



PORSCHE



Focusing on the essentials: **The new Cayenne GTS is an SUV with sporty ambitions**

May 2012

Porsche Club

News 2/12

Cayenne GTS – engine: 8-Cylinder engine, **displacement:** 4,806 cc, **power:** 309 kW (420 hp), **maximum torque:** 515 Nm, **top track speed:** 261 km/h, **acceleration from 0-100 km/h:** 5.7 sec., **CO₂ emissions:** 251 g/km, **consumption (NEDC), city:** 14.8 l/100 km, **highway:** 8.5 l/100 km, **combined:** 10.7 l/100 km

Editorial

Dear Ladies and Gentlemen, Dear Porsche Club Members,

On 5th of April 2012, Professor Ferdinand Alexander Porsche died in Salzburg at the age of 76. F.A. Porsche, as he was known here at Porsche, had a clear and functional approach to design that formed not only the products made by Porsche. To this day, his unmistakable style has left its mark on modern product design – far beyond the Porsche company.

His perhaps most important legacy to the Porsche brand is the iconic 911, which he designed in 1963. Through this model, and model generations still to come, his design philosophy will live on at Porsche.

We have received countless letters and messages of sympathy from the worldwide community of Porsche Clubs. In these messages, you describe your special relationship with Ferdinand Alexander Porsche and this company in emotional stories, experiences and thoughts. We would like to take this opportunity to express our gratitude for your sympathy, which gives us strength and fills us with pride that there is such a close relationship between Porsche and Porsche Club members worldwide.

This mutual esteem is one of the cornerstones of the worldwide Porsche Club community. For this reason, Porsche Community Management has prepared a special surprise for you to mark the 60th anniversary of the Porsche Clubs. I am pleased to be able to tell you that Porsche Community Management, together with Porsche Exclusive, is offering an anniversary edition of the Porsche 911 with special equipment, exclusively to Club members. This “Porsche Club Coupe” is a set of 13 vehicles handmade by Porsche Exclusive and in the traditional dark green

colour of the vehicles of the Porsche family. And this is truly an exclusive vehicle! Just 13 models will be built, and they will be solely available to Club members. Why only 13? Because in 1952 it was precisely 13 people who joined together to found the first two Porsche Clubs in Germany.

This exceptional model was first presented on 26th of May 2012 at the opening of the special exhibition “60 Years of Porsche Clubs” at the Porsche Museum. The team of the Porsche Community Management and the museum have put together an impressive exhibition, and received extensive support from the Club world. The exhibition is a genuinely fascinating experience. We are particularly pleased to announce that Club members will receive free admission to the museum for the entire duration of the exhibition.

Around the world, the 2012 Club season is already well under way: in Taupo, New Zealand, the second Porsche Parade New Zealand was a success. In Germany, the Porsche Classic Clubs appeared jointly at both the Techno Classica and the Retro Classics as ambassadors of our brand. And this year as well, the Porsche Days Francorchamps in Spa excited a great number of Porsche fans.

The Porsche 356 meeting in Meran – an event with historic Club tradition – took place recently. This will be followed by the Porsche Parade Japan and the largest Porsche Club event in the world: the Porsche Parade of the Porsche Club of America. This year, the American event will take place in Salt Lake City, home of the 2002 Winter Olympics. We are also looking forward to Chantilly, France. That is where the Porsche Parade Europe will



Dr. Kjell Gruner Marketing Manager

start on 7th of June 2012 – in breathtaking surroundings and with French *joie de vivre*.

Porsche also started the new season with pizzazz – with a number of fascinating premieres. Following the new Boxster model's world premiere in Geneva, the new generation of our mid-class motor-sports car is making its Asian debut at the motor show in Beijing. In addition, Beijing was the site of the world premiere of the sporty off-road vehicle Cayenne GTS, which we will introduce you to in this issue.

I wish each one of you great weather, wonderful experiences and beautiful moments within the Porsche Club world as you celebrate the events of the coming summer months – all the best!

Kind regards from Stuttgart
Dr. Kjell Gruner

A note to our contributors

To make sure that your contributions to the Porsche Club News can be published in a proper quality, we ask you to let us have it by E-mail and in the following format. We prefer you to save images in **TIFF format**; otherwise, JPEG format may be used (at a minimum resolution of **300 dpi** and an actual size of at least **13 cm width**, as RGB or CMYK). Make sure that images **do not exhibit pixelation**, and do not save images as indexed colours (Web colour scale). Please attach text contributions as a Word file. We regret that we cannot process PowerPoint presentations or Word files containing embedded images to printable quality.

Thank you for your support.

Editor:

Sandra Mayr, Porsche Community Management

Layout and design:

Büro Linientreu

Büro für Gestaltung, Stuttgart

Publication dates:

5 times a year

Photographic evidence:

Authors of the contributions

Porsche AG

Dr. Ing. h.c. F. Porsche

Aktiengesellschaft

Porscheplatz 1

D-70435 Stuttgart

Germany

www.porsche.com

Your team at Porsche Community Management:

Sandra Mayr

E-mail: Sandra.Mayr@porsche.de

Tel.: +49 (0)711 911- 2 32 53

Claudia Schäffner

E-mail: Claudia.Schaeffner@porsche.de

Tel.: +49 (0)711 911- 2 32 51

Mathias Menner

E-mail: Mathias.Menner@porsche.de

Tel.: +49 (0)711 911- 2 32 47

Paul Gregor

E-mail: Paul.Gregor@porsche.de

Tel.: +49 (0)711 911- 2 32 48

Club E-mail: communitymanagement@porsche.de

Fax: +49 (0)711 911- 2 32 54



50 YEARS OF PORSCHE IN FORMULA 1 A RECIPE FOR SUCCESS

In 1962, Porsche used the eight-cylinder Grand Prix sports car with type designation 804 – a car that had been designed by Ferdinand Alexander Porsche – in Formula 1 for the first time. The American Porsche driver Dan Gurney won the French Grand Prix in this vehicle in Rouen in 1962 and was victorious at Stuttgart's Solitude Palace ahead of the Lotus driven by Jim Clark. Towards the end of 1962, Porsche ended its foray into Formula 1 and returned to concentrating fully on GT vehicles and long-distance racing.

In keeping with this anniversary, the vehicle will be driven once again at the Goodwood Festival of Speed from the 29th of June to 1st of July 2012.

Closing Dates:

PC News 3/2012: 01/06/2012

PC News 4/2012: 28/08/2012

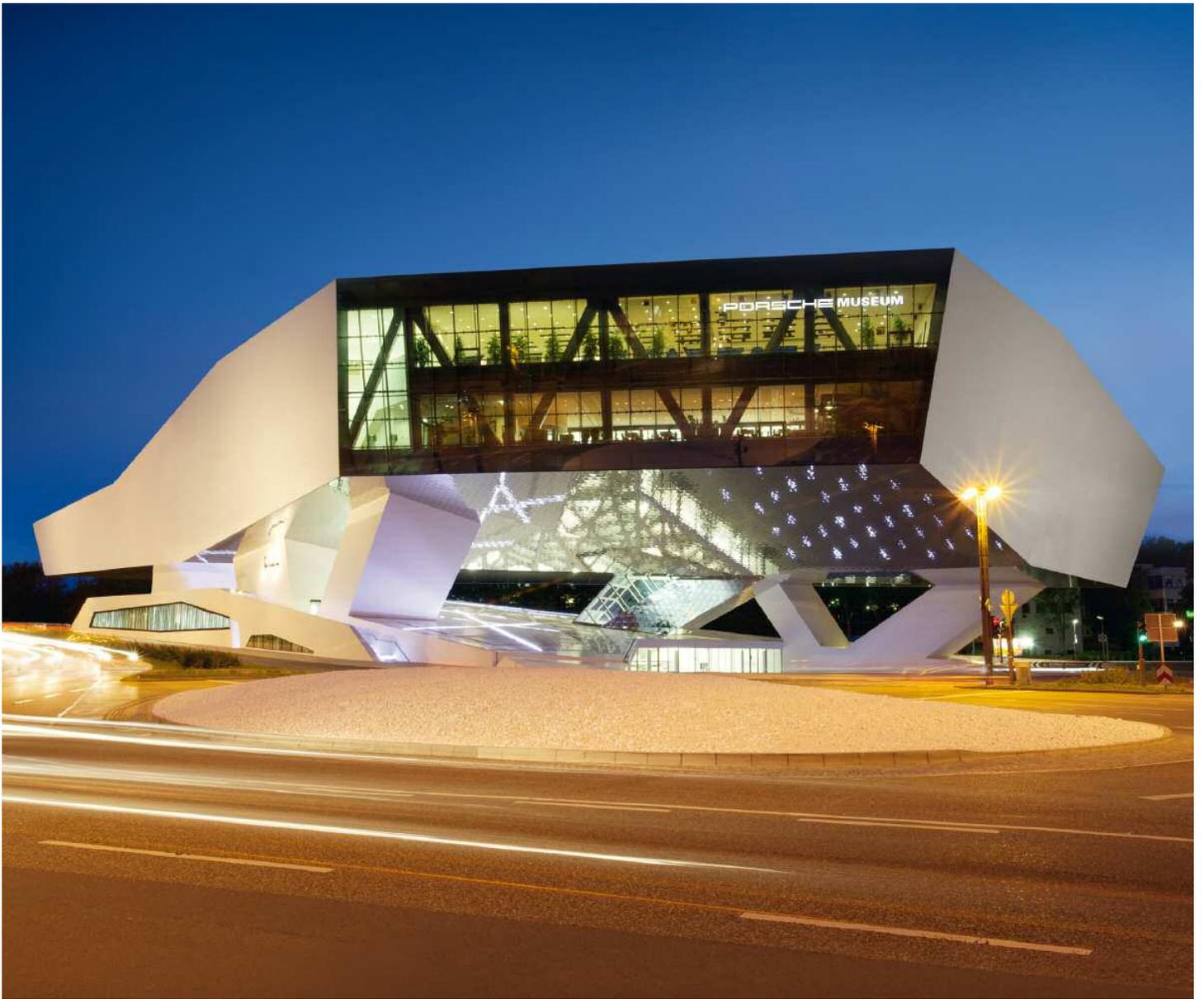
PC News 5/2012: 23/10/2012

Porsche Club News on the web:

The latest Porsche Club News and the archived back issues from issue 1/99 are available on the Internet at: www.porsche.com

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Home, Stuttgart-Zuffenhausen.

Porscheplatz.

That says it all.

The Porsche Museum.

More info at www.porsche.com/museum



PORSCHE

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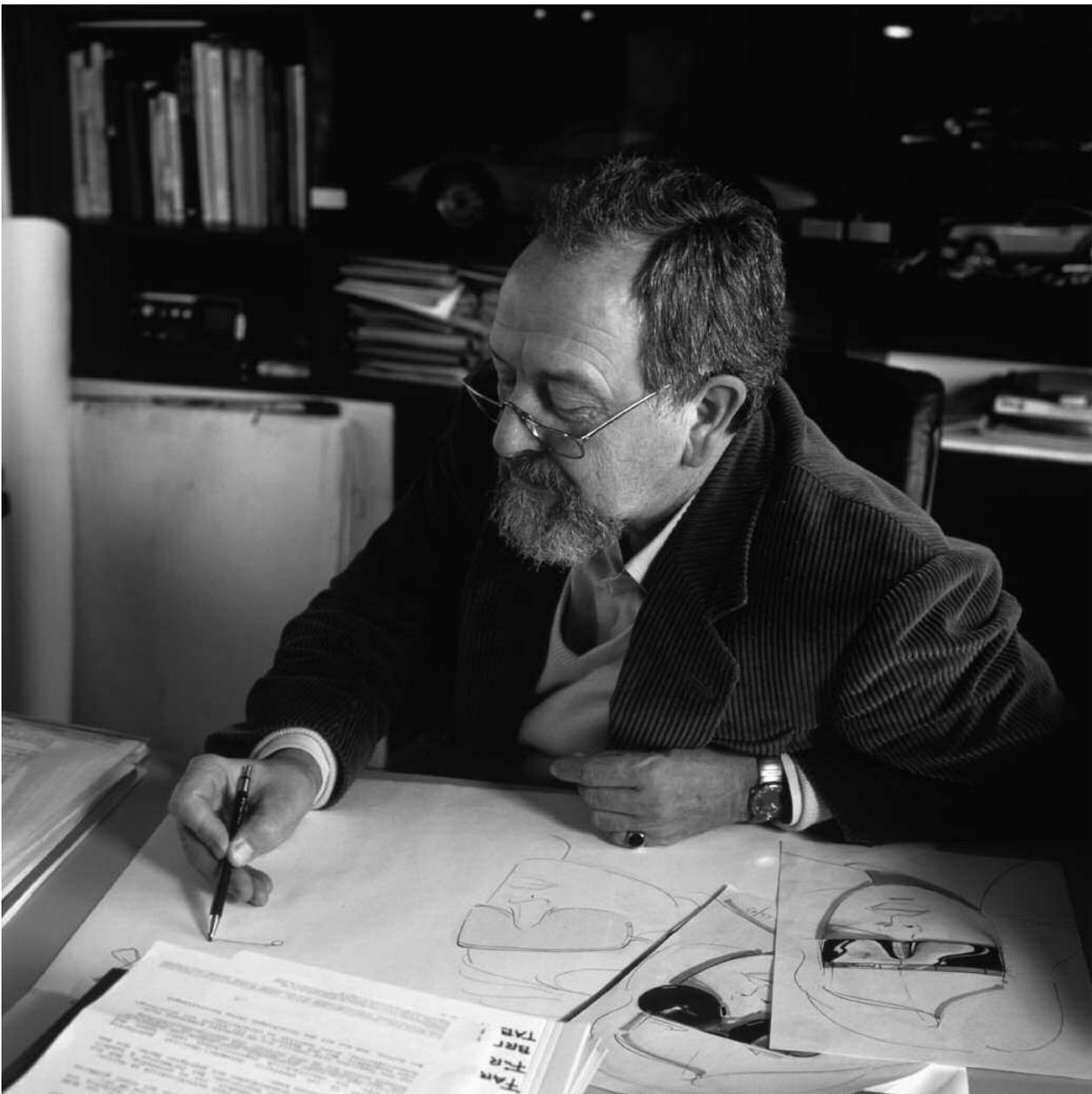
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01 News from Porsche AG

In Memoriam: Ferdinand Alexander Porsche “Good Design Needs to Be Honest”

As a designer, Ferdinand Alexander Porsche enjoyed a reputation as a functionalist. Strict and clear lines are typical of all the product designs that his studio has produced, up to the present day.



Ferdinand Alexander Porsche
11/12/1935—05/04/2012

01 News from Porsche AG

Even Ferdinand Alexander Porsche's childhood was dominated by automobiles; he spent a lot of time in the design rooms and development workshops of his grandfather, Ferdinand Porsche.

In 1958, the 23-year-old F.A. Porsche joined the design office of the company, then called Dr. Ing. h.c. F. Porsche KG.



01 News from Porsche AG

In **1962**, he took over management of the Porsche design studio. His **Porsche 901**, which came out a year later, caused a worldwide furore.



01 News from Porsche AG

“A harmoniously formed product has no need of decoration; its form alone should be enough to elevate it.”

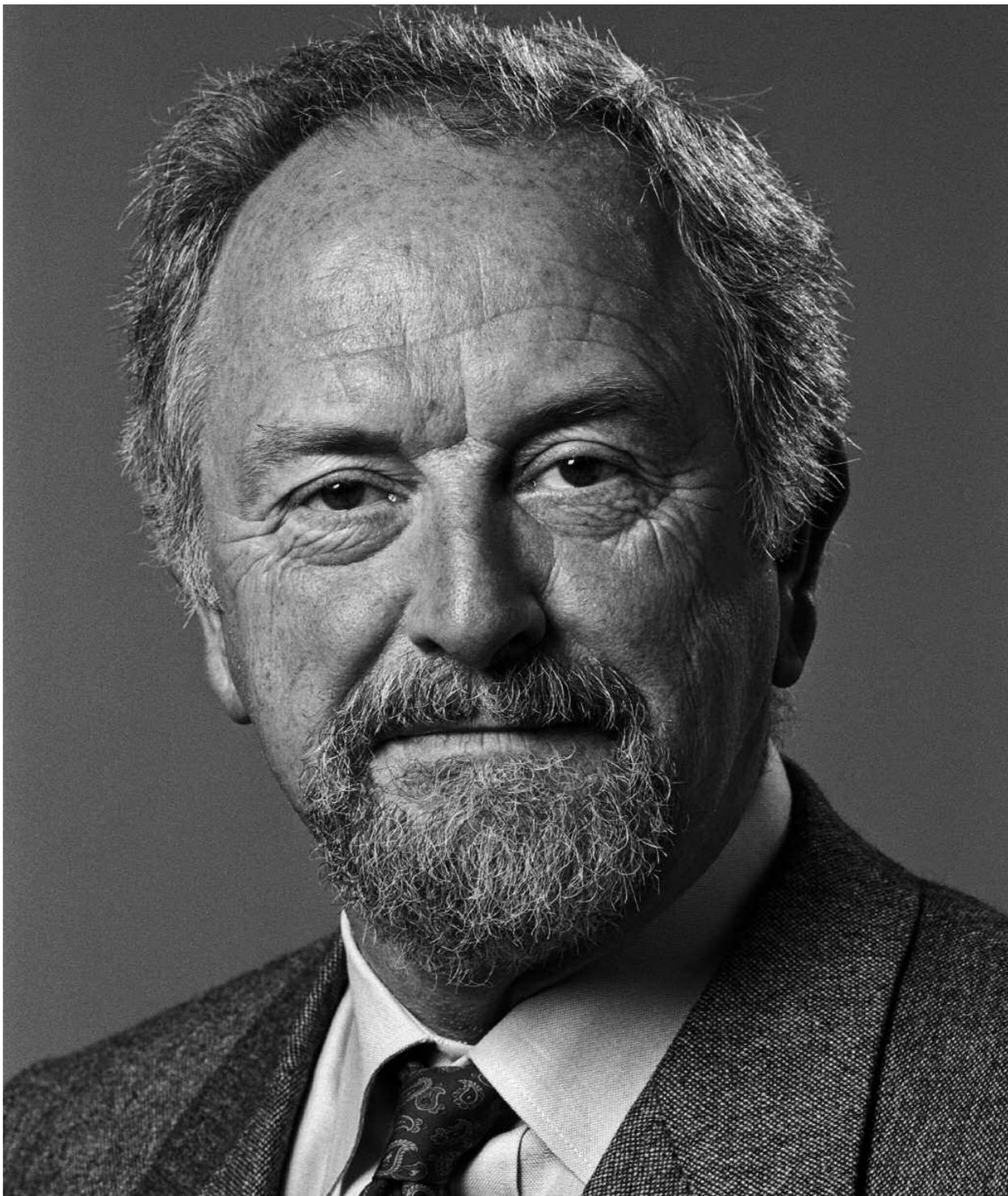
With the **Porsche 911**, F.A. Porsche created an iconic sports car whose timeless, classic form lives on today in the car's seventh generation.



01 News from Porsche AG

Ferdinand Alexander Porsche received many awards and accolades, both for his life's work as a designer and for individual designs. The Austrian president awarded him the title of Professor in 1999.

Throughout his life, Ferdinand Alexander Porsche remained closely tied to Porsche AG, both as a partner and as the honorary chairman of the supervisory board.



01 News from Porsche AG

Sits like an SUV, drives like a sports car: Cayenne GTS with 420 hp and a sporty chassis

Dynamic presence: The new Cayenne celebrates its premiere in Beijing



Cayenne GTS – engine: 8-cylinder engine, **displacement:** 4,806 cc, **power:** 309 kW (420 hp), **maximum torque:** 515 Nm, **top track speed:** 261 km/h, **acceleration** from 0–100 km/h: 5.7 sec., **CO₂ emissions:** 251 g/km, **consumption (NEDC), city:** 14.8 l/100 km, **highway:** 8.5 l/100 km, **combined:** 10.7 l/100 km

01 News from Porsche AG

Strong character: The new Cayenne GTS is positioning itself as a four-seat sports car



The SUV with the driving pleasure of a sports car is now entering its second generation.

In Beijing, at Auto China 2012, Dr. Ing. h.c. F. Porsche AG celebrated the world premiere of the new Cayenne GTS. The concept: concentrating on sporty performance. The recipe: more engine power, more dynamic power output, a tighter chassis with lowering, accentuated sporty equipment. The new Cayenne GTS therefore does not merely fill the gap between the Cayenne S and the Cayenne Turbo; its special character also sets it clearly apart from the other models.

Under the bonnet of the Cayenne GTS is a 420 hp (306 kW) improved-power 4.8-litre V8 engine based on the power unit of the Cayenne S. Power transmission is by means of the 8-speed Tiptronic S with integrated auto-start/stop function. An engine and transmission design tuned for a special dynamic response reinforces the accentuated sporty characteristics and allows short bursts of speed at any time. The Cayenne GTS can accelerate from zero to 100 km/h in 5.7 seconds, and to

160 km/h in only 13.3 seconds. Its top speed is 261 km/h and its NEDC consumption is 10.7 litres over 100 kilometres.

The specially tuned chassis makes for exciting driving dynamics. It is tuned more tightly, is equipped with Porsche Active Suspension Management (PASM) and the body is 24 millimetres lower than the Cayenne S. This puts the new Cayenne GTS even closer to the road and gives it the confidence and agility you associate with a sports car.

The Cayenne GTS shows off its strong sportiness on the outside with features

01 News from Porsche AG



Concentration: GTS means sporty performance and dynamic power output

such as the front end borrowed from the Cayenne Turbo, frame and mouldings in high-gloss Black, distinctive side skirts and widened wheel arches, as well as a characteristic roof spoiler with twin-wing profile. Sporty elegance dominates the interior; the GTS has a leather interior with Alcantara elements as standard. Front sports seats with eight-way adjustment are also part of the standard equipment of the new Porsche Cayenne GTS.

The Cayenne GTS will be brought on the market in July 2012 and will cost 90,774 euro in Germany, including VAT.

**Public relations and press
Product press**

Data sheet Cayenne GTS

Engine: 8-cylinder engine
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Combined: 10.7 l/100 km



Please visit www.porsche.com for further information.

In this case, it is not just the colour that attracts attention.

The Porsche Exclusive range for the new Boxster.

As easy to recognise as you are, because it is unique – your Boxster S from Porsche Exclusive.

Individual personalisation, direct from the factory. Featuring painted air intakes on the rear side sections, painted lower trims on the exterior mirrors and painted headlight cleaning system covers.

With the wheel centres painted in black and seat belts in Guards Red. Essentially, everything you ever dreamed of.



PORSCHE

02 Information Exchange

AvD-Oldtimer-Grand-Prix 2012 40 years of the Porsche 911 Carrera RS: RS for Racing Speed

**Dreaming of ducktails and alloy rims from Fuchs?
At the 40th AvD-Oldtimer-Grand-Prix, that's perfectly normal.
40 years of the 911 Carrera RS.**

From 10th to 12th of August 2012, the 40th AvD-Oldtimer-Grand-Prix will take place at the Nürburgring. And of course, this year is no exception: Porsche will be there as well. Porsche Classic will showcase itself right beside the race track on grounds 14,000 m² in area. A special highlight in the Porsche exhibition tents for all fans of historic motor sport: the anniversary of the legendary 911 Carrera RS.

Also at the event: staff from Porsche Community Management, Porsche Exclusive & Tequipment, Porsche Deutschland and from the Porsche Museum. They will be

happy to answer any questions you may have. In short, the event will be an opportunity to get to know every facet of Porsche. This includes the Porsche Design Driver's Selection truck, which will also be there.

You can register straight away for the VIP package at the Classic home page: www.porsche.com/germany/accessoriesandservices/classic/news/events/future/avdogp-2012/

Porsche Classic



The 911 era: The AVD-Oldtimer-Grand-Prix will dedicate a special exhibition to the 911 Carrera RS



The Porsche VIP package

You can register straight away for the Porsche VIP package online:

This package includes the following for all three days of the event:

- access to all open stands and the drivers' camp
- an exclusive welcome gift
- access to the Porsche hospitality tent
- participation in the legendary Saturday evening event
- a parking space for your Porsche on the grounds

The price of the VIP package is 299 euro per person, or 269 euro exclusively for Club members.

Because there is a limited number of packages, these will be issued according to the date the payment is received. Filling in the registration form therefore does not guarantee that you will receive a package.

Registration form:

www.porsche.com/germany/accessoriesandservices/classic/news/events/future/avdogp-2012/

Further information is available from:
ogpticketservice@porsche.de

General information about the event can be found on the Internet at:

www.avd.de/oggracing



02 Information Exchange

Porsche Travel Club

Porsche Tour of Southern Germany

Bavaria, Black Forest, Heidelberg – all to be discovered with your point of interest.

On this tour, you will get to know some of the most historic and beautiful regions of Germany. A special experience. Particularly if you have the right companion: a Porsche. The mix of winding rural roads and long, straight motorways promises plenty of driving pleasure. A stop-off at the world-famous Neuschwanstein Castle is a must, as is a visit to the Bavarian capital of Munich.

You can admire the Alpine panorama at Lake Constance before moving on to the next highlight: the scenic road through the Black Forest known as the Schwarzwaldhochstraße. In addition to the region's unique landscapes, the tour will take you through historically significant cities such as Heidelberg and Rothenburg ob der Tauber. And you will do all that in a car that itself wrote motoring history.

Highlights:

- An impressive drive along the German Alpine Road and the Schwarzwaldhochstraße, alternating with dynamic stretches of motorway
- Guided tours around the sights of Munich and Heidelberg
- A visit to Neuschwanstein Castle

Dates:

18/07/2012–24/07/2012
05/09/2012–11/09/2012

Price per person:

Double room: 4,390.00 euro
Single room: 4,690.00 euro

Further information is available from the Porsche Travel Club at:

www.porsche.de/travelclub

E-mail: info@porschetravelclub.de

or simply call us on:

+49 (0) 711 – 911 2 33 60



Porsche Tour of Southern Germany: Impressive stretches of road and unforgettable sights between Munich and Heidelberg

02 Information Exchange

Porsche Design Driver's Selection for Porsche Clubs



Customised Porsche model cars No matter what the scale, a Porsche always looks good.

We replicate these highly individual models for you in every detail. Whatever the vehicle type, colour, interior or labelling – practically every wish can be fulfilled.

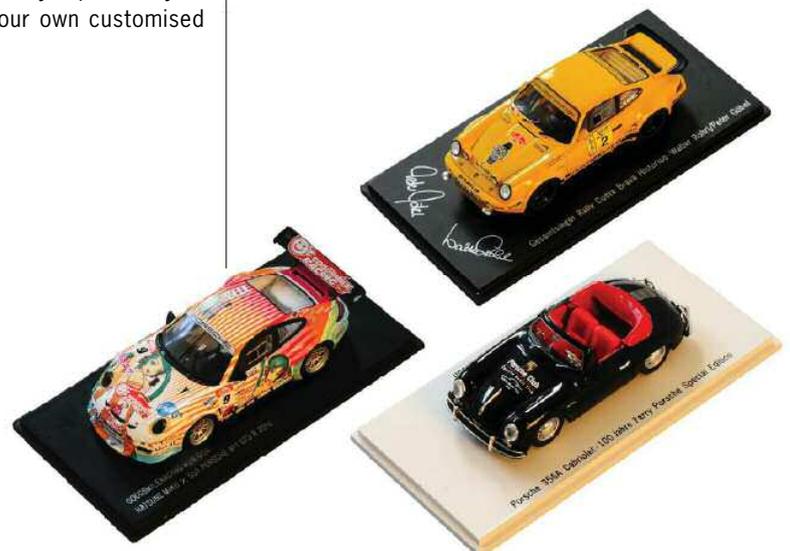
These handcrafted models are manufactured from high-quality materials and mounted on a pedestal that presents plenty of opportunities for printing individualised texts, such as the Club name or the motto of an event. The Porsche Design packaging and the customisable inlay card make the model a unique collector's item. The quality of the models is always of foremost importance to us. Therefore, our suppliers are continuously

working on new production techniques in order to meet the requirements of Porsche, even on this smaller scale.

We are happy to advise you personally on your options for your own customised Porsche miniature.

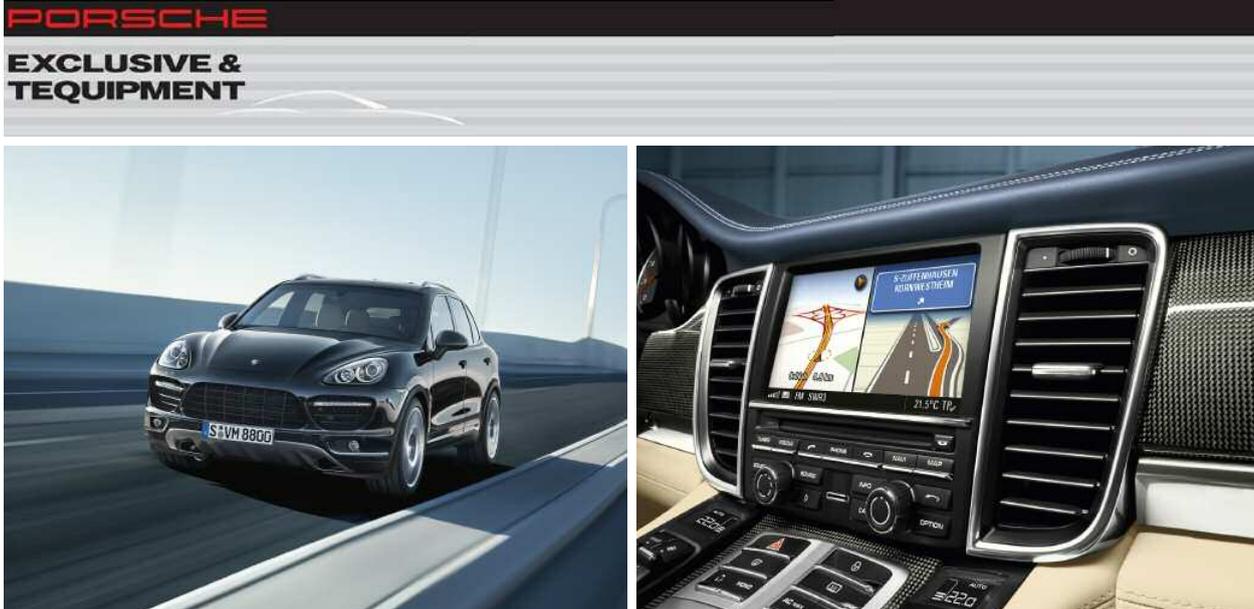
Details

- High-quality resin models
- Scale 1:43 (other scales available on request)
- Original Porsche packaging
- Numerous variants in vehicle type, colouring and available stickers
- Additional individualisation options in pedestal printing and the design of the inlay card



We will be glad to provide you with further information at phone: **+49 711 911 78398** or by E-mail: **SelectionFirmenkunden-Service@porsche.de**

02 Information Exchange



Navigation update for Porsche Tequipment, model year 2012

The best way to reach your destination is by taking the direct route. The new navigation update from Porsche Tequipment.

Thousands of new roads are built throughout Europe every year. Traffic management systems change, road names are updated and countless points of interest appear. The new Model Year 2012 navigation update from Porsche Tequipment, will bring the navigation system in your Porsche right up to date, for 42 countries in Europe*.

The navigation update is available for all Porsche models from Model Year 2009 to Model Year 2011 with PCM 3.0/3.1. You will save not only time, but also fuel – and reach your destination safely without any detours.

The navigation update features many improvements over the previous version:

- 600,000 km of newly added roads
- 220,000 updated road names

- 760,000 restaurants, hotels, petrol stations and parking facilities added
- 45,000 turn restrictions and 36,000 new roundabouts
- Over 900 updated sections of motorway and highway improve your management of traffic
- Almost 100% of the roads in Europe (by km) are now covered

The advantages of having an up to date navigation system:

- Your navigation system will always provide the most current road information — regardless of whether you are looking for the shortest route to your destination or a nearby hotel
- You travel safely and relaxed along the optimum route
- You will therefore travel safe in the knowledge that you are on the best route for you

Installing the navigation update:

Your Porsche Centre/Dealer will be able to update your navigation system for you**, quickly and easily, ensuring that you always get to your destination with ease.

* Information on availability in your country can be obtained from your Porsche Centre/Dealer.

** Installation at your Porsche Centre/Dealer may incur additional costs.

For all navigation updates, please note that you accept the licence conditions by opening the CD/DVD packaging. Please also note that the updates may only be performed by an authorised Porsche Centre in order to be able to guarantee a correct update of the PCM system network and corresponding navigation software.

Cayenne Turbo (Tiptronic S):

fuel consumption in l/100 km, city: 15.8; highway: 8.4; combined: 11.5; CO₂ emissions in g/km: 270; efficiency class Germany: F, efficiency class Switzerland: G

For more information about Porsche Tequipment, visit www.porsche.de or contact the customer centre at Zuffenhausen directly by phone +49 711 911 25977 or E-mail: customercenter-exclusive@porsche.de



www.porsche.com/travelclub

You'll find one of the world's most beautiful holiday destinations behind the steering wheel.

The Porsche Travel Club.

One drives to arrive, but travels to find oneself. Whichever journey you embark on with the Porsche Travel Club, the objective is always the same: to meet the highest standards – yours. That's why you travel with Porsche. On routes that have been chosen primarily using one criterion: driving pleasure. You'll stay at luxury venues and dine in the finest restaurants found on your itinerary. That's how every mile becomes a memorable experience. And every day a red-letter day.



PORSCHE

02 Information Exchange



Porsche Club Carrera RS e.V. RS World Meeting 2012

On the occasion of the 40th anniversary of the Porsche Carrera RS 2.7, the Porsche Carrera RS Club is organising a "World Meeting". The preparations are in full swing – flyers have been distributed at trade fairs and classic car events as far afield as the USA since March 2011. The event will take place from the 13th to 16th of September 2012 around Sinsheim, Boxberg, Ludwigsburg and Stuttgart. We are pleased to announce that we have already had lots of international interest in the RS meeting.

The "home base" of the event will be the Auto- und Technik-Museum Sinsheim; its many attractions will add variation to the anniversary celebration. The attached 4-star Hotel Sinsheim will provide outstanding accommodation to all participants at attractive prices. Participants' vehicles will of course be monitored over night. The Concours d'Elegance, which will take place on the Sunday, will not be run according to classic Concours rules. Participants and Porsche honoured guests can choose which vehicle will triumph in two categories: Category 1 – the most beautiful largely unrestored vehicle with original patina. Category 2 – the most beautiful fully restored original vehicle.

We are planning to limit the number of participants to around 80; participation is to be primarily restricted to Carrera RS 2.7 owners.

We are looking forward to a relaxed World Meeting with an international character that will offer many opportunities to get to know Carrera RS owners from around the world.

Gabi Mahler-Kurzenberger
Porsche Club Carrera RS e.V.



Programme:

Thursday, 13/09/2012

Arrival at the Porsche Museum, visit to the exhibition. Drive to accommodation at Hotel Sinsheim in Sinsheim; the evening is free.

Friday, 14/09/2012

Drive to Langenburg Castle as per road book. Visit and group lunch at the Automuseum. Drive continues through the picturesque Hohenlohe and Jagsttal to the Auto- und Technik-Museum Sinsheim. Vehicles to be lined up in the cordoned-off car park at the museum. Exclusive visit to the exhibition and festive gala evening in the Sinsheim Museum.

Saturday, 15/09/2012

Individual drive to the BOSCH testing grounds in Boxberg. Skill test, drive around high-speed track with steep bank. Planned Guinness record: "80 ducktails on a steep bank". Meal catered on the testing grounds, dinner in the event hall of the Technik-Museum Sinsheim.

Sunday, 16/09/2012

Individual drive to the Residenzschloss Ludwigsburg. Vehicles lined up in the courtyard of the castle for the Concours d'Elegance, sparkling wine reception followed by a brunch buffet, evaluation of the vehicles and award-giving by Porsche honoured guests from Development and Racing department who worked on the creation of the Carrera RS.

Further information is available at: www.porsche-carrera-rs.de

02 Information Exchange

Porsche number games

It is our pleasure to present you with a special number in every issue of our "numbers games" feature.

This time, we focus on the number 6.

6 names – 6 cylinders

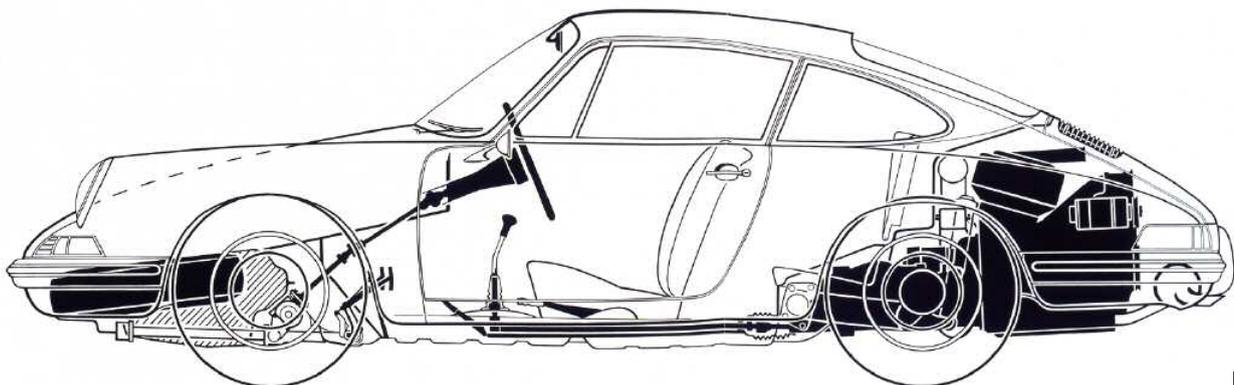
- Sturmvogel ("Petrel")
- Fledermaus ("Bat")
- Blaumeise ("Blue Tit")
- Zitronenfalter ("Brimstone Butterfly")
- Quickblau ("Quickblue")
- Barbarossa ("Barbarossa")

The german nicknames given to the first prototypes of the Porsche 901 in 1963.



PORSCHE **901**

PORSCHE



ENJOY ALL THE PERFORMANCE OF YOUR PORSCHE.



FROM THE FIRST UNTIL THE LAST KILOMETER, ENJOY ALL THE PERFORMANCE OF YOUR PORSCHE WITHOUT ANY COMPROMISE.

As official co-development partners, Porsche and Michelin embody the perfect combination of power and longevity, in town as on a racetrack. With MICHELIN tires, even the most demanding drivers will push back the limits of their cars. Without thinking about anything else than the most important: the road.



04 Porsche Club Special



Porsche Clubs
w o r l d w i d e



60 YEARS OF PORSCHE CLUBS WORLDWIDE

Part 2/5: 1963–1972

The community of Porsche enthusiasts is celebrating 60 years of Porsche Clubs.

The foundation of the Westfälischer Porsche Club Hohensyburg on 26th of May 1952 was the germ of a unique idea that today is brought to life every day by events held by around 640 Porsche Clubs around the world. Today, 181,000 Club members represent a life of Porsche enthusiasm and strong ties with the brand and with the Porsche company.

Part 2 of our series throws the spotlight on 1963–1972 – from the original 911 to the 911 Carrera RS 2.7, which is celebrating its anniversary this year.

Birth of an icon: At the motor show in Frankfurt, Porsche presented the Porsche 901 designed by Ferdinand Alexander Porsche for the first time



04 Porsche Club Special

60 YEARS OF PORSCHE CLUBS WORLDWIDE

Part 2/5: 1963–1972



A classic beauty: The Porsche 901

1963

- 027. Porsche Club Wuppertal e.V. 08/02/1963
- 028. Porsche Club Basel 27/03/1963
- 029. Porsche Club Beider Basel 01/07/1963
- 030. Porsche Club of New South Wales 18/09/1963
- 031. Porsche Club Roland zu Bremen 27/09/1963

THE 901

On 12th of September 1963, at the International Motor Show in Frankfurt, Porsche presents the prototype of the new **Porsche 901** for the first time. This marks the birth of an icon.



On 18th of September 1963, the first Club in Australia is founded: the **Porsche Club of New South Wales**. The passion for Porsche vehicles shows no sign of slowing down as it travels around the world. In Bremen, the **Porsche Club Roland** is founded. In Basel, two Clubs are founded at once: the **Porsche Club Basel** and the **Porsche Club Beider Basel**.

1964

PORSCHE 901 BECOMES THE 911

On 14th of September 1964, the first series-produced **Porsche 901** rolls off the production line in Zuffenhausen. In October, the Porsche sports car with the name 901 is presented at the Paris Motor

Show. But Porsche has to change the name it gives to the car. The French Peugeot Group had already secured the rights to 3-digit number sequences with "0" in the middle. **Porsche switches to the 911.** A sequence of numbers that will be synonymous with the genetic code of the Porsche brand like no other.

1965

Three months after the start of mass production, the new 911 is homologated in January 1965 as a Grand Tourisme. A few days later, the company's "in-house" racing driver Herbert Linge and test engineer Peter Falk take part in the **Monte Carlo Rally**. After



Factory team: Peter Falk and Herbert Linge during the "Monte"

racing for 4,600 kilometres, the two experienced drivers finish the "Monte" in fifth place in the overall standings. Second place is claimed by Eugen Böhringer and Rolf Wütherich in a Porsche 904 Carrera GTS.

In April, the four-cylinder Porsche 912 is presented as an entry-level model.

1966

Based on the "Ollon Villars Bergspyder", Porsche develops the **type 906 Carrera**, but it soon becomes known as the Carrera 6.

The greatest success of the Porsche Carrera 6 Standard is the victory at the **Targa Florio in 1966**.

On 21st of December, the **100,000th Porsche** is presented to the German motorway police.

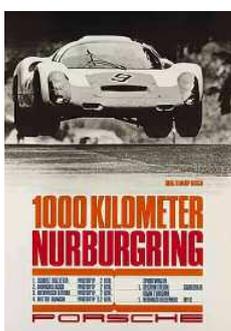


1966: Porsche Carrera 6 at the Targa Florio

1967

RACING VICTORIES

1967 — Hans Herrmann and Jo Siffert win a victory in their class at the 24 Hours of Daytona driving a **Porsche 906 Carrera 6**. Porsche enters six 910 prototypes in the **Targa Florio**. The race ends with a resounding triple victory. Porsche's biggest success of 1967, however, is at the Nürburgring. After 44 laps, the 910 racing cars obtain the first four and the sixth place.



1968

032. Porsche Club Kirchen-Hausen **01/05/1968**



Porsche Club
Kirchen-Hausen e.V.



INTERNATIONAL OUTING

1968 — Situated between the Black Forest and Lake Constance is Kirchen-Hausen. — This is an idyllic little town, in a tranquil location surrounded by forests and meadows. If you like a sporty drive, the winding country roads and passes in the Black Forest tempt you to take your car out for a spin. If you want to saunter along smart lakeside promenades, Lake Constance is just a short distance away. A perfect world! But there are three Porsche enthusiasts who are missing something crucial to make them happy in Kirchen-Hausen: their own Porsche Club. The Porsche Club Kirchen-Hausen is founded on **1st of May 1968** in the year of "flower power" with plenty of "Porsche power". — **Even Janis Joplin drove a Porsche.**



Porsche Club Kirchen-Hausen, 1980



Ferry Porsche with his Porsche 914/8

1969

1969 – In autumn 1969, the product of a joint development between Porsche and Volkswagen is presented at the IAA International Motor Show in Frankfurt under the name type 914. This small, inexpensive sports car quickly gains an excellent reputation and a committed, loyal group of fans.

THE START OF PORSCHE CLUB SUPPORT

1969 — **Huschke von Hanstein** takes charge of public relations for the newly formed VW-Porsche Vertriebsgesellschaft mbH. As well as the sales activities, the main area of work for Huschke von Hanstein and his secretary Ilse Nädele is **to look after and provide support to the Porsche Club members.**



Huschke von Hanstein and Jo Siffert

A sensation looms large when in the 24 Hours of Le Mans in 1969 a **long-tail version of the 917** leads the race for 20 hours. Ultimately, the 917's tremendous run of wins begins in the fourth race it enters: Jo Siffert and Kurt Ahrens win the 1,000 km race of Zeltweg in 1969. **At the end of the 1969 year of racing, Porsche easily wins the Manufacturers' World Championship.**

1970

- 033.** Porsche Club Oberfranken e.V. **05/10/1970**
- 034.** Porsche Club Seetal-Luzern **07/11/1970**
- 035.** Porsche Club Danmark **21/11/1970**
- 036.** Porsche Club Schwaben e.V. **31/12/1970**



Porsche Club
Zug



Porsche Club Seetal Luzern – In Switzerland, seven Porsche owners meet on **7th of November 1970** to found the Porsche Club Seetal Luzern, now known as the Porsche Club Zug.

TRAIN LIKE THE PROFESSIONALS!

For several years now, the Porsche Club Seetal Luzern together with the Porsche Zentrum AMAG Zug has been organising a three-day driving and safety training course at the Formula 1 circuit in Magny-Cours. This provides the racers at the Club with the ideal opportunity to test out the driving dynamics of their Porsche cars.



Porsche Club
Schwaben



Porsche Club Schwaben – in Swabia, the home of Porsche, the Porsche Club Schwaben is founded. Series such as the Porsche Slalom Trophy and the GTP are founded with the involvement of the Porsche Club Schwaben, and the Club also organises events in Hockenheim, Zandvoort, Zolder, Mugello, Le Castellet and at the Salzburgring. In keeping with the motor sport tradition of the Club, its members also have some spectacular victories under their belts – including, of course, Club President Fritz Letters.

Read more on page 37.

04 Porsche Club Special



Geneva Motor Show, 1964: The 356 model ranges are still at the forefront – the 901 still takes a back seat

At the International Motor Show in Frankfurt in 1963, Porsche presents the prototype of the new Porsche 901 for the first time. This marks the birth of an icon.

The first Club in Australia is founded on 18 September 1963 – the passion for Porsche vehicles shows no sign of slowing down as it travels around the world. In Bremen, the Porsche Club Roland is founded. In Basel, two Clubs are founded at once: the Porsche Club Basel and the Porsche Club Beider Basel.



Hand-made, 1965: The first 911s are manufactured in the Gutrod Building in Plant 1



Successful duo: Peter Falk and Herbert Linge win the Rallye Monte Carlo in 1966

04 Porsche Club Special



Porsche 1963: Japanese Porsche enthusiasts at the port of Kobe

Changing times: The 1960s and early 1970s were not only witness to enormous technological changes. Whereas previously the 356 models had been the standard against which other vehicles were measured, in 1972 the plucky colours and striking lettering of the 911 Carrera RS 2.7 marked the beginning of a new era.

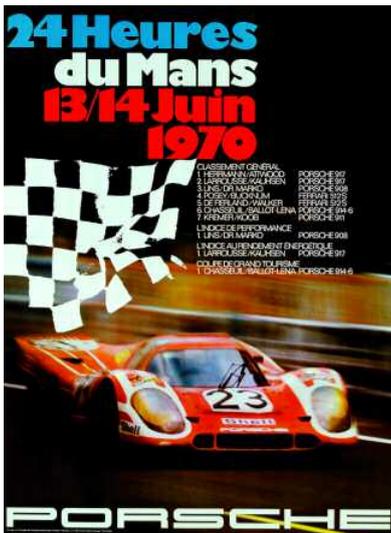


Porsche 1972: The 911 Carrera RS 2.7 – colourful, powerful, modern

1970

THE PORSCHE 917 AND THE VICTORY AT LE MANS

On 14th of June 1970, Porsche finally manages to secure a really big victory: Hans Herrmann and Dick Attwood win the 24 Hours of Le Mans for the first time with the short-tail version of the type 917. It is the first of a total of 16 overall victories to date. Keeping a promise to his wife, Hans Herrmann then ends his career in motor racing. To this day, he retains close links with Porsche as a company.



Racing poster: 24 Hours of Le Mans, 1970

1971

- 037. Porsche Club Oberösterreich 01/04/1971
- 038. Porsche Club Pforzheim e.V. 27/04/1971



1971 — On 1st of April 1971, the **Porsche Club Oberösterreich** is founded. Walter Röhrl is not about to miss out on the opportunity to take part personally in the great jubilee trip in 2011. On 27th



Le Mans, 1971



Porsche Club
Pforzheim e.V.



of April 1971, the **Porsche Club Pforzheim** becomes the 38th Porsche Club to be listed in the register of Clubs. Its members have a real passion for motor sports and tourism.

AN ALL-TIME RECORD

The highlight of the **1971 season** is once again a victory in the **24 Hours of Le Mans**, this time by Gijs van Lennep and Helmut Marko. With an **average speed of 222 km/h**, they set an "all-time" speed record – which lasts until 2010.

1972

- 039. Porsche Club Altötting e.V. 01/03/1972
- 040. Porsche Club Siegerland e.V. 26/10/1972



Porsche Club
Altötting



1972 — It was the summer of 1971 and a group with four 911 Targa models, all painted in gleaming signal colours, was out on a day trip to Waging. They were beautifully lined up in rank and file and their owners in the adjacent beer garden looked at their cars full of pride and real enthusiasm. **Without further ado, the decision was made** to found a Porsche Club of their own! The tasks were also delegated straight away. "A phone call was made to Porsche in Stuttgart, we were put through to the Club manager Mrs. Ilse Nädele, and we told her that we wanted to found a new Club."

ANOTHER ANNIVERSARY

From October 1972, the **911 Carrera RS 2.7** is among the range of cars on sale. Its fans will also include Clubs.



The 911 Carrera RS 2.7 will turn 40 in 2012. As is appropriate, the birthday will be celebrated internationally.

1972 – Dr. Ing. h.c. F. Porsche KG becomes Dr. Ing. h.c. F. Porsche AG.

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Porsche Clubs
worldwide



Porsche Community Management



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PORSCHE

05 Reports

Porsche Club Guatemala: A Club with a tradition of Porsche motor racing



Bridging the gap between tradition and modernity: The Porsche Club Guatemala celebrates its 10th anniversary

When, in 2002, the Porsche Club Guatemala was founded by first President Juerg Widmer and Guillermo Pemueler, Miguel Arriaza and Adolfo Solares (all still active members), Guatemala's Porsche enthusiasts were able to look back at a long Porsche tradition in their country.

The history of Porsche in Guatemala goes back to the popularity of motor racing in the 1950s. Jaroslav Juhan, who had immigrated from Czechoslovakia, imported – together with motor sport enthusiasts José Herrarte, Manfredo Lippmann and Guillermo Suhr – two Porsche 550 Spyder Coupés with chassis numbers 1 and 2, a 356 Gmünd Coupé and three early Porsche 356s produced in Zuffenhausen. This enabled them to take part in the 1953 Carrera Panamericana, and José Herrarte, driving for Porsche and wearing the number 152, obtained number 1 in the rankings. Jaroslav Juhan took part in the race in 1954 and obtained second place, behind Hans Hermann. Guatemala's passion for the sports car from Stuttgart has continued unabated ever since. Guatemala is dominated by rugged mountain stretches and countless

microclimatic zones. Together with the famous Pedro Cofiño Speedway, this guarantees best terrain to test the driving performance of club vehicles.

Porsche Guatemala currently has over 60 active members; a total of around 500 Porsche vehicles are registered in Guatemala. The Club organises eight Porsche Track Days per year – popular drives along lovely routes in Guatemala and El Salvador – and arranges events such as the Oktoberfest, the 356 Garden Party and an annual Porsche Parade. In 2010, the Club played host to the Porsche World Road Show and, in 2011, to the Porsche Sport Driving School. Some members regularly visit the Porsche Driving School in Alabama, USA, or take advantage of Porsche Travel Club offers to visit unusual destinations in Europe with their vehicles.

The logo of the Guatemalan Club proudly places the unmistakable silhouette of a classic Porsche 911 in front of the Great Jaguar Pyramid in the Mayan city of Tikal, which enjoyed its heyday between AD 200 and 900. The Tikal complex, which dates back to the



fourth century BC, is in the province of Petén and has been a UNESCO World Heritage site since 1979.

Thanks to the 1950s tradition, you can find a wide range of classic Porsche vehicles in Guatemala. Of course, current model ranges such as the Boxster, Cayenne, 911 and GT3 can also be found in great numbers. That is why it is no surprise that Guatemalan Porsche owners contact the Club almost every day: they have heard or read about the Club's activities and would like to join the Porsche community. Over the last ten years, the Porsche Club Guatemala has been the engine for many activities and for the development of the Guatemalan Porsche market. For many reasons, the Club enjoys a good reputation among sports car enthusiasts across the country.

At the end of the anniversary year, the Club is planning a trip to Mexico – to visit those places where Guatemalan racing drivers once wrote Porsche and Guatemalan history.

Carlos Pinelo
Porsche Club Guatemala

Pictures provided by:
Gabriel López, José Luis Samayoa

05 Reports Porsche Club Newzealand / Porsche Community Management

Porsche Parade New Zealand 2012

08/02–12/02/2012 Lake Taupo:

Nature, Culture, Porsche

After travelling for 42 hours and covering a distance of 18,500 km from Stuttgart, I was pleased and excited to arrive in New Zealand. The Porsche Club New Zealand had announced the “largest and most varied Porsche meeting that New Zealand has ever seen”.

After a break of 20 years, the Porsche Club New Zealand had organised its second Porsche Parade. 133 vehicles and more than 250 guests were now pouring in with their Porsche vehicles at the Hilton Hotel at Lake Taupo.

Over the following days of the event, the participants had the choice between very varied programmes – there was a chance to participate in exciting and impressive experiences for every taste. The options ranged from racing activities at the Taupo Motor Sport Park, a drive to the Mission Estate wine regions and clay pigeon shooting at Lake Taupo to a trip through the impressive landscape of the Orakei Korako Diamond and Sapphire geysers.

If you were looking for a contemplative day, you took part in the photo rally. The second day offered a fun gymkhana, a mystery tour, a golf tournament and a photo rally with a Porsche quiz. A relaxing barbecue evening preceded the day of the Concours d'Elegance.

The Porsche vehicles, lined up like a journey through history on the ideally suited Concours square, made for a very impressive sight. The participants in the champagne picnic were able to enjoy this unique Porsche image. The Porsche Parade approached its climax at the evening party. Following a laser show and live music, the guests enthusiastically applauded the spectacular unveiling of the new Porsche 911.

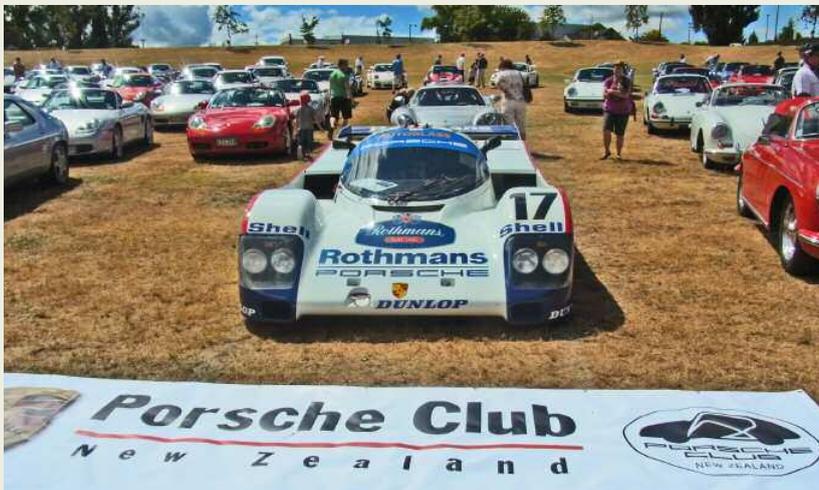
But even the best days must come to an end, and all involved were left to ponder that this was not only a very well-organised Porsche Parade, but that the cooperation between Porsche Cars Australia, European Motors Ltd. and Giltrap Prestige, as well as numerous sponsors, had combined



“Way of life”: Participants enjoy a picnic with fellow Porsche fans

to produce a perfect event. The participants showed the organisers their respect and thanks with a standing ovation. During the award ceremony that followed, the relief on the face of David Mackrell, President of the Porsche Club New Zealand, was obvious. He and his team can be proud of a fantastic Parade whose success was largely down to the professional and detailed organisation of Rosemary and Michael Pearson.

It is hard to decide what the highlight of the Porsche Parade was. One impressive experience followed another. The combination of fascinating nature – in which participants' Porsches sparkled again and again – coupled with the New Zealanders' unique way of life left an impression on me that will stay with me for a long time.



Concours d'Elegance: Impressive fleet in New Zealand's sunshine

Porsche Community Management
Claudia Schäffner

05 Reports Porsche Club of America

New York Auto Show, 6th to 15th of April 2012
 Porsche Club Preview in New York

The online race for the coveted tickets was over after 24 hours. Porsche Cars North America and the Porsche Club of America (PCA) had issued invitations to the Porsche Club Preview Event as part of the New York Auto Show, together with the Porsche Community Management team. The 100 fastest Porsche enthusiasts who booked their tickets online via the PCA website could now look forward to an entertaining morning with a number of exciting premiere presentations to precede the New York trade fair.

Just as at the Porsche Club evening at the German IAA, the current world premieres were the centre of attention in New York, too. The new Boxster and the Cayenne Diesel were presented to the American market for the first time. The entertaining and informative morning was hosted by Paul Gregor, the Porsche Community Management team member responsible for Porsche Clubs in North America and Canada.

He guided guests through the various product and offer presentations: David Burkhalter, Product Manager Sports Cars showed visitors the new Boxster from all sides; Mike DePetro, Product Manager Cayenne and Panamera gave an introduction to the technology of the Cayenne Diesel; Melissa Witeck presented the Custom Consultation Area and James Taylor, responsible for Porsche Experience Center Development, gave an informative look at future activities.

Participating Club members got to enjoy a very pleasant, relaxed, American-style event whose small size gave it an intimate feel for all involved. This meant a quiet atmosphere away from the trade fair crowds in order to get your hands on vehicles that had been left open for the purpose, have discussions about Porsche, ask experts in

depth questions or just have an interesting chat with like-minded people while enjoying a bite to eat from the exclusive catering service.

After what was now the third event of this type in the US, the next Porsche Club Preview will follow in November, this time as part of the Los Angeles Auto Show. And then, once again, it will be a case of: "Gentlemen, start your engines" – the 24-hour race for the coveted tickets can begin.

Porsche Community Management
 Paul Gregor



We are family: Paul Gregor (left) led the evening, and many experts followed



Time for passion: The Porsche Preview Day in New York offered Club members plenty of space to get up close and personal with Porsche



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PORSCHE

05 Reports Porsche Club Luxembourg



Side by side: Sandra Mayr and the Porsche Community Management team are on hand to advise Marco Fürpass, President of the Porsche Club Luxembourg



Perfection realised: The Club Collection of the Porsche Club Luxembourg

Porsche Club Luxembourg Pole position for 2014

Ready to go in 2014: guest of honour Sandra Mayr from the Porsche Community Management team was part of the main meeting of the Porsche Club Luxembourg, and she had two reasons to celebrate. Everything she had heard indicated that the Porsche Parade Europe 2014 would be a success. But what the Porsche Community Management director saw made her particularly happy: the Porsche Club Luxembourg was equipped with a complete set from the newly introduced Club Collection.

The main meeting was naturally dominated by the palpable excitement among Club members, the board and the organisation team about hosting the European Parade in Luxembourg. The Club enthusiastically took over responsibility for organisation and for providing a location for the event from the Greek association. Then, of course, members had to be informed, framework targets defined and the basics worked out together with members. Of course, everyone was agreed that it was a great chance for the Luxembourg Club to be able to host the European Parade in this

lovely country in the heart of Europe. The Club members are justly proud to have been given this momentous, special task. But the Club intends to make a sparkling impression with more than just its actions. The Club immediately ordered the right outfit to carry out the tasks ahead of it. Club members can be pleased not only

about their high-quality Club outfit with their own Club logo on it; they are also the first Club to start using the new Club Collection. Pole positions are still the best starting point for a strong performance – and the Porsche Parade 2014 will be no different.

**Porsche Community Management
Sandra Mayr**



Main meeting in Luxembourg: The Porsche Club Luxembourg looks forward to organising the Porsche Parade Europe 2014



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Current schedule:



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PORSCHE

05 Reports Porsche Classic Clubs Deutschland

Retro Classics and Techno Classica

Porsche Classic Clubs represented at two important trade fairs at the same time



Impressive appearance: the Porsche Classic Clubs Deutschland stand at Techno Classica

That was quite a feat – to represent Porsche in an attractive and impressive way at two of the most important trade fairs for classic vehicles at the same time. The organisation team of Porsche Classic Clubs Deutschland certainly had their hands full. But their dedication paid off: they played Classic Club doubles and won game, set and match!

At the Techno Classica this year, the Classic Clubs Porsche 968 Club Deutschland, the Porsche 924/944 Club Deutschland, the Club for the Classic Porsche 911, the Porsche 356 Club Deutschland and the VW-Porsche 914 Club Deutschland were all represented.

Meanwhile, the Porsche 356 Club Deutschland, the Porsche Club for the Classic 911 Südwest, the Porsche 928 Club Deutschland, the Porsche 968 Club Deutschland, the Porsche Diesel Club Europa e.V. and the Porsche Carrera RS Club were all represented at the Retro Classic trade fair stand.

The Porsche Clubs showed an impressive selection of exclusive vehicles, from the rare Porsche 914-6 GT and a 928 GTS to a perfectly restored red Porsche Diesel Standard P 122 from the Porsche Diesel Club Europa e.V.

Due to the Carrera RS World meeting taking place this year, two 2.7 Carrera RS models were present at the Retro Classic: a sport version and a touring version. A rare 1600 GS Carrera GT, a high-capacity 928 S 4 and a Maritime Blue 3-litre 968 CS Clubsport were also there to be admired.

This special mix of Porsches offered visitors to the Retro and the Techno an opti-



Strong support: Sandra Mayr from Porsche Community Management and Andrea Schwegler, Porsche Deutschland

cally attractive and technologically varied ensemble. In all aspects an impressive performance by all involved: the joint double by Porsche Classic Clubs Deutschland at the Retro Classics and the Techno Classica.

Porsche Community Management would like to take this opportunity to thank the Porsche Classic Clubs for their commitment.

**Porsche Classic Clubs Deutschland
Porsche Community Management**



Successful line-up: The community stand at Retro Classics



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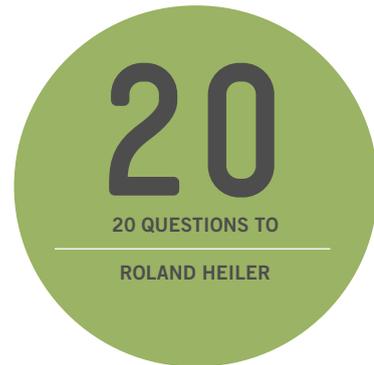
Over time, we develop and collect memories. We cherish the things that have inspired us and proved their worth to us. A Porsche is no different. From conception its goals were to deliver pure driving pleasure, impeccable quality and absolute engineering integrity. An Approved pre-owned Porsche delivers this dream precisely as it was intended. Our provenance checks verify every car's history while the Porsche Approved Warranty and Porsche Assistance provide complete peace of mind and absolute proof of quality.



PORSCHE

06 An interview with Roland Heiler

Based on the questionnaire of Marcel Proust, we put 20 questions to Roland Heiler, Executive Manager of the Porsche Design Studio in Zell am See.



Where would you like to live?

In Europe for now, and later back in California.

What is your idea of perfect happiness?

If my family is well and the engine in my 356 is running properly.

Which faults are you most likely to forgive?

Ones that are being made for the first time.

What do you regard as the lowest depth of misery?

If something happens to a member of the family.

Your favourite historical figure/s?

I don't have one.

Which traits do you most appreciate in a woman?

Independence, faithfulness, naturalness.

Which traits do you most appreciate in a man?

Authenticity.

Your favourite virtue?

Straightforwardness.

Your favourite pastime?

Thinking up completely new things.

Who or what would you have liked to be?

A racing driver – but that wasn't well received at home.



CV

Name: Roland Heiler
Date and place of birth: 9 March 1958, Holzheim/Göppingen, Germany

1980

Training to be a technical draughtsman at Dr. Ing. h.c. F. Porsche AG

1982

Studies at the Royal College of Art in London, England. Degree completed: Master of Design in Automotive Design (scholarship from Dr. Ing. h.c. F. Porsche AG)

1984

Started work as a designer in the exterior studio at Dr. Ing. h.c. F. Porsche AG; Assistant Manager from 1989 on.

1990

Manager of the concept studio at Dr. Ing. h.c. F. Porsche AG.

1991

Manager of design services at Dr. Ing. h.c. F. Porsche AG.

1997

Manager of exterior design at Audi AG.

2000

Head designer at the Porsche Styling Studio in Huntington Beach, USA; studio manager from 2002.

2004

Executive Manager of the Porsche Design Studio in Zell am See (Austria) and, from 2007, also member of the Executive Management of the Porsche Lizenz- und Handelsgesellschaft mbH & Co KG.

What is the Porsche legend?

Unique people and personalities who have built unique cars for over 60 years.

What makes a Porsche sports car?

The completely different angle taken by its designers, well away from the mainstream of automobile construction.

What does the Porsche of the future look like?

It will have its ancestors' genes and will leave the competition in the dust.

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

A Porsche 911.

Your main character trait?

Balance.

Your greatest fault?

Not paying enough attention to the people who are really important in my life.

Who are your heroes in real life?

The men of the New York Fire Department.

What do you despise the most?

Lots of show with nothing to back it up.

What natural talent would you most like to possess?

The ability to fly.

Your motto?

The glass is always half full.