porsche Terminal – a disused section of Malaga Airport that had been exclusively re-opened and fitted out for Porsche.

For the eleven dealer groups, each consisting of around a hundred people, this meant no queues to check out and no waiting at the customs desk or baggage reclaim. Instead, they enjoyed a comfortable arrival and direct contact with the star of the following 24 hours – the new Porsche Boxster.

However, in the Porsche Terminal’s auditorium there were no signs of it at first. It was only after a welcoming address from Hans Riedel, Director of Sales and Marketing at Porsche AG, that attention turned to the “sports car among roadsters”.

It began with film shows, demonstrating the level of sporting ambition behind the 987 project. This was finally followed by the live appearance of the roadster in front of the grandstand of guests. Behind two giant rolling walls, you could hear it and here and there the silhouette shone through before the walls were finally raised and an exciting lighting presentation focused all eyes on the new Boxster and Boxster S.

But that was not all: At the same moment, the curtain covering the imposing glass front of the building was dropped, abruptly revealing the view outside, where a large number of Boxsters were lined up in front of the Porsche Terminal. The dealers’ delight was written all over their faces, as moderator Eve Scheer revealed that they would be making their way to the “Puente Romano” hotel in Marbella themselves behind the wheel of a new Boxster, with a chance to discover its sporty side for themselves.

Upon their arrival, after a brief rest and a welcome by the Chairman Dr. Wendelin Wiedeking, a business meeting awaited them in the Boxster Arena, which communicated everything they could ever need to know about the new vehicle and its marketing, with a perfect blend of information and entertainment.

Outside in front of the Boxster Arena, the guests were then greeted with a fiery Flamenco display. Typical music





of the region accompanied them to their evening event in the hotel's beach restaurant, where Spanish specialities and a barbecue catered perfectly to their physical needs. The raffle for the Boxster drawing produced by Porsche designer Grant Larson in just a few seconds in the preceding business meeting was just one highlight later on. Another was the spectacular firework display on the beach, which eased everyone into the social part of the evening.

The next morning's trip began early – so early that the dealers got to enjoy the sunrise against a unique scenic panorama as they drove the Boxsters into the mountains of the surrounding countryside. Their destination was the inimitable "Ascari Race Resort" circuit near Ronda, which is uniquely integrated into the natural surroundings.

Nowhere could have been better to experience the Boxster, which is incidentally the world's first roadster to

have a head airbag to protect its occupants against side impacts, with its six cylinder engine that is now 12 BHP more powerful than before (20 BHP on the Boxster S). The dealers tested the modified five-speed gearbox with its shorter travel, enjoyed the new six-speed gearbox in the S model and enthusiastically checked out the possibilities of the chassis, with its wider track and larger wheels.

On the drive back to the airport in Malaga, the guests had one more opportunity to sample the fantastic roads of Southern Spain before they returned to the Porsche Terminal. There, before splitting up to check in for their flights home, they had the opportunity to make purchases in the new shop-in-shop system from Porsche Design Driver's Selection. This brought to an end a compact 24 hours in a relaxed atmosphere, which provided a host of lasting impressions and was focused on a vehicle that can look forward to taking on its competi-

tors in sporting contests – the new Porsche Boxster.

Porsche Club News Editorial Team

## 2. Events Calendar 2005

### All Dutch Porsche Club Zandvoort Days 2005

After its successful premiere in 2004, this event at the Zandvoort circuit will be held once again this year – from 8th to 10th July. As before, the focus is on free driving, but the supporting programme has been significantly extended since last year. Further information available from: [www.porsche-club-holland.nl](http://www.porsche-club-holland.nl)



### 2. Ferdinand Alexander Porsche Cup

The 2nd. Ferdinand Alexander Porsche Cup will be held from 27th to 29th May at the Zell am See airfield. As well as driving competitions on the airfield, the programme also includes a drive with police escort to the Kaiser Franz Josefs Höhe on the Grossglockner road and a trip to Salzburg. There will also be a gala evening and, as in 2003, Prof. Ferdinand Alexander Porsche will once again be granting a limited number of guests a tour of the Zeller Porsche Design Studio. The first 60 people to book and pay for the event will get to enjoy this tour. Further information and a booking form can be found on the Internet at:

[www.porsche-classic-club.at](http://www.porsche-classic-club.at)

### Porsche Club Francorchamps Days 2005

The Porsche Francorchamps Club Days have already been held four times and each event has attracted more visitors. It started with 300, but in 2004 a total of 645 Porsche owners met at the Spa/Francorchamps racetrack, to battle for fast lap times in the fun, sport and racing categories. The fifth edition of this successful event will take place from 20th to 22nd May 2005, this time including an additional off-road programme for Cayenne owners. Further information available from: [www.porscheclubfrancorchamps.be](http://www.porscheclubfrancorchamps.be)





### 30th International Porsche 356 Meeting

Flanders between Ostende and Bruges, one the nicest areas of Belgium, is the location for the 30th International Porsche 356 Meeting. The Porsche Classic Club Belgium has put together a varied programme, which will start on 5th May in Ostende and last until 8th May. The focus of the event will be tourist activities, including a drive along the Belgian coast to Bruges. There will also be a Concours d'Élégance and of course the social side of things will not be neglected. The Club welcomes all Porsche 356 owners. Further information available from:

[info@porsche-classic-club.be](mailto:info@porsche-classic-club.be)

### Formula 1 Grand Prix in Istanbul on 21st August 2005

From 20th to 21st August 2005, Istanbul will play host to Formula 1 for the first time. To mark this first Grand Prix, the Porsche Club Istanbul is offering Porsche Club members worldwide a special weekend package. This package includes travel, accommodation and a supporting programme. If you are interested, please contact Mr. Ahmet Ongun, President of the Porsche Club Istanbul or his secretary Evren Unver as soon as possible.

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### Rallye Solitude 2005 in Stuttgart

This year, Solitude Revival e.V. will once again be organising the Rallye Solitude as a race in the Classic Masters Series for classic cars. The dates have been set for 17th to 19th June 2005. The event will start at Solitude Castle, Stuttgart. The route will once again take drivers along romantic back roads through the Black Forest and the Schwäbische Alb region. All cars produced before 1975 are eligible. Further information available from: [info@solitude-rennen.de](mailto:info@solitude-rennen.de)

**Porsche Deutschland GmbH**

## The Porsche Sports Cup – Style, Against the Clock or Right to the Limit



bers. Enthusiastic Porsche drivers will be offered an out and out range of sporting activities. At the same time, the intention is to stimulate interest in the marque trophies, which represent a higher level of competition.

The contact for further information is:

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Porsche Press Department

Porsche Deutschland GmbH, Bietigheim-Bissingen, is offering Porsche drivers with sporting ambitions an attractive new range of activities.

Porsche sports cars approved for road use and those modified for racing can enter the two-day events in different classes. The programme includes “style driving” and time trials, a sprint race and, the highlight of the weekend, a long-distance race with compulsory pit stop to change drivers.

Porsche is intending to employ the services of former racing driver Altfrid Heger to organise the “Porsche Sports Cup” meeting. Heger himself can look back on numerous successes with Porsche; the 47 year old won the Porsche Pirelli Supercup in 1993 and, in 2000, drove a Porsche 911 to the overall victory at the 24-hour race at the Nürburgring-Nordschleife. He will be ably supported by race-co-ordinator Jürgen Barth, who won the Le Mans 24 hour race in 1977 with Jacky Ickx

and Hurley Haywood and will bring his experience as a sports co-ordinator and member of various FIA commissions to the new racing series.

The demand for and interest in such a series of events among the 85 Porsche Centres and the Porsche Clubs in Germany is huge. Apart from anything else, the Porsche Sports Cup provides the Porsche Clubs with an ideal platform for the acquisition of new mem-

### Planned Dates for 2005\*:

08. April:	Testing day at Eurospeedway Lausitz
09./ 10. April:	Eurospeedway Lausitz
28./ 29. May:	Circuit Park Zandvoort (Netherlands)
23./ 24. July:	Nürburgring, Grand Prix circuit
20./ 21. August:	Oschersleben
03./ 04. September:	Hockenheimring**
08./ 09. October:	Misano (Italy)
29./ 30. October:	Hungaroring (Hungary) – Spare date

\* Subject to changes

\*\* Subject to confirmation from Hockenheimring GmbH

Porsche Deutschland GmbH

## Techno Classica – In a Class of Its Own



The Essen exhibition centre will once again be opening its doors for one of the world's largest and best oldtimer exhibitions this year. From 7th to 10th April 2005, national and international car manufacturers, clubs, dealers and service providers will be gathering at Techno Classica and providing a fascinating insight into the world of classic vehicles.

The success record from last year was: 129,000 visitors from 30 countries around the world, 1,000 exhibitors from 15 nations and more than 2,500 vehicles on display. The famous exhibition marking the start of the new oldtimer season is a meeting place for all oldtimer fans and enjoys an important place in the worldwide club scene. The more than 130 classic clubs that exhibit in Essen make Techno Classica one of the largest international club meetings.

At this year's 17th Techno Classica, the German Porsche Classic Clubs will once again be presenting themselves to the public, providing information about their activities and demonstrating their love of the Porsche marque with perfectly cared-for and accurately restored Porsche classics.

The following eight representatives of the German Porsche Classic scene will be present:

- Club für den klassischen Porsche 911 e.V.
- Porsche Club 924/944 Deutschland e.V.
- VW Porsche 914 Deutschland Club e.V.
- Porsche Club 928 e.V.
- Porsche 356 Club Deutschland e.V.
- Porsche Club 968 Deutschland e.V.
- Porsche 914-6 Club e.V.
- Porsche-Diesel Club Europa e.V.

As well as the impressive vehicles from the Classic Clubs, there will be many more interesting exhibits on display. On behalf of the Porsche workshop, the Exclusive and Classic Centre and the technical consultants at Porsche Deutschland GmbH, we would like to invite you to our joint stand.

Like last year, the Porsche Club Co-ordination team will be on hand and is looking forward to your visit. As ever, we have prepared a small souvenir as a reminder of the event and hope to enjoy plenty of stimulating and exciting discussions with Porsche enthusiasts.

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## 3. Info Exchange

### Porsche Sports Driving School

## Porsche Sports Driving School International Instructors' Conference



From 12th to 14th November 2004, the second international instructors' conference for all instructors from the Porsche Driving Schools worldwide was held at the company's own running in and testing track (FIA certified) in Leipzig.

As well as the German instructors, trainers from Dubai, Latin America, France, Italy, Australia, England, Austria and even Japan came to Porsche Leipzig GmbH for the meeting.

The event provided the instructors with a great opportunity to get to know one another and to work together. The conference included topics such as the status of the Porsche Sports Driving Schools worldwide, information about news and developments in the Sports Driving School, sharing experiences, establishing a common level of knowledge, awareness of synergy effects and future common policies and next steps.

The programme also included training content such as the current changes of models for the Cayenne, 997, 987 and Carrera GT and practical driving exercises, which of course put smiles on the faces of this particular group of visitors.

The presentation of the planned and revised international instructors' manual was extremely well received, as was the opportunity to use a so-called data recording to break new ground in terms of safety training and thus make it more attractive for customers and participants.

The exchange of ideas and practical experiences possible at this conference will guarantee the Porsche Sports Driving School a uniform training level throughout the world, as it introduces standardised Porsche quality standards and combines all international Sports Driving School activities under a single umbrella brand.

As 100 percent of the critical subsidiaries worldwide now offer a Sports Driving School programme, Porsche will be able to provide a global range of driving and safety training that is as perfectly tuned as the individual components of an actual Porsche.

The Sports Driving School dates for 2005 are available on the Internet at: [www.porsche.com](http://www.porsche.com) -> News -> (Porsche Sport Driving Schools).

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Porsche AG Worldwide Club Co-ordination

Porsche Club Anniversaries 2005



This year, there are once again a whole range of Porsche Club anniversaries to celebrate. The Porsche Club Co-ordination database gives the following list:

**50 years (established 1955)**

- Porsche Club of America
- Porsche Club Nürburgring

**45 years (established 1960)**

- Porsche Sport Club Zürich
- Porsche Club Solingen
- Ostschweizer Porsche Club

**35 years (established 1970)**

- Porsche Club Seetal-Luzern
- Porsche Club Oberösterreich
- Porsche Club Oberfranken

**30 years (established 1975)**

- Porsche Club Luxembourg
- Porsche Club Monasteria
- Porsche 356 Club Deutschland
- 356 Club Porsche de Fance
- Porsche Club of South Australia
- Porsche Club New Zealand

**25 years (established 1980)**

- Porsche Club Lüneburger Heide
- Porsche Club Aargau
- Porsche Club do Brasil

**20 years (established 1985)**

- Porsche Club Donau
- Porsche Club Rheinhessen
- Porsche Club Unterfranken
- Porsche Club Graubünden
- Porsche Club Zytglogge-Baern

**15 years (established 1990)**

- Porsche Club Schwalm-Eder
- Porsche 914 Club, USA
- Club für den klassischen Porsche 911, Deutschland
- Porsche Club Hong Kong
- Porsche Club Lörrach
- Porsche Club Osthessen

**10 years (established 1995)**

- Porsche Club Leipzig-Halle
- Porsche Club 968 Deutschland
- Porsche Club Westsachsen-Erzgebirge
- Porsche Club Sverige Racing
- Porsche Club of the Philippines

On behalf of Porsche AG, the Porsche Club Co-ordination would like to congratulate all of the Clubs mentioned on their anniversary. We hope that all Club members will enjoy an active and harmonious Club life in the future and thank them for their many years of loyalty to the Porsche marque.

Your Porsche Club Co-ordination

## Porsche AG Worldwide Club Co-ordination

# 50 Years of the Porsche Club of America/50th Porsche Parade



Porsche Club of America logo

On 13th September 1955, a handful of enthusiasts met up at Blackie's Grill in Alexandria, Virginia. They founded the "Porsche Club of America (PCA)" and immediately sought contact with Porsche to apply for recognition as an official Porsche Club.

In August 1956, 64 members of the newly established Club then got together for a four-day event in Gaithersburg/Maryland. The term "Porsche Parade", which is now used worldwide, came from an actual parade of participating vehicles through the town of Gaithersburg at the event.

This first gathering turned into a traditional summer event that grew rapidly. By the 1959 Parade, 150 vehicles gathered, and just two years later the number had climbed to around 250. The jubilee Parade in Hershey/Pennsylvania, which was fully booked within three days, is expected to attract 2,000 participants.

The Porsche Club itself has experienced even more impressive development. The 12 founder members have now turned into almost 55,000 members, who are split between 139 regional Clubs. The geographical distribution stretches from Hawaii to Alaska and from Puerto Rico to Canada.



1. USA Parade, Gaithersburgh, Maryland, 1956



Rally at the 18th USA Parade, Monterey, California, 1973



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961

To mark its golden jubilee, the Porsche Club of America has put together a superlative programme for 2005, culminating in the jubilee Parade in Hershey.

From 25th June to 2nd July 2005, Hershey will become a mecca for national and international Porsche fans. As well as the traditional components of the Parade, which include one of the world's best Porsche Concours d'Élégance, expected to attract several thousand spectators this year, a two-day slalom competition (autocross), various rallies, a host of technical seminars and a range of banquets, to mark the jubilee this year's programme will feature some additional highlights. For example:

- There will actually be a parade through Hershey, which is expected to include more than 500 Porsche vehicles from all eras. This is something that is very rare at Porsche Parades worldwide these days for logistical reasons.



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961



Midnight Sun Rally, Hummerlund, 1955



23rd USA Parade, Aspen, Colorado, 1978

- A special 21,000m<sup>2</sup> “Porsche Club of America” exhibition, which will revive the history of the Porsche Club of America, the Parade and the Club magazine “Panorama”, decade by decade. Porsche will be contributing several museum vehicles to the special exhibition, and they will be shipped from Stuttgart to the USA just to mark this celebration.

In addition, on the first evening of the Parade, Porsche is inviting all visitors to the “Porsche Anniversary Night”, which will have the theme “Porsche in the 1950s”. Visitors will be able to celebrate into the small hours with live entertainment and numerous guests of honour. However, the absolute highlight of the evening will definitely be the two surprises that Porsche has prepared for the Porsche Club of America as a fitting way to mark the golden jubilee of the world’s largest Porsche

Club. We will report on this further in the Porsche Club News at a later date.

Porsche will also be supporting the organisers of the Parade in setting up the Concours d’Élégance, which will be held on 26.6.2005.

This year, the Clubs are once again planning a comprehensive entertainment programme for children and families at the Parade. The Porsche Club of America is a global pioneer in this area, looking after not only its own future but also the future customers of the Porsche company.

The Club’s dedication is also reflected in the participation of the Porsche family and high-ranking representatives from the Porsche company. This year, the Porsche family will be represented in Hershey by Peter Porsche, his son Daniell and wife Aglaia, Dr. Wolfgang Porsche and his wife Prof. Susanne

Porsche and Oliver Porsche and his wife Claudia. At this point, we ought to mention the fact that over the years the Porsche family’s participation in the Porsche Parade has become a tradition that is highly prized by the Club. For example, Dr. Ferry Porsche attended a USA Parade for the first time back in 1960, Peter Porsche has now been a guest at 27 of the 49 Parades and Dr. Wolfgang Porsche can also look back on 13 visits.

At this year’s event, the Porsche board is expected to be represented by Hans Riedel, Director of Marketing and Sales, while Chief Executive Peter Schwarzenbauer will represent the American subsidiary.

Despite the scale of the event, the Porsche Club of America has no intention of limiting its jubilee celebrations to the Porsche Parade. The Club Committee has prepared an extremely pro-



47th USA Parade, Boise, Idaho, 2002



49th USA Parade, Fort Worth, Texas, 2004

professional “Tool Kit”, which will be provided to the 139 regional Clubs to help them and motivate them to organise their own regional festivities.

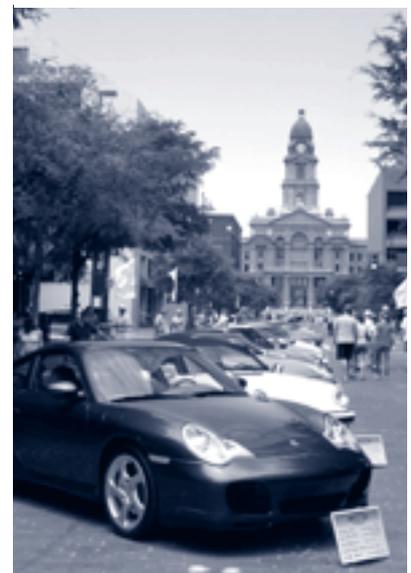
The “Tool Kit” contains:

- A CD-ROM with the artwork for the jubilee logo the Club has developed (see picture on page 15).
- A DVD with an impressive 35-minute jubilee video, documenting all the important stages in the development of the Club and the Parade.
- A brochure of special jubilee merchandising items.
- An offer for one year’s free membership of the International Motorsports Association (IMFA).
- The 2005 America Le Mans Series (ALMS) racing calendar.

Of course the Club magazine “Panorama”, which is also celebrating its 50th anniversary, will be involved, with regular jubilee reports during the year.

Likewise, Porsche itself is not just getting involved in the showpiece Parade. For months, both the national Club Co-ordination at the American subsidiary “Porsche Cars North America” and the central Porsche AG Club Co-ordination have been working closely with the PCA jubilee committee, headed by Ruben Ledesma. As a result, the Porsche PR department will be actively supporting the Club in its publicity efforts relating to the jubilee activities, to increase awareness of the Porsche Club among Porsche owners in the USA and, if possible, to entice them to become members.

Porsche is also developing a special jubilee website for the Club, which will be accessible from the end of April 2005 via a banner on the Porsche homepage at [www.porscheusa.com](http://www.porscheusa.com). This website will carry up to date reports on the jubilee activities in the USA and thus provide interesting news for Porsche enthusiasts all over the



49th USA Parade, Fort Worth, Texas, 2004

world. The site will include reports about the jubilee programme, detailed information about the history of the Club and the Parade and a multimedia section with video clips, screensavers, wallpapers etc. After the Parade in July



38th USA Parade, Cincinnati, Ohio, 1993



Children's slalom at the USA Parade

2005, a picture gallery will also be set up, which will contain pictures of the Parade and the museum (virtual museum) for download. It will also be the first place to report on the additional surprises that Porsche has prepared for the Club. So make sure you take a look regularly!

We would like to take this opportunity to offer our sincere congratulations to the Club and its members on their jubilee and thank them for the loyalty to the Porsche marque. We look forward to the next 50 years with all the PCA members and wish them every success with all their activities and of course continuing pleasure with their Porsche vehicles!

At the same time, we should not forget to thank our colleagues at our American subsidiary and here at Porsche AG, who have allowed us to support the Porsche Club of America with their jubilee activities in such a fitting way.

Jutta Aldenhoff  
Manager, Worldwide Club Co-ordination, Porsche AG

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## Porsche Design Driver's Selection

### For Sport and Fun in the Snow

The piste is laughing. With the versatile Mocean® board and aluminium sledge from the Porsche Design Driver's Selection, every hillside provides pure enjoyment. And skiers can execute fearless downhill turns. The sporty and high quality ski outfit means that you are perfectly equipped for all weather conditions – while retaining the necessary freedom of movement for sport and fun in the snow.

#### A wild ride on snow and water: Mocean® board

Versatile leisure enjoyment: The Mocean® board, with its high-performance thermoplastic shell can be used for tobogganing in the winter and (without the two detachable aluminium brakes) as a body board for riding the waves in the summer. The inlaid foam fibre ensures optimum damping. The TÜV tested board (up to 90 kilograms body weight) includes a cord and leash and has an anti-slip surface for a safe ride. Dimensions: 110 x 50 x 8 cm.



Further information about the full range of products from the Porsche Design Driver's Selection and our current catalogue are available from your local Porsche partner or on the Internet at [www.porsche.com](http://www.porsche.com)

#### Not just when it's icy cold: Ski Techno Windstopper

The right clothing makes a great day of skiing absolutely perfect. The black and yellow Ski Techno Windstopper provides optimum comfort. The hood, which can be stored inside the collar, and the fleece scarf – both detachable – protect you against inclement conditions. Thanks to the innovative mix of nylon and polyester materials, the elastic high-tech ski jacket defies the wind and is water-resistant and breathable. The polyester inner lining includes Schoeller ComfortTemp® for temperature regulation. Practical accessories: The adjustable sleeves and waistband and the four outside pockets including a sleeve pocket for your ski pass.



#### Every turn feels perfect: Ski Jeans GORE-TEX®

Leisure look for the mogul slopes: The modern jeans-look ski trousers with high waistband at the back are perfect for any slope. The high quality material with GORE-TEX® membrane is breathable as well as being wind and water-

proof. Schoeller ComfortTemp® is partially used for temperature regulation. The pre-formed knees guarantee optimum freedom of movement and ensure that every turn feels perfect. The elastic braces are detachable. The elasticated snow trap on the legs means that the feet stay dry. A zip fastening allows you to comfortably put the trousers on over ski boots. The fleece inner trousers can be worn on their own, giving you the ultimate in variety and choice.

#### Perfect for downhill: Porsche aluminium sledge

The TÜV tested aluminium sledge with steel runners provides high-speed enjoyment on any slope – up to a body weight of 120 kg. It consists of three main sections, which can easily be dismantled using quick release clamps and transported in the carrying case supplied. The seat is made of fabric and the Porsche lettering is embossed on the central bar. Dimensions: 102 x 30 x 46 cm.



## Porsche Tequipment

### Complete Summer Wheel Sets

Constructed to provide extreme agility and safety and designed for high speeds: the wheel and tyre combinations from Porsche Tequipment. They are only sold after extensive testing. The tyres from all Tequipment complete wheel sets are marked with an "N" on the sidewall of the tyre, the so-called N specification. This denotes tyres that are produced to Porsche specifications and specially adapted for the driving properties of Porsche vehicles. Tyres of the same dimensions without the N specification will not necessarily offer optimum driving properties.

#### 19 inch Carrera Classic Complete Summer Wheel Set for 911 (997) and Boxster (987)



Part number for Boxster (987): 987 044 602 01  
 Part number for 911 (997):  
 Without TPMS\*: 997 044 602 01  
 With TPMS\*: 997 044 602 02

More power, more performance, more driving pleasure: For the new generation of the Porsche 911, matching tyres with a larger rolling circumference have been developed. For the first time, 19-inch wheels are now available for the 911 and the Boxster. The 19-inch Carrera Classic complete

summer wheel set has an attractive traditional five-spoke design.

#### 19 inch SportDesign Complete Summer Wheel Set for 911 (997) and Boxster (987)



Part number for Boxster (987): 987 044 602 03  
 Part number for 911 (997):  
 Without TPMS\*: 997 044 602 03  
 With TPMS\*: 997 044 602 04

The four-spoke construction of the 19-inch SportDesign complete summer wheel set for the new 911 and the new Boxster is a clear link to the world of motorsport.

#### 18 inch GT3 Complete Summer Wheel Set for 911 (996)



Part number: 000 044 602 01

The extremely sporty, weight-optimised design of the 18-inch GT3 wheel has outstanding strength properties. With 295 tyres, the 11-inch wide rear axle rim ensures total exterior compactness on the 911 Carrera and 911 Carrera 4.

#### 20 inch SportTechno Complete Summer Wheel Set for Cayenne



Part number  
 Without TPMS\*: 955 044 602 13  
 With TPMS\*: 955 044 602 14

The 20-inch SportTechno complete summer wheel set with 10-inch rear axle rim is notable both for the SportTechno rim design and for the broader dimensions on the rear axle. This is a combination that underlines the powerful look and high demands of the Cayenne.

\*TPMS: Tyre pressure monitoring system, 433 MHz

Further information about the range of complete summer wheels from Porsche Tequipment is available from your Porsche partner or on the Internet at [www.porsche.com](http://www.porsche.com)

## 4. Reports

Porsche Club South Africa

### Porsche Parade in Durban



The Porsche Parade 2004 in Durban, organised by the Porsche Club Kwazulu-Natal, attracted visitors from Gauteng, Northern Province, Free State, Eastern Cape, Western Cape and even Botswana. With more than 200 people arriving steadily at the Riverside Hotel, the event from 22nd to 26th September was extremely well attended. The range represented by the 99 vehicles was also plain to see, stretching from a Porsche 912 from 1967 to a 996 GT3 RS from 2004, from brand new cars to one with more than 600,000 kilometres on the clock.

The Parade was primarily supported by Continental and Porsche, and focused on driving competitions. Drivers battled for every last second on a racing circuit, a mountain course and even a go-kart track. A competition held on a closed road promised to be particularly exciting. The aim was to reach as high a speed as possible from a 1.5 kilometre run up. However, the measuring instrument, which was operated by the local police, failed when recording the two fastest vehicles. The highest measured speed was therefore 284 km/h, achieved by a 1979 930 with a twin turbo engine.

Things were slightly more sedate at the "Show and Shine" competition, where the most perfectly cared for vehicles were rewarded. Of course, the social aspect was not neglected with the highlight being the Awards Dinner at the Royal Hotel. All in all, it was a fantastic event.

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## Porsche Club España

### 13th Gran Premio Porsche

A cool morning awaited the participants in the 13th Gran Premio Porsche at the Jarama circuit near Madrid. However, it was not long before a bit of sun and the sound of Porsche engines made sure that everyone was feeling good.

The Gran Premio Porsche is always liable to produce a surprise and this year it took the form of a Carrera GT, in which one of our Club members arrived. It meant that we had the chance to experience the car in its true element, and the numerous spectators eagerly grabbed the opportunity to take plenty of photos.

However, the total of 12,000 BHP that had gathered for the event was almost as impressive. From the 911 to the 928, 944, 968, Boxster and GT3, almost the entire Porsche family was represented, with even a 550 Spyder roaring around the track.

Thanks to the commitment of our sponsors, Porsche Madrid, RACE, Bridgestone, Scalextric and new supporter Maritime Mark, we were also able to arrange a supporting programme that allowed Club members' families to get full value from their visit.

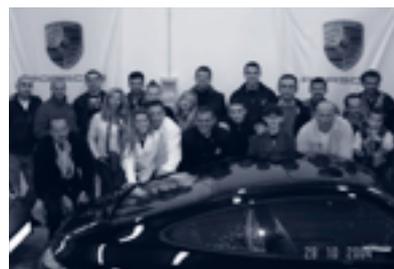
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## Porsche Club Croatia

# Review of the 2004 Season



In 2004, as well as various Club conferences and trips, the young Porsche Club Croatia also organised three larger events. The first was held on 16th and 17th April 2004 at Rijeka's Grobnik circuit. It was the first race in the Porsche Alpine Trophy 2004. The Club simultaneously played the role of hosts and competitors, with a total of 30 Club members entering their vehicles in the contest.

The next large meeting marked the official opening of the Porsche Centre Zagreb on 24th June, and was attended by 40 Club members. Almost the same number took the opportunity to complete a driving course at the Porsche Dream Car Day on 29th October, which was once again held at the Grobnik circuit.

The Club, which was founded in 2003, now has 89 members, who can look forward to five major events that are planned for 2005.

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## Club Porsche de France, Région Méditerranée

# Paradis Porsche Saint Tropez 2004



The Club Porsche de France, Région Méditerranée organised the popular Paradis Porsche Saint Tropez event for the eleventh time last year. This time, a dragon boat regatta meant that we had to move to an alternative meeting point, which was slightly further from the harbour but at the same time was larger. A total of 320 Porsches made their way to Saint Tropez, and the visitors from all over Europe were pleased to find sunny weather, while it was raining in the rest of France.

As always, the participants were split up into two groups on the Saturday. One group set off for the Circuit du Luc. Here, the stars of the day were the new 997 from the Porsche Centre Fréjus and the Carrera GT belonging to 78 year old Henri Cachia, a Porsche dealer for more than 50 years, an ex-rally and racing driver and the owner of a notable collection of Porsches. Some participants had the pleasure of

driving a few laps with him and were thrilled to do so.

The second group tackled the Criterium Varois, a time trial with special stages inland from Saint Tropez. Later, everyone met up at the Parc Fermé, where the huge cleaning session for the Concours d'Élégance started. At 8.30, it was time for the gala evening and dance in the legendary "Papagayo". At the table of honour were our President Jean Paul Viala, Anne Philipp from the central Porsche Club Co-ordination, Frédéric Mohs from Porsche France, a representative of the mayor of Saint Tropez and his wife, and Andreu Casas, President of the Spanish 356 Club and his wife.

During the Concours the following day, some people took a short cruise around the Saint Tropez peninsula. Then it was time for the huge Porsche Parade, led by Henri Cachia in his



Carrera GT, followed by a Belgian Porsche fan in a 356, who has visited every Porsche Parade in Saint Tropez to date. This great event ended with the presentation ceremony late in the afternoon.

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**Porsche Club de France, Region Toulouse-Gascogne**

**Premiere at the Catalunya Circuit in Barcelona**



There was not a lot of publicity in advance, as the first trip by the Porsche Club de France, Region Toulouse-Gascogne to the Barcelona Formula 1 circuit was intended to be a kind of test event. However, no less than 94 Porsches and around 200 people met at the fantastic circuit on Friday 24th September 2004. It turned into a great meeting. Even the ladies took the opportunity to drive a few laps, and received special recognition for their driving skills at the gala dinner.

During the weekend, the participants left their Porsches at the hotel to visit a huge festival that was being held in

Barcelona. By the end, everyone was extremely satisfied and it was clear that the test had been a great success.

The Club has therefore decided to repeat it on a larger scale next year, in an attempt to make the meeting a classic regular event for the Toulouse-Gascogne region.

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## 5. Classic Reports

Australian Porsche 356 Register Inc.

### Huge Attendance at Porsche Parade



The 19th edition of the Australian 356 Register's annual Porsche Parade in Melbourne's Como Park attracted a huge number of participants. The vehicles represented would make any Porsche fan's heart beat faster. Among the 101 Porsche 356s that arrived for the event were such exclusive examples as the world's first right-hand drive 356 Cabrio, which arrived in Australia in 1951, and the fantastic racing versions from the Stuttgart museum, including a 1962 356B Carrera GT Abarth and a 1963 "Scraper". The trophy for "Car of the Parade", sponsored by Porsche Cars Australia, was won by the Carrera 2 owned by Brian Jones from Taiwan.

However, this year's stars were the 23 speedsters and four roadsters, which played a special role to mark the 50 year anniversary of the speedster. It is amazing that these cars, which were originally created as a special lower-priced model, are now so highly prized and expensive.

The programme for the Parade also included a welcome dinner, a cocktail party organised by Porsche Cars Australia and a trip to Werribee Open Range Zoo, one of the largest attractions in the region. The great attendance demonstrates the fascination that is still exerted by the early Porsche models. The 356 Register, which began with a meeting of a few drivers at the end of the 1950s, now has 450 members. The next Porsche Parade will be held from 18th to 20th November 2005.

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## 356 Registry USA

### East Coast Holiday 2004



More than 400 people and 275 Porsches gathered at the end of September to celebrate 30 years of the 356 Registry USA. Historic Williamsburg, a reconstructed town from the beginnings of the settler age in Virginia, provided an excellent backdrop for the event. Craftsmen in contemporary costumes, such as book binders and smiths, brought the surroundings to life. However, there was much more awaiting the participants than a trip back into the history of the United States. Those who wanted to could take part in trips along the James River to the plantations or enter their vehicle for a Concours d'Elegance.

This was held in Yorktown, another historic town, where the shops enjoyed a sudden rush when the entrants in the competition had to seek refuge from the rain. Luckily, the black clouds soon disappeared and the Concours could be continued.

The fact that Porsche had launched the first Speedster 50 years ago was marked by a special party, where Mike Robbins was crowned Mr. Speedster.

Mike has already done more than half a million miles in his 1958 speedster and attended the first East Coast Holidays – as did Judy and John Mayer, who back then turned up in a somewhat ramshackle speedster, which they now presented in perfectly restored condition. A surprising guest was the American entertainer Jerry Seinfeld who arrived in his unrestored 1953 Porsche 356 Coupé and entered the Concours.

The event also included the obligatory formal banquet on the Saturday evening, during which various prizes and awards were presented.

Thanks go to Kathleen and Jerry Keyser for their outstanding organisation of this successful event.

Gordon Maltby

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## Porsche Club 356 Sverige Following the Trail



In 2004, the world's oldest 356 Club, the Porsche 356 Club Sweden, celebrated 30 years of existence with a special trip following the trail of Ferdinand Porsche. On 7th September, the Club members set out from Helsingborg in 20 Porsche 356s for the first destination on their long journey: the state of the art Porsche plant in Leipzig.

The stops over the following days then took the 42 participants right back into the past. They visited Maffersdorf (Vratislavice), the birthplace of Ferdinand Porsche, and the school in Reichenberg where he began his technical education. They then made their way to Gmünd, the birthplace of the Porsche 356, tackled the Katschberg and the Großglockner roads, stopped at Helmut Pfeifhofer's museum and visited the Schüttgut, resting place of the Porsche family.

Porsche Design in Zell am See, the Porsche plant in Zuffenhausen and the museum belonging to Porsche enthusiast Dr. Räker in Lemgo were just some of the many places the Swedish Club made for on their 11-day tour. Some of the Club members did more than 4,000 kilometres in their vehicles on the journey – with no particular problems. The Porsche 356s obviously enjoyed the trip too.

Bengt Alsed

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## Porsche Club 928 Deutschland

# Porsche Club 928 Plays Host to Anatole Lapine



The guest of honour at the annual meeting of the Porsche Club 928 in Breisach was none other than former Porsche chief designer Anatole Lapine. As befits his status, he insisted on being chauffeured in a sports car of his own creation – a wish that Club President Gunther Kussauer was only too happy to grant.

Our first destination on 10th September was the Schlumpf motor museum at Mulhouse in France. After our visit, we crossed the border back into Germany for lunch. We then set off to our hotel in a convoy of around forty Porsche 928s. Many people took the opportunity to take photos of Anatole Lapine with their Porsche. Some of them even had him sign their Porsche or the owner's manual.

The afternoon saw a visit to Europe's largest winery, the "Winzerkeller" in Breisach. After an informative tour and an extensive wine tasting session, we met up back at the hotel in the evening, where a buffet was waiting for us. A further highlight was provided by the singing talents of Club member Uwe Blass, who gave fine renditions of hits by Frank Sinatra, Elvis Presley and Neil Diamond.

The Sunday was set aside for the Club's annual general meeting, before a souvenir photograph in front of the cathedral in Breisach brought to an end this event, which had been successfully organised by Horst Haller and his son Michael.

Roland Kurtz

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## Porsche Classic Club Belgium

# Conversion of the Conservatives



I believe that most Porsche Classic Clubs are dominated by two different types of people: The traditionalists, who are only interested in Porsches from the 1950s and 1960s and the youngsters, who restore and collect classic cars and revere them as historic treasures. Other than a love of old Porsches, what the two groups have in common is the belief that, just as water belongs in the river, the engine belongs at the back.

People with this attitude must be a real challenge for a guide at the Porsche plant in Leipzig; after all, none of us had previously taken the Cayenne seriously. Neither the breathtaking architecture of the Leipzig plant nor the hearty welcome and excellent tour had changed our opinion. However, what finally caused us to see the Cayenne through new eyes were the drives on the racetrack and off road. This resoundingly confirmed what Volker Spannagel from the Porsche Club Co-

ordination said: "The Cayenne is simultaneously a genuine sports car and a genuine off-roader."

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