



PORSCHE



May 2010

Porsche Club

News 2/10

Editorial

**Dear Porsche Club Presidents,
Dear Porsche Club members,**

As a Porsche works driver I'm particularly delighted that Porsche AG has literally raced ahead since the start of 2010. A number of new Porsche models are "revving up", demonstrating from their "starting positions" that Porsche deserves its current spot as the largest and most successful sports car manufacturer in the world.

Take the new Cayenne, which now not only boasts an increased and more efficient performance, but is also up to 180 kg lighter, reminding me of the standard Porsche motto that is the basis for all our racing car designs – "Porsche Intelligent Performance".

However, the Porsche 918 Spyder concept car took me by surprise, as it follows this credo and has proven to be an exceptional athlete in every aspect. This combination was new to me – the performance of a full blooded racing car with the emission rates of a small car – it arouses the curiosity about the use of this plug-in hybrid technology for future Porsche sports cars.

The racing car Porsche 911 GT3 R Hybrid, where an innovative hybrid system works in tandem with a flywheel storage system, helping us to drive even more efficiently, shows that this is far from an unrealistic, distant dream. When developing this car, the objective was to achieve the same performance alongside lower consumption. Our goal during the race will be one or maybe two pit stops fewer than the competition.

With the beginning of the motorsport season, the much loved Porsche Club events spring up once again. A glance at the Porsche Club event calendar

shows there's something for every Porsche enthusiast again this year. We can look forward to the very best of Porsche magnetism and motorsport, from excursions and slalom events to the Porsche Club Cup and the exclusive Porsche Sports Cup Series races: events for young and old, beginners and "veterans" alike – all around the world. I wish you great success and all the best for your events.

Porsche Clubs really do form an impressive "family" where drivers like us feel very much at home. The American Le Mans Series races in particular always give my colleagues and me the chance to meet inspired Porsche Club members and share our love of motorsport.

Fans of historical motor racing will certainly get what they came for at this year's Le Mans Classic (8th–11th of July): every metre and every second will count as motorsport legends such as the Porsche 908, 917 and various 911 RSR models battle it out. Porsche France and the French Porsche Club umbrella organisation will again offer an exclusive package to Porsche Club members, allowing Porsche drivers to park on the infield of the racetrack, for example.

I'm also excited about the first Porsche Sports Cup European Final — the respective winners of the three Porsche Sports Cup and Porsche Super Sports Cup Series in Germany, Switzerland and Scandinavia will meet between 22nd and 24th of October in Hockenheim to mark the end of what we hope will be a successful motorsport season (see also page 22).



Jörg Bergmeister

I'm looking forward to the upcoming races and to seeing all those Porsche Club members at the trackside.

Wishing you all a great start to the season.

**Kind regards
Jörg Bergmeister**

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

Porsche presents the 918 Spyder high-performance mid-engine sports car in Geneva

**Highly efficient and ultra-fast:
Concept car with plug-in hybrid technology**



The power of electricity: The Porsche 918 Spyder unites top performance with low consumption

By presenting this high-performance mid-engine concept sports car with extremely efficient, low-emission drive technology, Dr. Ing. h.c. F. Porsche AG is demonstrating a further increase in its hybrid expertise. The 918 Spyder prototype combines cutting-edge racing technology and electromobility, resulting in a fascinating range of qualities: on the one hand it has the small car emission rate of 70 grams of CO₂ per kilometre at a fuel consumption rate of 3 litres per 100 kilometres, while on the other hand it offers the driving performance of a super sports car, acceleration from 0–100 km/h in just under 3.2 seconds, a top speed of over 320 km/h and a lap time on the

Nürburgring Nordschleife track of less than 7:30 minutes, even faster than the Porsche Carrera GT.

The 918 Spyder is one of three Porsche models with hybrid engines celebrating their world premiere at the 2010 Geneva Motor Show. This trio – comprising the new sporty off-road Cayenne S Hybrid with a parallel full hybrid drive, the 911 GT3 R Hybrid racing car with an electrical drive on the front axle and a flywheel mass power storage system, and the two-seater high-performance 918 Spyder mid-engine sports car with plug-in hybrid technology – demonstrates not only the broad range of this new drive technology but

also the innovative strengths of Porsche as a pioneer in hybrid technology.

Porsche is making a convincing statement by combining “Intelligent Performance” technology, cutting-edge motorsport technology and a classic yet modern design in its innovative 918 Spyder concept car.

The Porsche 918 Spyder with a plug-in hybrid engine unleashes the driving performance of a pedigree super sports car with fuel consumption of just 3 litres per 100 kilometres in the New European Driving Cycle (NEDC). This amounts to CO₂ emissions of 70 g/km. The open-top two-seater is powered by



High-power concept: Electrifying design

a high-speed V8 engine producing over 500 hp and a maximum engine speed of 9200 rpm, as well as electric motors on the front and rear axles with an overall mechanical power output of 218 hp (160 kW). The V8 is a further development of the successful 3.4 litre drive engine in the RS Spyder racing car and is located in the mid-engine position in front of the rear axle. The superb balance of this design structure guarantees maximum performance on the racetrack. Power is transmitted to the wheels by a seven-gear Porsche Doppelkupplung (PDK), which also feeds the power from the electric drive to the rear axle. The front electric drive powers the wheels at a fixed ratio.

Energy is stored by a fluid-cooled lithium-ion battery behind the occupant compartment. In a plug-in hybrid model, the battery can be charged by plugging it into the mains. In other models, the kinetic energy created when the car brakes is converted into electric energy and fed into the battery, which provides additional energy for acceleration.

A control knob on the steering wheel lets the driver call up four different driving modes: choose “E-Drive” for electric power alone, with a driving range of up to 25 km. In “Hybrid” mode, the 918 Spyder uses the electric systems as well as the combustion engine, with the individual drive components adapting

themselves to the relevant driving situation for either optimum consumption or maximum performance.

“Sport Hybrid” mode also uses both drive systems but with the emphasis on performance. Most of the drive power goes to the rear wheels, while a Torque Vectoring system further improves the driving dynamics. In “Race Hybrid” mode, the drive systems are focussed on pure performance and excellent driving dynamics for the racetrack, operating to their top performance limits. With sufficient charge, a “Push-to-Pass” button can be used to give the car extra electrical power (E-Boost), for example, when overtaking or for even better performance.

The huge range offered by the hybrid engine means the 918 Spyder can either achieve racing car lap times — for example, less than 7:30 minutes on the Nordschleife at the Nürburgring — or emit just 70 grams of CO₂ per kilometre when driving more economically.

Like its drive system, the motorsport gene is also discernible in the 918 Spyder's lightweight body. Its modular structure with a monocoque made from carbon fibre-reinforced plastic (CFRP) and selective use of magnesium and aluminium means not only that the body weighs in at just 1490 kg, but also that the high level of torsional rigidity optimises driving precision.

The 918 Spyder's typical Porsche design, reminiscent of legendary, successful racing cars such as the Porsche 917 Le Mans and today's Porsche RS Spyder, arouses powerful emotions. The combination of classic racing car proportions, a clearly struc-

tured design with perfectly finished surfaces and innovative details results in an aesthetic, balanced and dynamic design, and embodies the perfect symbiosis of form and function inherent in the Porsche design DNA.

The perfect balance between tradition and progress guarantees excellent road holding. The variable aerodynamics in the rear spoiler, typical of Porsche, set a futuristic yet traditional tone.

The protruding shells extending from the 918 Spyder's headrests are designed both to improve aerodynamics and to conceal the retractable ram air intakes.

The driver and passenger sit in perfectly contoured sports bucket seats in a cockpit combining efficiency with cutting edge ergonomic controls that could offer an insight into the interior of future super sports cars. Three free-standing circular dials for speed (left),

Technical data

918 Spyder

Drive system:

High-speed V8 engine, electrical systems on front and rear axles, plug-in hybrid system, seven-gear Porsche Doppelkupplung (PDK)

Power output (V8):

over 368 kW (500 hp)

Power output (electrics):

160 kW (218 hp)

Top speed:

over 320 km/h

Acceleration:

3.2 seconds (0–100 km/h)

CO₂ emissions:

70 g/km

Consumption (NEDC):

3.0 l/100 km



The future in sight: Trendsetting cutting-edge cockpit

engine speed (centre) and energy management (right) seem to take their inspiration from the racing cars of the 1960s and embody a philosophy of clear driver navigation.

The raised centre console in the 918 Spyder has a touch panel for intuitive use of the driving functions. This continues the theme of reducing visible controls while maintaining the sense of direct operation. The driving controls are concentrated mainly on the three-spoke multifunction sports steering wheel. The characteristic Porsche driving system variables feature a “map switch” to call up the various driving programs.

This also doubles as the “Push-to-Pass” button, which activates the E-booster designed for overtaking and similar manoeuvres. The controls are lit either in green for consumption-oriented modes or in red for performance-oriented driving programs.

The 918 Spyder also offers other innovative functions such as the range manager. When this is switched on, it uses the map in the navigation system to show the remaining range before refuelling on the centre display. The driver can influence this range by changing the driving performance settings. In cities with low-emission zones, it also

shows whether you can reach your destination using electric power alone. You can use these indications and the information on drive-specific energy charging stations to choose the best driving, charging or fuel-filling strategies.

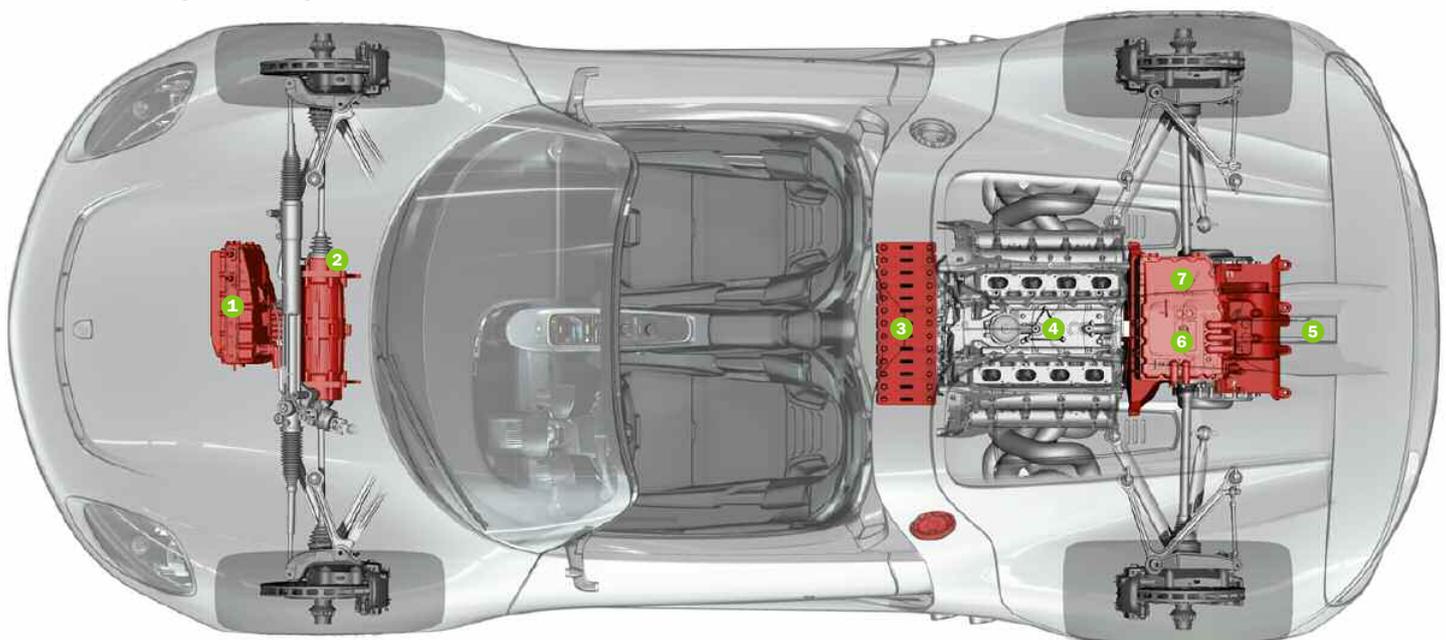
With its unique combination of extremely low consumption, exceptional performance and long electric range, the 918 Spyder symbolises a significant milestone in the Porsche electromobility strategy.

**Public relations and press
Technology press**

System overview

918 Spyder

- | | |
|------------------------|--------------------------------|
| 1 Power electronics | 5 Porsche Doppelkupplung (PDK) |
| 2 Electric drive | 6 Electric system |
| 3 Lithium-ion battery | 7 Power electronics |
| 4 V8 high-speed engine | |



World premiere in Geneva

The new Porsche Cayenne: More efficient, sportier, and now featuring a hybrid engine for the first time



Making eco-sense: Reduced emissions, increased agility

Dr. Ing. h.c. F. Porsche AG presented the completely redeveloped generation of sporty off-road Cayennes at the Geneva Motor Show in March. The highlight of the new generation was the world premiere of the Cayenne S Hybrid with a technologically advanced parallel full hybrid drive and consumption of 8.2 litres of fuel per 100 km in the New European Driving Cycle (NEDC), corresponding to a CO₂ output of just 193 g/km. This means the six-cylinder Cayenne S Hybrid combines the performance of an eight-cylinder with significantly reduced consumption rates.

Led by the Cayenne S Hybrid, all new-generation models are miles ahead of their respective classes in terms of efficiency and performance, with a consumption rate up to 23% lower than

previous models. This is because, like every Porsche, the new Cayenne was developed according to the "Porsche Intelligent Performance" principle: more performance, lower consumption, greater efficiency and fewer CO₂ emissions.

It achieves this via a number of factors, including a new eight-speed Tiptronic S automatic transmission with an automatic start/stop function and a wide ratio range, thermo management for engine and transmission cooling circuits, onboard power supply recuperation, variable fuel cut-off and, last but not least, an intelligent lightweight design. By fine-tuning the weight of the material blend and making overall design changes on the car, such as the new active and lightweight four-wheel drive

system, Porsche has taken 180 kg off the Cayenne S, while improving product substance and increasing safety. This can only have a positive effect on consumption and CO₂ emissions, while benefiting performance, agility and handling.

This means the new Cayenne is even more fun to drive on and off the road, and now also offers improved day-to-day practicality, comfort and elegance. The completely new sporty and stylish design bonds the 2010 Cayenne generation even closer into the Porsche family. Its sports car character is highlighted even further from every angle and the classic Porsche design characteristics shine through.

The wheelbase has been extended by 40 millimetres for more space inside

and greater flexibility, while the total length has been increased by 48 millimetres. Despite the larger outer dimensions, the new Cayenne generation has a much more compact and dynamic feel. A glance into the completely redesigned, very high-quality interior reveals the front-raised centre console with a high-level selection or switch lever, lending the inside the feel of a cockpit. The rear seats can be moved 160 mm backwards and forwards, and the backrests have three different angle settings.

The Cayenne was launched for sale in Europe on the 8th of May. Porsche has a model to suit every customer: the Cayenne range starts with the 3.6 litre V6 engine. Although it now has a 300 hp drive gear, at 9.9 l/100 km, its NEDC consumption with the optional 8-speed Tiptronic S is 20% less than its predecessors'. Another model using 20% less fuel – 7.4 instead of 9.3 l/100 km – is the Cayenne Diesel, whose three-litre V6 diesel engine produces an output of 240 hp (176 kW) and a maximum torque of 550 Newton metres.

Porsche has even made the powerful Cayenne S more economical, reducing its 4.8 litre V8 engine's consumption by 23% to 10.5 litres per 100 kilometres. The drive gear now achieves an output of 400 hp instead of 385 hp and offers better driving performance, as do all new Cayenne generation models, including the Cayenne Turbo. At 11.5 l/100 km, its 4.8 litre, 500 hp (368 kW) V8 bi-turbo engine now has an NEDC consumption of 23% less than its predecessors (14.9 l/100 km).

So, along with the Cayenne S Hybrid, a total of three of the five Cayenne mod-



els consume less than ten litres of fuel per 100 kilometres in the NEDC and, what's more, two of the models emit less than 200 grams of CO₂ per kilometre. At 193 g/km the Cayenne S Hybrid has the lowest CO₂ emission rates not only among the Cayenne models, but from the entire Porsche range.

The intelligent interplay between the three-litre V6 supercharger engine and the electrics allows the Cayenne S Hybrid to achieve the greatest efficiency from the system as a whole. Depending on the driving conditions, this is achieved when just one of the two

drives is working or when both are operating in conjunction. The 34 kW (47 hp) electric system is the ideal partner for the 333 hp supercharger engine and its high torque/low rpm ratio.

Together, they deliver a top system performance of 380 hp and a maximum torque of 580 Nm at an engine speed as low as 1000 rpm, reaching performance levels on a par with the Cayenne S and its V8 drive gear.

The two transmissions are linked via a disengaging clutch controlled by a "hybrid manager". This disengaging clutch



Sporty curves: The new generation of Cayenne heading for the future

allows the Cayenne S Hybrid to be driven either with the electric engine or the combustion engine alone, or using both at the same time. This means that under average driving conditions, for example, a short journey in a built-up area, you can drive on electric power alone – emission-free and almost silent – at speeds of up to 60 km/h. However, the electric engine can deliver an additional boost for sporty acceleration when starting.

The intelligent control of the disengaging clutch ensures that the transition between the different hybrid modes is smooth, easy and quick for the driver. It also means that the combustion engine can be switched off completely at speeds of up to 156 km/h and disengaged from the drive train if no drive power is needed. In this “sail” mode, a

driveless glide, the engine drag torque of the combustion engine with its powerful braking effect is eliminated, reducing drive resistance and, in turn, consumption.

Prices for the new Cayenne models in Germany, including country-specific features and 19% VAT (basic prices in Euro, excluding country-specific features and 19% VAT, in brackets):

- Cayenne 55,431 Euro (46,400 Euro)
- Cayenne Diesel 59,596 Euro (49,900 Euro)
- Cayenne S 72,686 Euro (60,900 Euro)
- Cayenne S Hybrid 78,636 Euro (65,900 Euro)
- Cayenne Turbo 115,526 Euro (96,900 Euro)

**Public relations and press
Technology press**

New equipment packages for Boxster and Cayman models

Attractive extras with a price advantage



Packages have never looked this good: The “Design Sport” option for the Cayman

Dr. Ing. h.c. F. Porsche AG has added four new equipment packages to its range of customising products for the Boxster and Cayman mid-engine sports cars, allowing customers to save around 30% off the individual ordering prices.

The “Comfort” and “Infotainment” packages include a series of very popular special features that also make configuring the car significantly easier. The “Comfort” package includes automatic climate control, bi-xenon headlights with dynamic cornering beam, cruise

control, automatically dimming interior/exterior mirrors, rain sensor and – together with the leather seat option – an embossed Porsche crest on the headrests. For the Boxster and Boxster S, this package also comes with a windbreak and storage case. The “Infotainment” package includes the Porsche Communication Management system (PCM) including a navigation module, a universal audio interface to connect MP3 players and iPods®, and the Plus sound package. This comprises a seven-speaker, 185 watt system for the Boxster and a nine-speaker,

235 watt system for the Cayman. It also includes a CD storage case and the Bluetooth mobile phone kit.

The two “Design” packages give Boxsters and Caymans a subtle new sporting look. The 19 inch Boxster Spyder wheels with black painted spokes are a particular highlight, and are exclusively available to order for all other Boxster and Cayman models as part of these new equipment packages. Also exclusive to this package are the black twin tailpipes. The “Design” package comes with other exterior and interior

features in a black finish — including the external mirror, side vents, dashboard trim and model logo. The roll bars on the Boxster and Boxster S are also painted black.

The “Design Sport” package includes everything in the standard “Design” package plus the aerokit for the Cayman and Cayman S and the Sport Design package for the Boxster and Boxster S. Both are from the Porsche Exclusive range and each feature unique front trims, alternative spoiler lips and individual rear spoilers.

The price, including VAT, is 2606.10 Euro for the “Comfort” package for the Boxster/S and 2380 Euro for the Cayman/S, and 3141.60 Euro for the “Infotainment” package for both series.

The “Design” package is available at 3831.80 Euro for the Boxster (2558.50 Euro for the Boxster S) and 3558.10 Euro for the Cayman (2296.70 Euro for the Cayman S). The “Design Sport” package for the Boxster costs 6747.30 Euro (5474 Euro for the Boxster S), and 6473.60 Euro for the Cayman (5212.20 Euro for the Cayman S).

**Public relations and press
Technology press**



Open secret: The “Design Sport” package highlights the dynamics of the Boxster

Managing Director of Porsche Germany moves up to top spot in the company

Bernhard Maier appointed Board Member Sales and Marketing of Porsche AG



The Supervisory Board of Dr. Ing. h.c. F. Porsche AG appointed Bernhard Maier (50) to the Board of Management of the manufacturer of premium sports cars. Maier, formerly Chairman of the Executive Board at Porsche Deutschland GmbH, Bietigheim-Bissingen, will take on the role of Head of Sales and Marketing with immediate effect. Klaus Berning, who held this office until now, is leaving the company immediately at his own request.

Maier has had close ties with the automobile industry since his youth, qualifying as a car mechanic and master craftsman before studying business management in Calw, Germany. After time spent working at Nixdorf, Maier joined the BMW AG sales organisation in 1988, taking on various roles in Germany and abroad. In June 2001 Maier moved to Porsche, where he successfully managed the company's domestic sales subsidiary. His most significant responsibilities have included ongoing sales process optimisation, develop-

ment of new systems and establishment of a consistently positive long-term position for the Porsche brand on the domestic market. Two new series were successfully produced during his time as Managing Director at Porsche Germany: the sporty off-road Cayenne in 2002 and the Gran Turismo Panamera in September last year.

Public relations and press
Corporate press

Curriculum vitae **Bernhard Maier**

29.12.1959: Born in Schwäbisch Gmünd

1979: Qualification as car mechanic

1983: Business Management studies in Calw, Germany

1984: Master's diploma from the Upper Bavarian Chamber of Crafts, Munich

1984: Key Account Manager at Nixdorf Computer AG, Munich

1986: Retail Managing Director for Volvo, Jaguar, Toyota, Saab, Fiat and Rover at Wallhäuser Anlagen Gesellschaft, Siegen

1988: Regional Manager at BMW Sales for South-West Germany, Stuttgart

1990: Sales Manager at BMW Sales for West Germany, Düsseldorf

1992: General Sales Manager at Essen branch of BMW

1998: Project manager for "International Sales Strategy for BMW", Munich

1999: Manager for Turnaround Sales & Marketing for the Rover/Land Rover Group, Birmingham

1999: Director of Dortmund branch of BMW

2001: Chairman of the Board at Porsche Deutschland GmbH, Bietigheim

Seit 2010: Member of the Board for Sales and Marketing at Dr. Ing. h.c. F. Porsche AG, Stuttgart



Please visit www.porsche.com for further information.

**Freedom of opinion need not express itself
in noisy demonstrations.**

The Porsche Tequipment package for the 911 Turbo.

Your 911 Turbo with Aerokit and complete set of 19-inch RS Spyder summer wheels and tires from Porsche Tequipment. Freedom of opinion, after all, can also express itself in freedom of design.



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2. Information Exchange

Porsche Tequipment Accessories for individual design

Sporting comfort



Optimum aerodynamics:
Front trim with striking air inlets

Powerful, raw, sporty: the sound of a Porsche is synonymous with the race-track even at low engine speeds. And there's more where that came from. The Porsche Tequipment sports exhaust system changes the engine noise depending on the driving conditions. The

standard raw sound is still there during a steady drive but the more athletic the car's movements, the racier the engine sounds. The sports exhaust system, available for 911 Carrera and 911 Targa models, can be controlled individually inside the car by the driver, using the but-

ton conveniently integrated into the centre console. The unmistakable Porsche sound is effectively transmitted through the stylish tail pipes. These are included as standard and, with the SportDesign front trims, complete the sporty look without compromise. The components were optimised by the Porsche engineers in the wind tunnel and improve the car's aerodynamics. The SportDesign front trim with its striking cooling air inlets and additional spoiler lip is now available for all 911 Carrera Coupé, 911 Carrera Cabriolet and 911 Targa models.

For all Porsche drivers who live life in the fast lane, there is the new 3-spoke sports steering wheel. The switch levers behind the right and left steering wheel spokes let you change gears manually and give the inside of your car a sportier look. This product from the Porsche Tequipment range is also testament that with a Porsche, comfort and sport go hand in hand.

Quick change:
The 3-spoke sports steering wheel with switch levers



Racy soundtrack:
The sports exhaust system with unique tail pipes



Further information on the complete Porsche Tequipment product range and the current Tequipment catalogues can be obtained from your Porsche partner or on the Internet at www.porsche.com. Please also visit our online shop at this address for a choice of selected Tequipment products.

Porsche has produced cars in Stuttgart-Zuffenhausen for 60 years

In the world of cars, the name of the headquarters of today's Dr. Ing. h.c. F. Porsche AG, has a very special ring to its name: Zuffenhausen. Zuffenhausen means much more to Porsche AG than just a production site steeped in history, because Zuffenhausen is where the heart of the company lies. The headquarters have been here for 70 years and more than one million Porsche sports cars have been produced in Stuttgart since 1950.

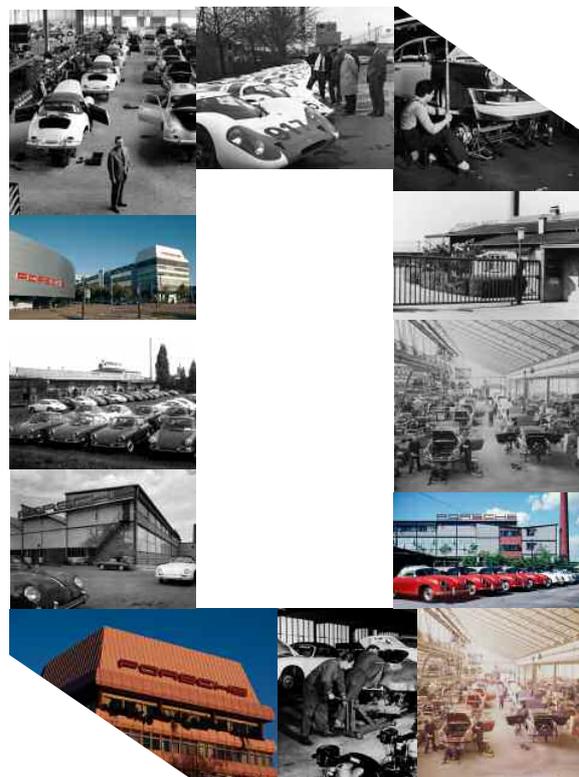
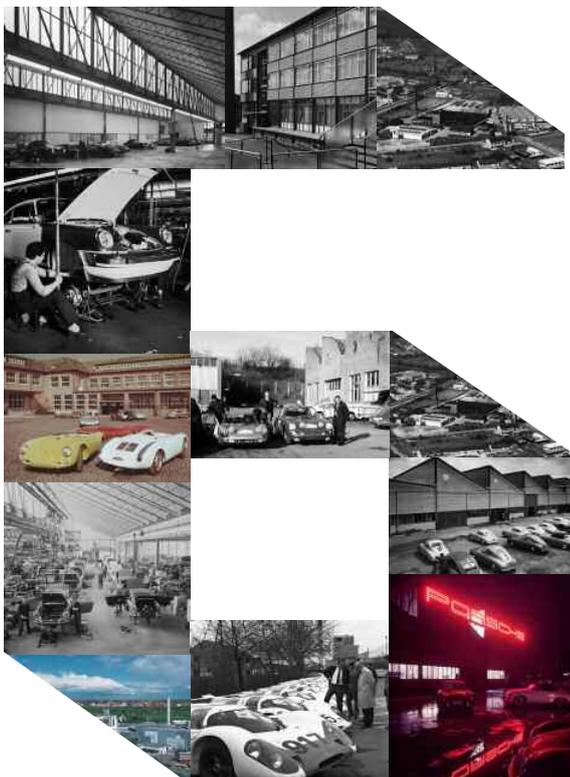
Back in June 1938, the Porsche design office relocated from Kronenstraße 24 in the centre of Stuttgart to a newly built complex in the suburb of Zuffenhausen. Key chapters in automobile history were written at the original Porsche plant from the very beginning: this is where

the pilot series of what would later become the Volkswagen "Beetle" was developed in 1938, while in 1939 it was followed by the forefather of all subsequent Porsche sports cars, Type 64. Originally designed for the long-distance race from Berlin to Rome, these aerodynamic, streamlined vehicles are regarded as the groundbreakers for all subsequent Porsche models.

After the first Porsche 356s were created in 1948 in Gmünd, Austria, Porsche came back to the car's home, Stuttgart, at the end of 1949. As the Porsche plant in Zuffenhausen was still occupied by American forces, Porsche rented a hall from the neighbouring body plant owned by Reutter & Co. GmbH, and started planning production in early

1950. On the 6th of April 1950 the first Type 356 was produced; 369 of these cars would be made by the end of the year. The success of the Porsche sports cars can not only be deduced from the sales figures, but also from the further expansion of the Zuffenhausen production units. In 1952 the complex designed by architect Rolf Gutbrod was built for Porsche Plant 2, and in 1956 the 10,000th Porsche 356 left the constantly expanding production halls. In 1960 ensued Porsche Plant 3, housing the sales and customer service departments, among others.

Right after the launch of the 911 in 1964 the company, then Porsche KG, took over Reutter's body plant together with its 1000 employees. Today, the





Plant 2 in Stuttgart-Zuffenhausen in the mid-1950s



Aerial view taken in the early years of production

911 series, cars from the Boxster series and all Porsche engines are produced in Zuffenhausen. The plant is divided into departments for body construction, paintshop, car assembly, upholstery, engine assembly and test stations. Porsche has developed several special solutions to guarantee flexible production in limited space, including multi-storey production for the body construction and vehicle assembly departments. Another special characteristic: Porsche series cars are manufactured on the same production line as the racing versions.

In 2011 a new, particularly eco-friendly paintshop will be opened. This is being built next door to Plants 1 and 5 on a piece of land formerly owned by Dürr AG, which Porsche acquired in the spring of 2008.

As a special tribute to the Zuffenhausen site, the new Porsche Museum was opened in January 2009. Around 80 classic cars and other smaller exhibits

from the company's history are on show over an area of 5600 square metres at its headquarters. Not only has the Porsche Museum made company history for being its most spectacular construction project, but it also enriches the Stuttgart region with a further cultural and architectural highlight.

**Public relations and press
Porsche Museum**



**All lined up:
1954 vehicle delivery**

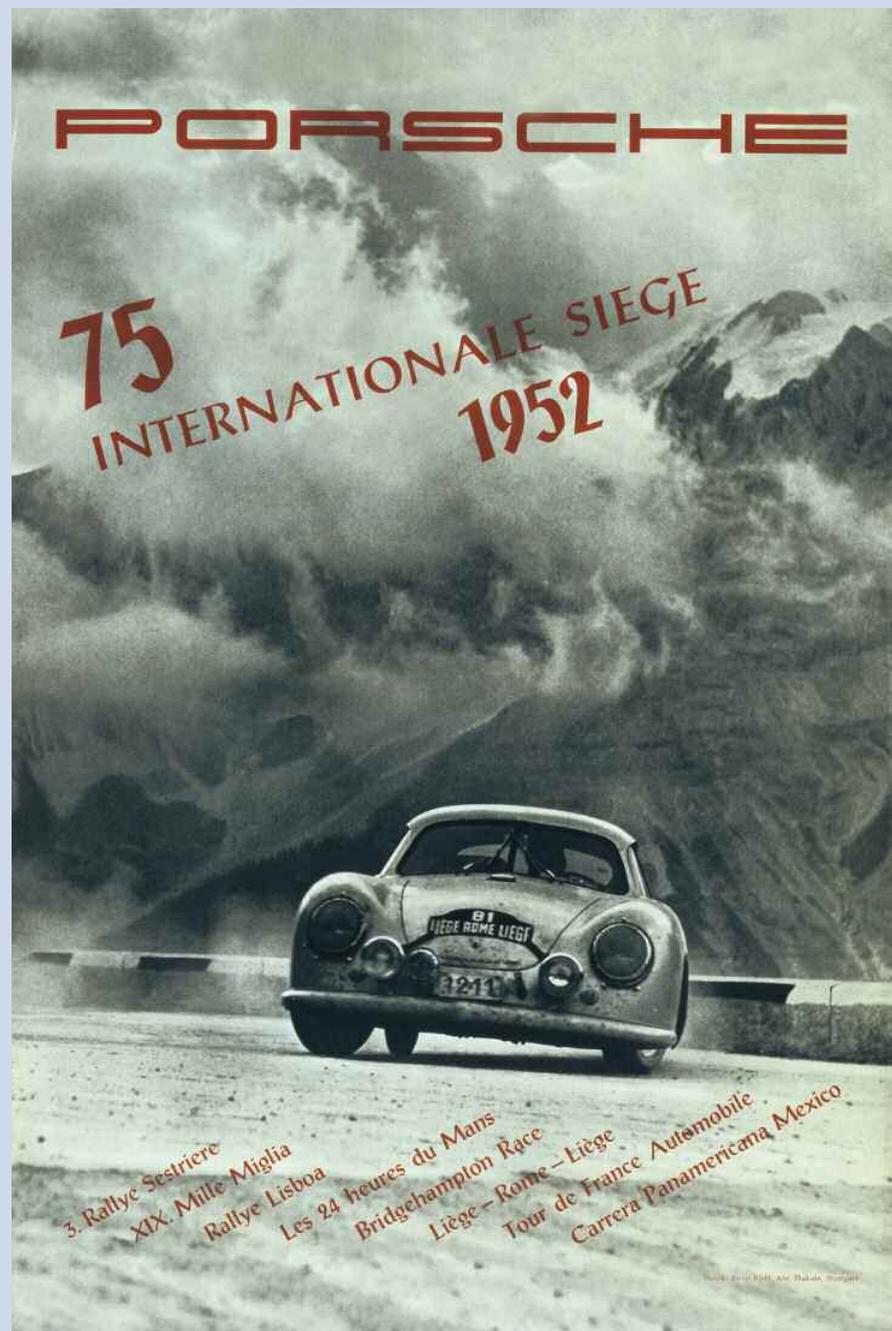
Porsche numbers games

As we mentioned in the last Porsche Club News, every edition from 2010 onwards will feature a “number game”, presenting a number that fits in with the general theme of our Club magazine. On the topic of motorsport we have chosen the number 4, because just 4 years after production of the Porsche 356 started, the still-fledgling Porsche company managed to win 75 international races – as you can see from the historical poster below.

4th anniversary.

Already propelled to international stardom.

Winning poster at the end of the 1952 motorsport season, four years after production started.





Home, Stuttgart-Zuffenhausen.

Porscheplatz.

That says it all.

The Porsche Museum.

More info at www.porsche.com/museum



PORSCHE

“Travels with a PORSCHE” by Peter Daniell Porsche

Peter Daniell Porsche, the great-grandson of Ferdinand Porsche, has invested a great deal of love and commitment in social and cultural projects, such as the Paracelsus-Schule Salzburg (an educational establishment in Salzburg, Austria, for children and young people with learning difficulties), the Jakobisaal, and, more recently, the Dorothea Porsche Saal.

In 2005 Peter Daniell Porsche commissioned the construction of the St. Jakob am Thurn cultural centre (www.kulturzentrum-stjakob.at), which houses not only the Paracelsus-Schule Salzburg, but also the Jakobisaal and the Schützenwirt organic restaurant.

To cover the Paracelsus-Schule Salzburg’s annual running costs amounting to some 1.2 million Euro, only half of which is subsidised by the state, the Behindertenreferat (Office for the Disabled) and school authorities, Peter Daniell Porsche began to write books and poetry – besides his occupation as a music therapist and teacher. All profits made from these books go towards cultural and social projects in and around Salzburg.

The book “Travels with a Porsche” follows 16 Porsche Cayennes as they cross the Alps on the Ligurian Border Road. Photos of the trip and poems written by Peter Daniell Porsche describe the technology as well as the sentiments felt on the journey but which we can all relate to in our daily lives (A5 oversized, thread-stitching, bound, 144 pages, 4-colour print, glossy).

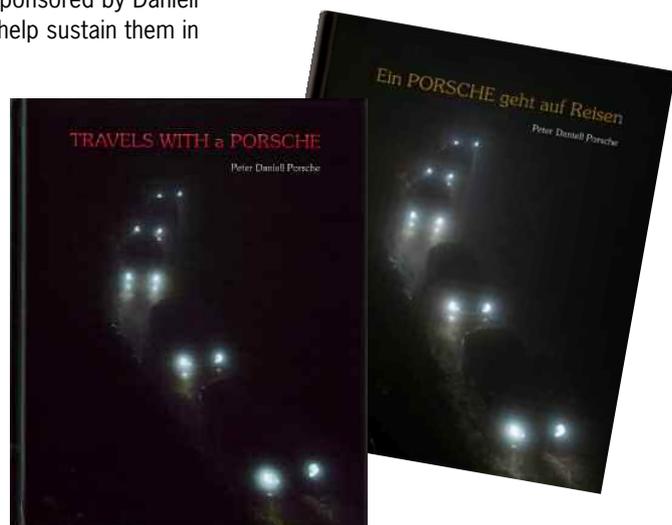
Price:

1st edition — limited special edition with gold embossing, incl. numbering and author signature, plus a mini DVD, 65 Euro
2nd edition — standard edition, 36 Euro. Available in English and German.

The sales of these books will help retrospectively finance art and social projects already sponsored by Daniell Porsche, and will help sustain them in the future.

The book is available from the publisher, Kulturverlag Polzer. Go to www.polzer.net or www.kunstschrift.at

For more information, please go to: www.einporschegehtaufreisen.com



Per aspera ad astra: Through adversity to the stars

Motorsport

The Porsche Sports Cups start internationally in the new season

Porsche Sports Cup Deutschland

This year, the most successful customer and Clubsport racing series starts its sixth season with the Porsche Sports Cup Deutschland. 2010 will see another six events on five race-tracks, including the famous Hockenheimring, Nürburgring and Spa-Francorchamps Formula 1 courses.

In this exciting series of races for drivers with and without a racing licence, ambitious and passionate drivers put their motorsport skills to the test. The Porsche Sports Cup is sure to offer another year of high-quality thrills, competition and action for Porsche enthusiasts.

Racing calendar:

26th and 27th of June	Hockenheim
10th and 11th of July	Eurospeedway Lausitz
31st of July and 1st of August	Oschersleben
11th and 12th of September	Spa-Francorchamps
23rd and 24th of October	Hockenheim

(Subject to change without notice)

For more information, please go to www.porschesportscup.de

Porsche Sports Cup Suisse

Now in its third season, Porsche Sports Cup Suisse also offers its drivers a dedicated field to exercise their Porsche sports cars in a competitive environment. The first Club-sport series race took place on the 10th and 11th of April in Hockenheim.

Racing calendar:

25th and 26th of June	Le Castellet
20th and 21st of August	Dijon
3rd–5th of September	Imola
9th and 10th of October	Magny-Cours

(Subject to change without notice)

For more information, please go to www.porsche-clubs.ch

Porsche Sports Cup Scandinavia

The PCS Racing Porsche Club is hosting the Porsche Sports Cup Scandinavia since 2006, bringing Porsche Club racing of the highest quality to Northern Europe. In 2010, Finland will host a race from this exciting series for the first time.

Racing calendar:

12th and 13th of June	Ahvenisto
3rd and 4th of July	Gellerasen
7th and 8th of August	Kinneulle
11th of September	Mantorp

(Subject to change without notice)

For more information, please go to www.porschesportscup.se

SAVE THE DATE



Premiere of the Porsche Sports Cup European Final First international season final of the Porsche Sports Cup and the Porsche Super Sports Cup

The starting pistol will sound in Hockenheim, Germany, for the first international season final of the Porsche Sports Cup and Porsche Super Sports Cup. From the 22nd to 24th of October, participants from all national Porsche Sports Cups (currently, Germany, Switzerland and Scandinavia) will be able to compete against one another on the Formula 1 track for the Porsche Sports Cup Deutschland. Those with the best results from the national scoreboards will race against each other for the title of "European Champion Porsche (Super) Sports Cup". Other drivers are of course very welcome to take part in their cars as guest starters, provided that your car meets the regulations set out by the Porsche (Super) Sports Cup Deutschland. Further details will be available soon.

The legend lives on – the 24-hour race in Le Mans for classic sports cars (8th–11th of July 2010)

The traditional, world-famous long-distance race for classic racing enters its fifth round and once again in 2010, there are impressive figures that speak for themselves: 1440 minutes of pure racing, 612 different approved racing cars comprising 166 brands, 6 different racing classes, 80,000 visitors.

Porsche shows its unique position at Le Mans with more than 1200 Porsche Club cars on the infield of the race-track. With 16 overall wins, no car manufacturer has managed to win the world's most famous long-distance race more often.

That is reason enough for Porsche France and the French Porsche Club umbrella organisation to celebrate this top event and warmly welcome Porsche Club friends from around the world.

Here's a brief overview of the key information:

General information on the event:

The homepage at www.lmc2010-porscheclub.fr, managed by the French Porsche Club umbrella organisation, is the central website for all Porsche Club members who would like to visit the Le Mans Classic and get all the information they need.

Tickets/bookings:

Tickets are available at different price categories, allowing entry into various areas of the event (e.g. paddock, grandstand, park, lounge, catering and so on).

Fortunately, all members of official Porsche Clubs are offered exclusive discounted tickets for 2010. Depending on the type of ticket, Porsche Club members can receive a discount up to 20 Euro off their ticket price.

You can book your tickets on the www.lmc2010-porscheclub.fr website or by writing to the following address: **RS Magazin, Le Mans Classic 201, 4 rue Pitois, 92800 Puteaux, France.**

Accommodation:

You can find information on hotel bookings and accommodation on the www.destinationlemans.com website, which provides details of room availability and prices.

Camping:

If you want to experience the Le Mans Classic on a stylish campsite, you can request tent pitches or parking spaces at the racetrack itself or by visiting www.lemanscamping.net.

The organisation has not reserved specific campsites for Porsche Club members.

If you have any other queries about the event, registration or payment, please contact the French Porsche Club umbrella organisation at reservations@lmc2010-porscheclub.fr

We look forward to seeing you here for this unique experience!

Fédération des Clubs Porsche de France
www.porscheclub.fr



Legends among legends:
Le Mans and Porsche have a unique appeal

The Porsche Driving Experience at the Nürburgring

There are two highlights on the agenda of the Porsche Driving Experience at the legendary Nordschleife. At the Nürburgring camp, not only will the Porsche Travel Club let you familiarise yourself with the “Green Hell” in a Porsche sports car or Porsche Panamera, but you can also experience winding roads in picturesque surroundings. The Nürburgring Grand Prix track and the Nordschleife are a staple part of the Porsche Sport Driving School 2010 training calendar.



Nürburgring camp agenda from 16th–19th of October 2010, Porsche Travel Club

After your individual arrival at the Lindner Congress & Motorsport Hotel Nürburgring, the agenda starts off with a reception and dinner at the hotel.

On the second day, after breakfast and a briefing meeting, you will set off towards Eifel in your designated Porsche. The landscape, shaped by volcanic activity, is dominated by ash cones, craters and lakes called maars. And, of course, winding roads. After lunch, you will continue the tour on the winding roads before heading back to your hotel in the afternoon. Dinner will be served in the “Green Hell” village in Eifel.

After the theory briefing on day three, it's down to serious business: driving fun on the Nordschleife. Experience a challenging day on the Nordschleife. Under the professional guidance of an instructor, you will get to know the basics of driving under racing conditions. After a lunch break in the Dorint Hotel, you will return to the Nordschleife to complete more racing laps. Round off the day with an evening event in the Business Lounge overlooking the final stretch.

After breakfast on the final day, you will start your journey home.

Dates: 16/10/2010–19/10/2010
**Price: 2790 Euro for a single room/
 2650 Euro for a double room**

Package includes: 1 day driving experience and 1 day guided driving in provided Porsches (2 people per car), travel guides from Porsche Travel Club, instructors from the Porsche Sport Driving School, 3 nights' accommodation including breakfast, 2 lunches, 3 evening meals and welcome drinks, travel documents

Further information:
Tel.: +49 (0) 711/911-78155
www.porsche.de/travelclub
E-mail: travel.club@porsche.de

Nürburgring training program Porsche Sport Driving School

Those not in the know call the Nordschleife the “green hell”, but Porsche Fans call it “the most beautiful race-track in the world”. Built in 1927, the Nordschleife is an old-school racetrack, 22.8 km long with 73 bends and an altitude difference of up to 300 metres. Precise knowledge of the route is essential here. A superlative race-track, guaranteeing even the most experienced drivers maximum driving pleasure.

We are offering two one-day training courses at performance level*. These courses are designed for advanced participants and are split into two categories, “guided and freestyle driving”. In the “guided driving” part you will get to know the ins and outs of each bend and the ideal racing line, together with our instructors who are track experts. In the “freestyle” part you have the chance to fine-tune your knowledge of the entire track.

* To take part you must have completed Precision Training at the Porsche Sport Driving School, or hold a certificate in equivalent driver training.

**27/10/2010, Performance Training, Nürburgring
 Grand Prix track, 850 Euro (includes catering)**

**28/10/2010, Performance Training, Nord-
 schleife, 911 Euro (includes catering)**

**Discounted price when you book both days:
 1690 Euro (includes catering and 1 evening
 meal)**

Further information:
Tel.: +49 (0) 711/911-78315
www.porsche.de/sportdrivingschool
E-mail: Andrea.Hickethier@porsche.de



Find out more here – www.porsche.com/sportdrivingschool – sportdrivingschool@porsche.de.

**German schools have just started talking about
fast-track qualifications.**

We've had them for 36 years.

The Porsche Sport Driving School.

You are important to us because of your fascination for Porsche. But even this could be greater. On-road or off-road. In snow, on ice or on the race track.

Become an even safer driver and explore the complete performance potential of a Porsche. Taught by qualified Porsche instructors in controlled training environments. Nationally and internationally.



PORSCHE

SKIMPS ON FUEL.
NOT ON FUN.



MICHELIN summer and winter tyres for the Panamera meet the highest safety standards. They also comply with stringent Porsche requirements for driving dynamics, comfort and energy efficiency. This is indicated by the 'N' designation on the tyre wall. The MICHELIN Pilot Alpin PA3 and the MICHELIN Pilot Sport PS2 stand out – and not just because of their extremely high performance. They also help to reduce fuel consumption – and hence also CO₂ emissions. In short: MICHELIN tyres with the 'N' designation and Porsche cars are made for each other. Just like you and your Porsche.

www.michelin.com





In summer as in winter, MICHELIN tyres equip the new Porsche Panamera

The MICHELIN Pilot Sport PS2

Super sports tyre for every-day-use

Specifics:

- Optimum handling because of the large, rigid elements on the outer shoulder
- the benchmark for braking distance improvement
- top-performance by multi-compound tread on both wet and dry roads
- tested long-life cycle

Tyres and designations:

front: 255/45 ZR 19 Pilot Sport PS2 N0
rear: 285/40 ZR 19 Pilot Sport PS2 N0

front: 255/40 ZR 20 Pilot Sport PS2 N0
rear: 295/35 ZR 20 Pilot Sport PS2 N0

The MICHELIN Pilot Alpin PA3

The winter tyre for the high-powered vehicles

Specifics:

- High safety on wet roads
- Excellent snow and dry handling
- Very good snow traction

Tyres and designations:

front: 255/45 R 19 Pilot Alpin PA3 N0
rear: 285/40 R 19 Pilot Alpin PA3 N0

4. News from the Club Coordination team

Dear Porsche Club Members,

As you know, Porsche Club Coordination is proud of the Porsche Clubs' numerous activities around the world and holds the voluntary commitment of their members in very high esteem. Porsche Club members make a valuable contribution to creating and sustaining such a positive brand image, constantly underlining the core values of the Porsche company. We were therefore particularly excited that at the start of the year we had the chance to dedicate a lengthy report on the international Porsche scene in the Porsche customer magazine, Christophorus.

To present the lively and colourful world of Porsche Clubs, Edition 343 of Christophorus featured interviews with a total of nine Porsche Club Presidents representing their Clubs in nine countries and revealed some very interesting and previously unknown facts. At this point we would like to thank all the Porsche Club Presidents who took part for their active support and the editing team of Porsche's Christophorus for their helpful cooperation and for providing us with the original article to print in Porsche Club News.

Porsche Clubs worldwide

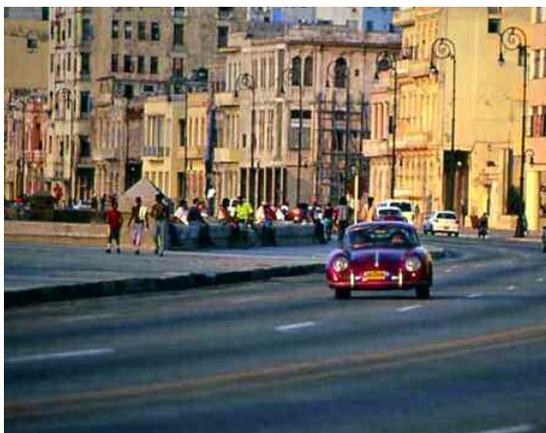
Welcome to the Club

Porsche Clubs around the globe unite brand enthusiasts and admirers alike. A small trip through the multi-faceted Club scene highlights the fact that it is the people as well as the cars that make up the Porsche legend.

Porsche Club Cuba

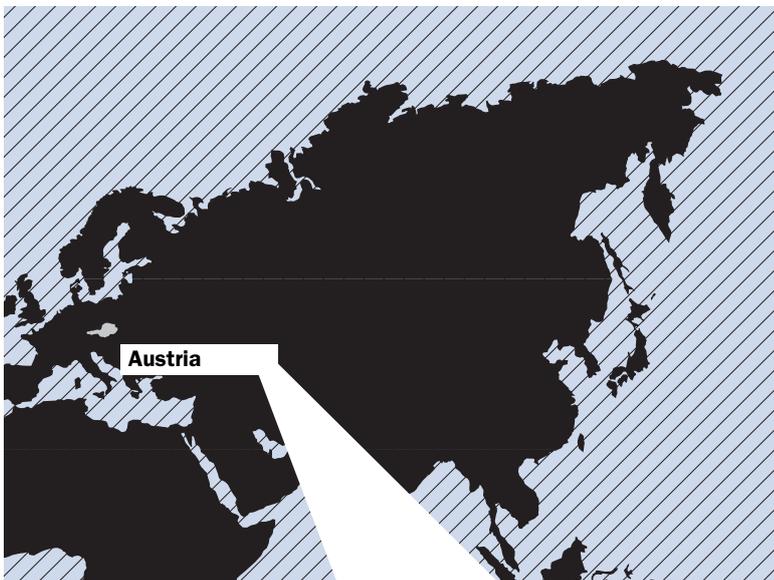
Founded in: 2003
Members: 7
www.porsche.com

**That special Caribbean feeling:
 Driving through Havana in my Porsche**



Ernesto Rodriguez is a globetrotter when it comes to fashion, hot rhythms and motors. The Cuban is a music professor who has shared the stage with Eros Ramazotti and is regularly seen playing drums at the famous Montreal Jazz Festival. He has his own fashion label in Italy: his creations are based on traditional Cuban fashion with an Italian twist. And Rodriguez is President of the **Porsche Club Cuba**, which is a regional Club that belongs to the Porsche Club of America. All Porsche drivers on the Caribbean island gain membership to the Club. "When I was small my father had a yellow VW Beetle which I adored because of its distinctive engine noise and design," explains Rodriguez. "When I got older I found out that the Beetle was developed by Ferdinand Porsche. And that's when I understood the close connection between the Porsche 356 that drove past our house every morning and my father's Beetle." He now owns a 356 himself and exercises his passion for Porsche in the Caribbean, too. In the evenings, Rodriguez likes to sit outside a Havana bar to enjoy the sunset with a Mojito or Daiquiri. But his view of the crystal-clear water of the ocean is only made perfect by the Porsche 356 waiting for him at the side of the road.

CUBA



Austria

Porsche Club Tirol

Founded in: 1974

Members: 108

www.porscheclubtirol.at

Herbert Demanega can rely on his co-drivers during the annual Karwendel Trophy race through the Tyrolean mountains. They have a very special road book — the data for the race is written in Braille. Nevertheless, it is with confidence that the President of the **Porsche Club Tirol** steers up the passes and back down to the valley in his 450 hp Porsche. The Porsche Club has worked closely with the Tyrolean Association for the Blind and Visually Impaired since 2006, highlighting a social responsibility to which many other Clubs are also actively committed. “We wanted to give our event a deeper meaning and give the blind and partially sighted a wonderful experience,” says Demanega. “Travelling in a Porsche is an unforgettable experience for the driver but even more so for the passengers with their exceptional sense of hearing and touch.”



Herbert Demanega (middle) with his partially-sighted co-drivers in front of the summit tower

Infinite variety

The family keeps on growing. 911 fans, Classic enthusiasts, racing drivers, model car collectors, Cayenne devotees, Boxster lovers and now Panamera drivers meet like-minded people at Porsche Clubs – all around the globe. For nearly 60 years now they have lived and experienced Porsche together. The bonus of being a member adds to the feel-good factor. Membership offers a wide range of activities, from excursions and parades to driver training on the road, ice or racetrack, from rallies to social commitments – and the Porsche brand is always there in the spotlight. Porsche Clubs present no boundaries as far as Porsche drivers are concerned.

Anyone who has bought a Porsche will be in good hands in one of the 613 Porsche Clubs, now operating in 68 countries. The exceptional fan community has 120,000 active members. The interests of the Clubs are centralised in Ludwigsburg. Barely 13 kilometres from the original plant in Zuffenhausen, five employees provide the members with exclusive support. They are the interface between Porsche AG, the Porsche Centres, importers and subsidiaries and the Clubs. “The many members make a key contribution with their respect and loyalty towards the Porsche name, keeping the unique legend alive,” says Team Manager Sandra Mayr. “This boundless commitment is held in high regard by Porsche. Club Coordination therefore gives Porsche enthusiasts the best support there is.”

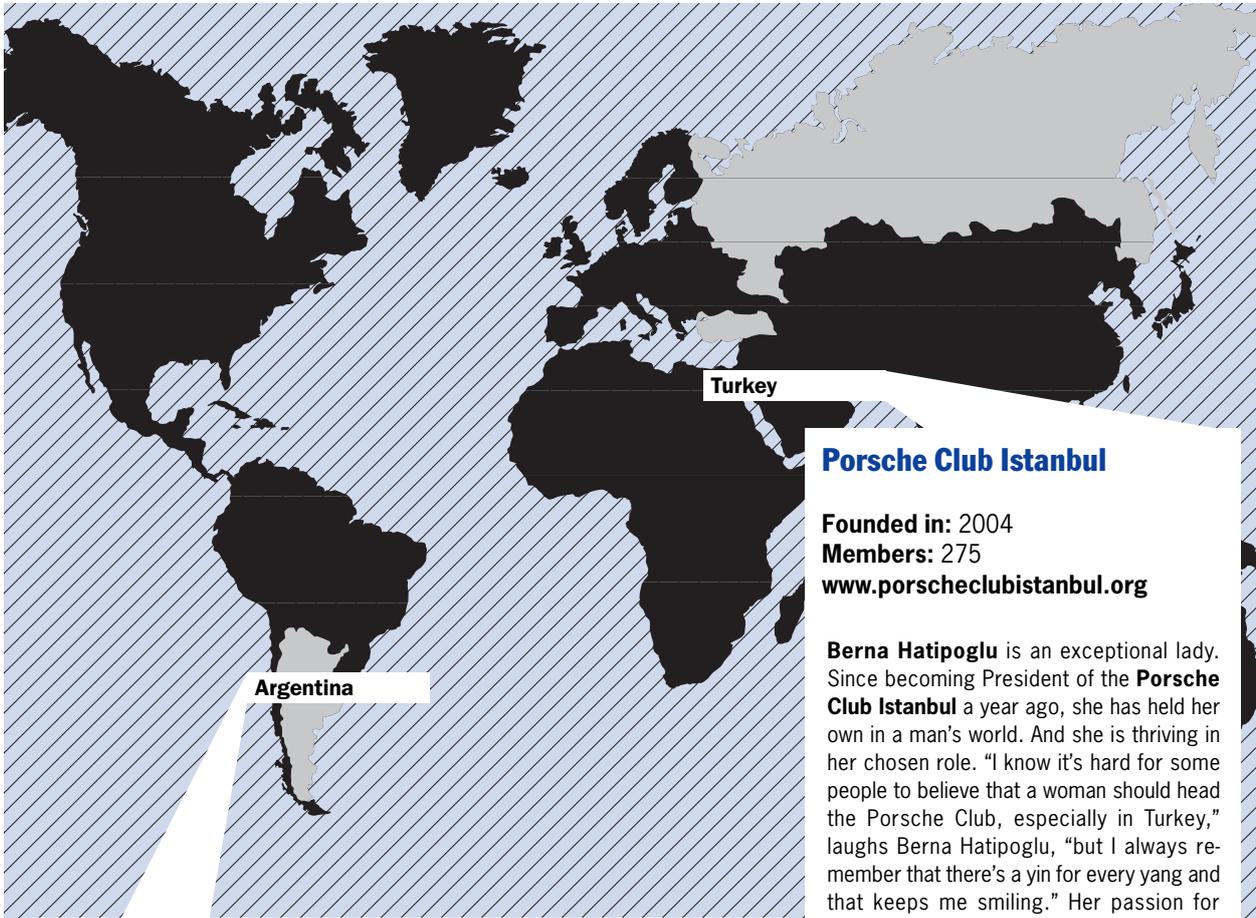
Porsche Clubs are supported according to market region, which ensures that each Club has specific contact partners, that wishes are closely heard and that contact with Porsche is as direct as possible. Members make a host of personal contacts at the numerous events around the world. Up to 1000 cars take part in the “Porsche Parade” in the USA, for example. In 2005 the company showed its appreciation by producing 50 special-edition 911s to mark the 50-year anniversary of the Porsche Club of America. The azure Carrera S Club Coupé was exclusively available to Club members. The cars were sold out instantly. All official Clubs are identified by their logo and a homepage that follows the Porsche branding guidelines. This builds up a standard image worldwide.

Contact:

Fax: +49 (0)711 911-7 89 89

E-mail: porsche.club@porsche.de

Website: www.porsche.com



Porsche Club Argentina

Founded in: 1998
Members: 200
www.porsche.com



Hugo Pulenta combines profession with passion. He is Managing Director of Porsche importer Nordenwagen S.A. and President of the **Porsche Club Argentina** – he also owns a vineyard in Mendoza. In sunny western Argentina on the edge of the Andes, a delicious red wine is produced more than 700 metres above sea level. Guests at the dealer familiarisation events for the Cayenne and then the Panamera were impressed with the wine. Club members are also welcomed once a year for tasting and driving experiences, invited by Hugo Pulenta and his brother Eduardo for the Wine Lover’s Tour. This includes a visit to a variety of bodegas – in the Porsche of course. Participants get to experience unforgettable roadtrips through unspoiled landscapes around the Cerro Aconcagua, the highest mountain in the western hemisphere at 6962 metres. 40 different cars from the entire Porsche range were lined up for the latest trip of pleasure.

Porsche Club Istanbul

Founded in: 2004
Members: 275
www.porscheclubistanbul.org

Berna Hatipoglu is an exceptional lady. Since becoming President of the **Porsche Club Istanbul** a year ago, she has held her own in a man’s world. And she is thriving in her chosen role. “I know it’s hard for some people to believe that a woman should head the Porsche Club, especially in Turkey,” laughs Berna Hatipoglu, “but I always remember that there’s a yin for every yang and that keeps me smiling.” Her passion for Porsche started in the 1980s when she was studying in Boston. It was a Porsche 912 that did it. She later drove a Boxster but now that she is a family woman, she has switched to a Cayenne. Fascination shines through – even in everyday life. Hatipoglu sees herself as a forerunner in many areas: “The fact that I’m president in Turkey should encourage other women to drive Porsches and become members too.”



A Porsche for all: Berna Hatipoglu, President of Porsche Club Istanbul, at the wheel of a Panamera



Porsche Classic Club Russia

Founded in: 2008
Members: 30
www.porsche-classic.ru

Andrey Gerasimov remembers exactly how it all began. Watching movies such as “Harper” starring Paul Newman, he would marvel at the 356 A Speedster on the big screen and then throw himself with starry eyes into every magazine that featured Porsches. It was a long-time dream of his to drive along Russia’s roads in a 356: a dream he fulfilled years later. Since 2008, Russia has a **Porsche Classic Club** as well as the Porsche Club Russia. And it’s no surprise that Gerasimov is the Club’s president. Even in the remote Vladivostok numerous people are now driving classic Porsches. The oldest car owned by a Club member is a 356 C Cabriolet from 1964. Gerasimov himself owns a 911 Carrera (964), a 911 Carrera RS (964) and a Cayenne S. It’s unusual to restore classic cars in Russia — you often have to pay customs fees as high as the price of the car itself to import a classic. “But we want to do our bit to see these exceptional cars driven on the streets of Russia,” says Andrey Gerasimov.

Numbers

613 Porsche Clubs in **68** countries around the world organise roughly **9.000** events per year for around **120.000** active members. With **57.000** members, the Porsche Club of America is the largest. The world’s oldest Club was founded on the 26th of May **1952**: the Porsche Club Hohensyburg. The Club, now called the Porsche Club Westfalen, was established just **2** years after production of the 356 started in Zuffenhausen.



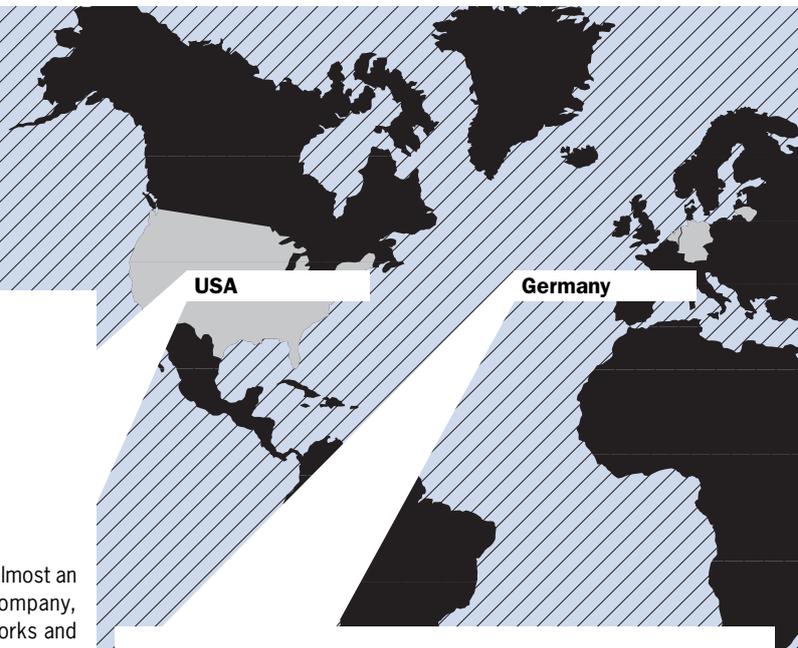
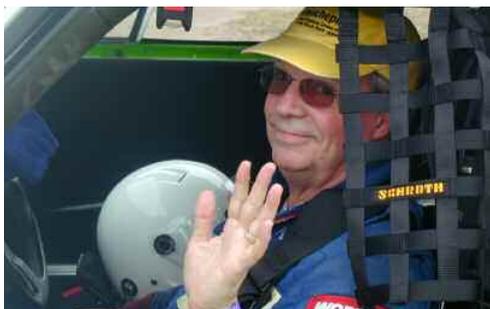
From Russia with love: Andrey Gerasimov drives a Carrera RS, but his heart lies with other Porsche classics

Porsche Club of America

Founded in: 1955
Members: 57,000
www.pca.org

Prescott Kelly lives in Weston, Connecticut, almost an hour and a half from New York by car. His company, "The Writers Institute", publishes reference works and training material for up-and-coming writers. When he sits at the computer and becomes a writer himself, it is mostly about one certain topic: the many faces of Porsche. Kelly informs his readers about pretty much everything to do with the brand – from Ferry Porsche to diesel tractors to Porsche aeroplane engines. He bought his first Porsche, a 1963 356 B 1600 S Cabriolet, in 1968, which is when he joined the **Porsche Club of America**. During his many years as President he has also actively helped create the largest Porsche Club in the world, with 57,000 members. "I still enjoy the sociability of meeting others at the Club and sharing my passion for Porsche with like-minded people," says Kelly. His second love is for collecting Porsche technical literature, posters and souvenirs. This is where Kelly helps organise the world's largest collector's event of this kind. More than 1200 people from around 15 countries travel to Los Angeles for this event every spring.

There are two things Prescott Kelly needs in his life: A Porsche and the many experiences he shares through the Porsche Club of America



Porsche Club Westfalen

Founded in: 1952
Members: 60
www.porsche-club-westfalen.de



Club President Reiner Kötter (right), with the winning "foxes", Michael Bonnemann (left) and Klaus-Dieter Jänicke

Klaus-Dieter Jänicke was the first to find the stuffed fox. In **Porsche Club Westfalen's** traditional hunt through the heart of the Ruhr district, he discovered all the routes in his 911 Carrera S Cabriolet. Last year's winner, Michael Bonnemann, had lined the streets with sawdust. The route, covering more than one hundred kilometres, took Jänicke around leafy Dortmund, following in the tracks of the founding fathers and past the Hohensyburg before he could hold the trophy in his hands. "It's mine for a whole year now," he says happily. The celebrations took place in a traditional German country pub, the perfect place for a proper awards ceremony accompanied by cabbage, fried potatoes and smoked German sausage. The man from Dortmund is proud to have added his name to the long list of winners of the traditional event. The fox hunt was started up by the founders of the world's oldest Porsche Club, registered on the 26th of May 1952 as the Porsche Club Hohensyburg. And the first fox hunt took place the very same year. Since then, the "Porsche pack" has been let loose on the fox every year on All Saints Day. Jänicke has already highlighted the 1st of November 2010 on his calendar but he is not allowed to defend his title. As current winner he will be lining the track this year.

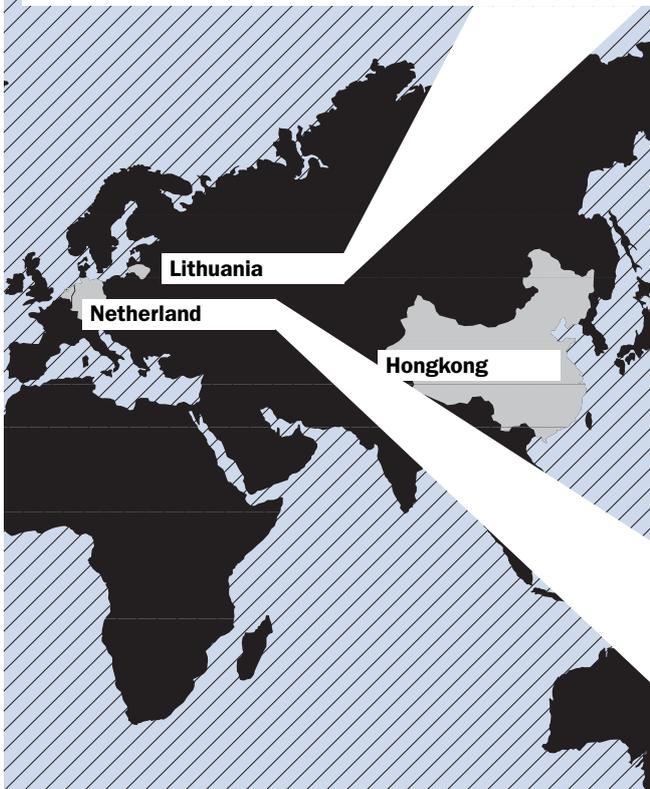
Porsche Club Lithuania

Founded in: 2003
Members: 37
www.porsche-club.lt

Edvinas Mamedovas has been furiously collecting signatures... for five years. Then at last there were 30 names on the list. These names opened the doors to the world of officially approved Porsche Clubs. Since 2003, the Lithuanian travelled the length and breadth of the country to recruit Porsche drivers as Club members. For this reason, Mamedovas won't forget the 18th of February 2009 in a hurry. That's the day the President of the **Porsche Club Lithuania** received the coveted membership certificate. "We're proud to have made it," says Mamedovas.



Club members meet in Kaunas at the start of the open-air season



Porsche Modell Clubs

Porsche Model Club Europe founded in: 1978
Members: 250
www.porsche.com

Porsche Model Club Asia founded in: 2008
Members: 200
www.porschemodelclub.com

Jackie Mok has a big passion for very small Porsches. So does **Henk Koop**. The former is President of the **Porsche Model Club Asia** and the latter is involved in the **Porsche Model Club Europe**. They both consider 1.43, their benchmark for small sports cars, to be the measure of all things. Members have brought together thousands of these small models, all of which have been lovingly maintained and catalogued. Data sheets complete the information online. "We are trying to put together the most comprehensive collection of all cars as a reference for Porsche fans," says Mok. Every so often the Clubs bring out their own series – like the yellow 911 GT2 (997) in 2009. The next convention is already marked in their diaries: the annual International Porsche Collectors Swap.

Important dates for 2010

3rd to 9th of July
 Porsche Parade USA in St. Charles, Illinois

9th to 11th of July
 Le Mans Classic

23rd to 25th of July
 Silverstone Classic



The measure of all things: Henk Koop (left) from the Porsche Model Club Europe at the experts' meeting during a collectors' auction



Please visit www.porsche.com/service for further information.

**Our replacement parts are not only as good as the originals.
They are the originals.**

Porsche Service



PORSCHE

5. Reports

Ice Force with the Porsche Sport Driving School in Ivalo, Finland

Style on the ice



Stays cool: The Panamera on a courageous mission

Porsche Club Finland has spent many years planning a particularly dynamic winter driving course to offer to its members and fulfil their every wish. It soon became clear that the Porsche Sport Driving School offers just the thing for active sports car drivers – Ice Force Training, right in front of their doorstep. Together with Finland's Porsche importer, a total of 39 of our members set off for Ivalo, where check-in was followed by a simple and clear briefing on the key physical principles of driving. The members' excitement about attending the training session was already written all over their faces on the drive up to the training ground at Pasasjarvi Lake. After a short bus ride to the hangar we were met by twenty 911 Carrera 4S and Panamera models, looking forward to taking us dancing on the ice.



Pairs: Take to the ice with the 911 Carrera 4S

Split into groups of no more than 10 drivers, each group was assigned a Porsche driving instructor who clearly enjoyed giving us a light-hearted insight into the sophisticated techniques of safe racing.

There was more than enough room to practise these – the Porsche training ground is an impressive 7 km long and 1 km wide.

As all practice runs are carried out on pure ice (hence the name “Ice Force”), all Porsche cars are fitted with studded tyres, which build up the grip you need in these extreme driving conditions.

There are several handling tracks of various degrees of difficulty, which we tackled at different speeds. Although both cars had a surprising amount of traction thanks to their four-wheel drive systems and performed reliably on the ice, these exercises showed the differences in design between the rear engine Porsche 911 and the front engine Porsche Panamera.

However, we were all more than a little surprised by the light-footedness of the Panamera, making it very hard to decide which of the sophisticated Porsche sports car models was more fun to dance with on the ice.

Only one thing was clear to all participants: we would all love to do it again.

Eero Mikkola
Porsche Club Finland
www.porsche-club.fi



Endless traction: The fleet of cars during Ice Force Training



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PORSCHE

Porsche Club of America

A place in the sun – Porscheplatz at Sebring



In good company: Paul Gregor from Porsche Club Coordination, racing legend Hans Herrmann with Vu Nguyen and Many Alban from the Porsche Club of America (from left to right)

driving physics and the latest technology in today's Porsche racing cars.

This year no one less than the ex Formula 1 driver and Porsche 917 Le Mans champion, Hans Herrmann, came to the Porscheplatz marquee in Sebring to help celebrate the 50th anniversary of Porsche's first overall win in Sebring. Porsche went on to win a further 17 overall wins in Sebring – an outstanding and unbeaten record.

Hans Herrmann recounted unknown behind-the-scenes stories as well as facts and figures on the 1960 race to an attentive and excited audience. He and his co-driver Olivier Gendebien won the race in a Porsche 718 RS after 1017 miles (to compare, today's Porsche racing cars cover about 30% more track in the same time); the fledgling Porsche company shared in his glory.

Spring announces its arrival with the same signs year in, year out: the days get longer and warmer, and excitement grows steadily as motorsports enthusiasts anticipate the upcoming season.

ing the race on large screens. Porsche Club members can experience the excitement of motorsports in a relaxed atmosphere: Porsche racing drivers and teams come to the marquee to report on

Ruben Ledesma, Treasurer of the Porsche Club of America, was congratulated on an anniversary of a different kind – 2010 saw his 40th (!) successive visit to the 12-hour race at Sebring. The oc-

Just as well that the 12-hour Sebring race rings in the season with the 58th American Le Mans series, introducing the new LMPC and Porsche GTC classes.

There is a long-standing concept dedicated to the interests of inspired Porsche racing fans: the Porscheplatz marquee. In and around this spectacular meeting point is the passion epicentre for Porsche cars. Porsche Club members can park their cars in parking bays right in front of the racetrack and next to the Porscheplatz marquee, where they can enjoy a refreshing drink while follow-



Good neighbours: The Porscheplatz surrounded by highly exclusive Club cars

casation was marked at a surprise party, when the Managing Director, the acting Marketing Director of the American Le Mans Series and the Director of the Sebring Raceway presented him with a giant Porsche banner signed by everyone at the Porscheplatz. Ruben Ledesma, who was one of the founders of the Porscheplatz concept, was clearly touched by this personal gift and thanked everyone involved.

Later on racing drivers and managers of the Flying Lizard team joined those in the Porscheplatz marquee and gave detailed answers to questions from Porsche Club members. This exciting session was rounded off by interesting contributions from Porsche Motorsport North America, who not only brought the new Porsche 911 GT3 Hybrid under the spotlight but also gave an insight into up-and-coming Porsche motorsports products.

On the Saturday morning, no less than 156 exquisite Porsche gems lined up on Corner 17 to form a kaleidoscope of colours from every Porsche generation. From the Porsche 356 to today's Boxster models, from the Porsche transaxle sports cars to the new Porsche Panamera, every conceivable version and construction year was represented and surrounded the Porscheplatz marquee. To everyone's surprise, a most exclusive guest was waiting for the Porsche Club members at the entrance to the marquee: a brand-new Porsche Boxster Spyder, expertly presented to the interested crowd by Tim Cupp from Porsche Cars North America.

But it isn't just cars that make the Porscheplatz marquee a special place to be – presentations given by official Porsche cooperation partners such as Michelin complete the experience and at-



Sunny outlook: Dazzling view around the Porscheplatz

tract Porsche enthusiasts from well beyond the borders of Florida. It has become a tradition for Michelin to present a new set of tyres to the team that travelled furthest. The winner of this "long distance award" was of course delighted; after all, he had driven 3400 miles from Grants Pass, Oregon, to get his "place in the sun" at the Porscheplatz in Sebring.

David O'Neal
Porsche Club of America
www.pca.org

We look forward to welcoming you at the next Porscheplatz event taking place on the 23rd and 24th of July 2010 at the ALMS race at Lime Rock, Connecticut!



Sunny mood:
Porsche works driver, Patrick Long (l) and Jörg Bergmeister (r)

Porsche Club Holland

First convention for Porsche Club Holland and Porsche Centre Eindhoven



On the right path to the future: Porsche Club and Porsche Centre social event

The Porsche Club Holland had the idea of organising an event with Porsche dealerships quite early in the year. It seemed like a good idea and was met with a great response. The Porsche Centre Eindhoven – covering the south of Holland – quickly nominated itself as a cooperation partner, offering active operational support as well as valuable contacts for suitable sponsors.

Members of the Porsche Club Holland and customers of the Porsche Centre Eindhoven were on the list of invitees who were welcomed to the Porsche Centre showroom. No fewer than 65 cars from every production series and model filled the car park and an impressive 130 members were warmly received, with all eyes on the brand-new Porsche Boxster Spyder which had arrived just two days previously.

Laden with goodies and packed lunches for the road, provided by Porsche Club

Coordination and the Porsche importer, Pon, the participants happily set off on their tour, which was full of the surprises of a beautiful rural landscape, despite the rain that had set in.

The cars first headed south en route to Limburg. A lovingly compiled road book served as entertainment, sending the participants on a pictorial treasure hunt with tricky puzzles to solve. The “Porsche Eindhoven Road Mobile”, a modern event truck for road shows, was waiting for the participants about halfway along the route, offering a tasty, warm snack.

Although the weather became increasingly “British” and the clouds became still darker, there was no break in our troops’ high spirits. Quite the opposite, as the fresh temperatures and drizzle brought everyone a little closer together.

The tour came to a fantastic finale at the

Bilderberg Chateau Holtmuhle. A gourmet buffet awaited the participants in the medieval surroundings, and they visibly enjoyed the convivial atmosphere and uplifted spirits, chatting for many more hours about their wonderful day.

But one thing was set in stone at the end of this eventful social excursion, for the Porsche Club Holland and the Porsche Centre Eindhoven alike: everyone involved would like to continue this great partnership. After this successful premiere, there will be another excursion this year to bring Club members and customers together on tour.

We can't wait!

Henry de Vaal
Porsche Club Holland
www.porscheclubholland.net



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PORSCHE

Porsche Classic Clubs Deutschland

All under one roof: Six Porsche Classic Clubs reunited at Retro Classics 2010!

The motto of Retro Classics 2010, “Crème de la Chrome”, delivered on its promise: from the 11th to 14th of March, more than 60,000 car lovers visited the biggest classics fair in south Germany.

The tenth Stuttgart Retro Classics fair broke all previous records – more visitors, over 1150 exhibitors, more than 3000 cars on show in the halls covering an area of 100,000 m². Six plant-approved Porsche Classic Clubs were represented again in Hall 3 at a Club stand – equipped for the first time this year with exhibition furniture from the brand-new Porsche Classic Club Kit, which Porsche Club Coordination provided for use at the four major Classics fairs. A successful premiere!

Two more Club cars were presented at our stand than last year. In our “pole position” (exclusively lit up with colourful spotlights) was the private Porsche 904 of a 356 Club member. A great-looking 914-6 appeared in the second position at our stand. Other Club cars included: a black Porsche 356-S90, a slate metallic 928-S4, an Indian red Porsche diesel Standard tractor, a green and white Carrera 911 RS, the yellow 914-6 mentioned above and the mint green 968 Cabriolet belonging to our member, Herbert Hintz. Every car was a highlight in its own right.

Although the platform was full with the seven Club cars, there was enough standing room and seating to have a chat. But when the multiple rally World Champion, Walter Röhr, spent half an hour at our stand on the Saturday, there were so many onlookers that there was hardly an inch to spare between the cars. He signed dozens of autographs and posed for plenty of photos.

Even when visitor numbers are at their highest, the excellent cooperation with the Clubs is demonstrated. We'd like to thank all the stand assistants for their efforts and the Porsche Club Coordination team for their excellent support.

According to the information from the fair organisers, the Stuttgart Oldtimer Fair was visited by people from more than 15 nations. As 34% of visitors travelled in from outside Baden-Württemberg where the event was held, most coming from Bavaria and Hesse, we should use this fair more than ever to recruit members in south Germany. We could hold some preliminary talks.

Our overall conclusion: Retro Classics 2010 was truly a “Crème de la Chrome” event, as a poll has revealed that 98% of visitors would come to the next fair on the 10th to 13th of March 2011.

Norbert Kehnen
Porsche 968 Club Deutschland e.V.
www.porsche-club-968-deutschland.de



**High on excellent teamwork:
The Porsche Classic Clubs Deutschland**

Porsche Classic Club Belgium / Porsche 356 Club Nederland

Easter for oldtimers in the Netherlands, 5th of April 2010

Porsche Classic Club Belgium and Porsche 356 Club Nederland organised a wonderful excursion over the Belgian border to Oisterwijk in the Netherlands, to coincide with the Easter celebrations.

On the event day, around 200 starting participants were surprised with a hearty breakfast served in the new car showroom at the Porsche Centre Antwerp. The Porsche Club members then had time to browse and marvel at the latest Porsche models. Looking out of the modern building made almost entirely from glass, the chronological timeline was a sight to behold, with the brand new Porsches inside and more than 100 Porsche classics outside. A truly successful blend and positive proof of the durability and reliability of Porsche sports cars.

Participants were eager to fire up their classic Porsches for the 100 km tour of romantic landscapes and winding roads



Spanning the generations: The Porsche Centre Antwerp is open to all Porsche drivers

to Oisterwijk, as the two Club Presidents, Pascal Pauwels and Ton Vos, fired the starting pistol after their general welcome speech.

They could not have enjoyed the drive more, not least because there were plenty of breaks for man and machine, bringing an opportunity to take pleasure

in the company of Porsche enthusiasts as well as the breathtaking scenery. By late afternoon everyone had arrived safely at the event hotel, where they happily talked shop until the early hours and looked forward to the next Belgium-Netherlands Classic Club Tour.



Give way to the forefathers: Classic meets modern at the Porsche Centre Antwerp

Henk Schotanus
Porsche 356 Club Nederland
www.porsche-356-club-nederland.nl



6. Interview with Paul Ernst Strähle

Based on the questionnaire of Marcel Proust, 20 questions for Paul Ernst Strähle, who has been tied to the fascination Porsche for almost 60 years as a private racing driver, dealer and racing team owner.

Where would you like to live?

In my native town of Schorndorf, where the company Strähle was founded in 1827.

What is your idea of perfect happiness?

Next to family and children the pleasure of mobility.

Which faults are you most likely to forgive?

Any without far-reaching consequences.

What is the worst thing that could happen to you?

Restricted mobility in old age.

Your favourite historical figure?

Leonardo da Vinci.

What traits do you most appreciate in a woman?

Their intuition in family and business matters.

What traits do you most appreciate in a man?

Anything that leads to a directness of character.

Your favourite virtue?

Openness in the way you treat your fellow men.

Your favourite occupation?

My professional and motorsport involvement.

Who or what would you have liked to be?

What I am.

What is the Porsche legend?

The Porsche legend is the confirmation of an almost unbelievable history of technological and automotive progress. It is a constructive legend, carved out by unique characters and innovators in mobility.

What makes a Porsche sports car?

Porsche is the closest thing to the vision of the perfect sports car, rounded off with important attributes such as reliability, progress and safety. I see Porsche as the measure of all things.

What does the Porsche of the future look like?

As far as progress, technology and eco-friendliness are concerned, the same as it looks now: a constructive role model for the entire car industry.

If you could choose just one car, what would it be?

My WN - V 2 (Ed.: registration of P. E. Strähle's Porsche 356 A Carrera, which he has used for over 50 years when driving in races and rallies).

Your main character trait?

(Often too) honest.

Your greatest mistake?

Looking back, there have been a few wrong decisions, often to do with my own selflessness.

Who are your heroes in real life?

There are few actual heroes left but those who come closest to being "role models" are people who work selflessly for the greater good.

What do you despise the most?

Unreliability and dishonesty

What natural talent would you most like to possess?

To give myself more freedom, I'd like to have the talent to be able to fulfil all my unfinished tasks in life.

Your motto?

"Lost possessions might be found, but wasted time is lost forever."



Curriculum vitae Paul Ernst Strähle

20th of September 1927: Born in Schorndorf as the son of the Swabian aviation pioneer Paul Strähle.

With a win in a five-year-old VW Beetle, he commenced his career in motor-sports in **1951**. The car – known as "Dapferle" („The Brave“) – ran later on as a sports car with Porsche engine and led him to his first great national and international successes (Among others for example the win in the 1.3 litre class at the Mille Miglia '54). From then on, he only drove Porsche sports cars.

Besides his professional commitment, Strähle racked up numerous important victories at significant races of the European and world championship on the circuit, during mountain and long distance races, as in rallies. Among others repeatedly at the Mille Miglia, the Targa Florio and the rallies Lüttich–Rom–Lüttich.

In **1955** he became German Automobile Champion, **1956** Vice Rallye European champion, **1958** German Rallye champion. In **1963** Strähle concluded his career in motorsports with his fifth victory at the 1000km-race on the Nürburgring race track.

In **1966** he founded the team „Strähle Autosport“, which employed Porsche sports cars with great success on international race tracks. For instance, „Strähle Autosport“ won the Porsche 944 Turbo Cup three times, with Joachim Winkelhock being the driver in the year '86 and Roland Asch who led the team to victory in the years '88 and '89. Furthermore Mr. Strähle's team won the Porsche Turbo World Cup in Kyalami and in **1991** the Porsche Carrera Cup. In **1977**, Strähle instantly achieved the overall victory in his famous Porsche 356 A Carrera (WN-V2) at the Oldtimer Grand Prix on the Salzburgring race track. Since then, he has been successfully participating in large international oldtimer rallies.



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