



PORSCHE



May / June 2011

Porsche Club

News 2/11

Editorial

Dear Porsche Club members and Porsche friends,

Porsche Club News helps us, Porsche AG, to stay in close contact with you, our loyal customers and brand ambassadors. We are able to report on the latest news from the Porsche company and inform you about new products, and you have the opportunity to tell us about impressive Porsche Club events being held around the world. I thoroughly enjoyed reading the last edition of Porsche Club News and I am extremely impressed with this unique Club community and with the involvement of the worldwide network of Porsche Clubs. I have spent many years in the automobile industry, yet I have still to come across such a lively and enthusiastic network of clientèle as Porsche Clubs.

I would like to take this opportunity to introduce myself in this edition of Porsche Club News. My name is Oliver Hoffmann, I am 46 years old, have two children and have been working at Porsche AG since the 1st of January 2011. As Head of the Marketing Services department, which you will no doubt be familiar with, I am responsible for the Porsche Driving Experience (Porsche Sport Driving School, Porsche Travel Club, Porsche World Roadshow), car shows and events as well as being responsible for the Porsche Club Coordination Team. Very exciting, unique and above all communicative areas which involve close contact with our customers. The customer is the most important asset to any company. For the Porsche brand, our customers and brand ambassadors have always been particularly important to us. In order to strengthen the close relationship we have even more, whilst keeping up with today's modern means of communication and media, we have decided on a new name for this important department: The "Marketing Services" department will be known as "Face-to-Face Marketing" as of 01.04.2011. "Face-to-Face" is a popular term that stands for close direct customer contact and customer loyalty. We intend to develop our customer

programmes and put customer loyalty even further up our list of priorities.

We also want to further develop Porsche Club Coordination, thereby taking into account the steady growth of the so-called "Porsche Family", Porsche customers, enthusiasts and fans. For this reason, we have decided to give the Porsche Club Coordination a broader focus and to complement this department with an additional "Porsche Community Management". This Porsche Community Management means taking steps towards new means of communication and other social networks for Porsche enthusiasts and fans, such as creating an Online Community for all members of the Porsche family. Of course, this will not involve any changes for you, our valued Club members. All Porsche Clubs will still be called Porsche Clubs and those who worked for the previous Club Coordination will continue to cooperate with you as usual.

Now back to introducing myself. I am very happy to be working for Porsche. Porsche has always been a particularly special brand to me. My passion has always been for the automobile industry. Before I came to Porsche, I was able to gather a variety of interesting experiences in my different positions at BMW, Citroën and Smart. Within my various roles, I was really able to further my knowledge, particularly of fairs and events as well as customer loyalty, which has certainly been of advantage to me in my current position.

I am very much looking forward to this new challenge and to getting to know the world of Porsche Clubs. In order to personally meet as many Club members as possible, I will try to find time in my very busy schedule to join in with a few Club events. Already firmly scheduled is the Parade of the Porsche Club of America in Savannah and the Porsche Club evening as part of the International Motor Show



Oliver Hoffmann

(IAA) on the 19th of September. And at the end of the year the special highlight, the 15th international Presidents' Meeting, will take place in Kapstadt – the perfect opportunity for me to get to know representatives of Porsche Clubs from around the world. I am already looking forward to it and in the meantime I wish you lots of success and enjoyment at the various Porsche Club Events worldwide.

Thanks for the impressive commitment you have shown. We are proud to know that there's such a lively Club world behind us!

Best wishes
Oliver Hoffmann

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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30 years after San Remo's sensational comeback, Walter Röhrl and Christian Geistdörfer set off in their legendary 911 SC at Targa Tasmania.

The car was considered lost for 25 years until the Porsche Museum specialists tracked it down again. Sensationally, Walter Röhrl achieved the best times on the wet roads seven times and in doing so left several of his competitors looking rather old.

Additional race dates for the "Rolling Museum" can be found on page 16.



Closing Dates:

PC News 4/2011: 26/08/2011

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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

01

News from Porsche AG

Porsche will build the new “Cajun” in Leipzig

Supervisory board decides on new production site: Leipzig plant to be considerably expanded

The decision on the production site for the fifth series of Dr. Ing. h.c. F. Porsche AG has been made: The new car under the project name “Cajun” will be built at the Porsche plant in Leipzig. This was concluded by the sport car manufacturer’s supervisory board. The supervisory body instructed the board of directors to finalise the plant in Saxony for the “Cajun”, creating a full production facility with body and paint shops. At least 1,000 new jobs are to be created in Leipzig as a result of the “Cajun” production, as well as other new posts at Porsche in Zuffenhausen and Weissach. Work on the 400-hectare site is expected to begin this year, subject to approval from the authorities.

“During production of the Cayenne and Panamera models, our Leipzig plant already proved that it can produce premium cars to the highest quality”, said Matthias Müller, CEO of Porsche AG. “The decision to choose this site is therefore a sign of confidence in the abilities of our Leipzig colleagues and also a further contribution to the economic development of the region”.

Uwe Hück, Chairman of the Group Works Council said: “I’m glad to have a bit of a breather. Negotiations were hard but fair. The employee representatives were always convinced that it would be worth manufacturing the “Cajun” at our site in Saxony. Our colleagues’ flexibility and productivity finally convinced the board of directors and the supervisory board to manufacture the “Cajun” in Leipzig. For this reason, we are very pleased that the supervisory board has instructed the board of directors to make plans to upgrade Leipzig to a fully-fledged factory. The production of the “Cajun” is a very good sign for Leipzig. Things haven’t quietened



Taking off in Leipzig: The plant will be upgraded to a full production facility, including body and paint shops for the Porsche “Cajun”

down yet, in fact we’ve started discussions on a further development of the Zuffenhausen site to also be able to support our host plant with the coming growth”.

The Mayor of Leipzig, Burkhard Jung, said: “Porsche AG’s decision proves once again that we in Leipzig, with our well developed infrastructure, our professional city administration and our attractive, cosmopolitan city steeped in tradition, have an international business place with a great future ahead of it”.

With the efficient and agile “Cajun”, Porsche is expanding its globally sought-after SUV segment. As well as the new generation of the Cayenne, which has clearly consolidated its market position as one of the most successful sport utility vehicles in the premium segment, the typically light and manageable Porsche “Cajun” will provide extra impetus. As an attractive newcomer model, it should, along with the Boxster as the market

leader in two-seater mid-engine sports cars, open the door to the world of Porsche for new, even younger customers.

The very modern plant in Saxony has been producing the Cayenne since it opened in 2002. After an initial expansion, the four-seater Gran Turismo Panamera was added in 2009. It is built in the “model mix” with the SUV. So far, Porsche has already invested around 280 million euros in Leipzig.

**Public relations and press
Technology press**

01 News from Porsche AG
International Motor Show, Geneva

Double world premiere: Historic guard of honour at the presentation of the Panamera S Hybrid

Double world premiere at the 81st International Motor Show in Geneva: Porsche presented the Panamera S Hybrid. It was flanked by the Semper Vivus replica. With the first functional fully hybrid car, the legendary design engineer, Ferdinand Porsche, had already mapped out the future 111 years ago.

The fully functional replica of the “Semper Vivus” was created using design sketches and extensive research. In collaboration with Porsche engineers and the company Karosseriebau Drescher in Hinterzarten, a faithful replica was created, whose visionary design is still impressive today. In this vehicle, two generators connected with petrol engines make up a loading unit, which simultaneously supplies the wheel hub engines and batteries with power.

Even 111 years after it was invented, the construction of the “Semper Vivus” was a great challenge for all those involved. Ultimately, it was not only about remaining faithful to the car’s appearance but the performance of the original had to be matched as well.

The Lohner Porsche “Semper Vivus” can be seen in the Porsche-Museum

As part of the new special exhibition, “Ferdinand Porsche – Pioneer of the Hybrid Drive”, the Porsche Museum is showing the replica of the world’s first functional hybrid car. The special exhibition, which began on the 10th of May, takes the visitor back to the very first engineering achievements of the young Ferdinand Porsche and explains the technology behind the first serial hybrid cars. Other special exhibitions, like the Cayenne SUV Powertrain and the Porsche Hybrid Bike, for example, give an extensive insight into the sports car manufacturer’s hybrid technology. A wheel hub and a De



The Semper Vivus lives on: The Panamera S Hybrid was accompanied by its ancestor in Geneva

Dion-Bouton engine, which powered the “Semper Vivus” generators, add to the exhibits and demonstrate the technical achievements that were possible more than one hundred years ago.

Highlight of the special exhibition: Driving demonstrations in the exhibition

Driving the “Semper Vivus” is as impressive as it is demanding. With a front axle weight of 1,060 kg, 830 kg at the back, steering without power assistance is hard work. This is why the driver can enjoy a commanding view from his single seat more than 6 feet above the road. Visitors have seen the “Semper Vivus” live in action on the penultimate weekend in May, Saturday the 21st and Sunday the 22nd of May. The Porsche Museum driving demonstrations started at 3pm on both days on the exhibition level. Porsche experts on the history

and technology behind this car had been on hand to speak to visitors and answer questions.

The Porsche Museum is open Tuesday to Sunday, 9am to 6pm. Entry to the museum costs 8 euros for adults and 4 euros for concessions. Children aged 14 and below can visit the museum free of charge if accompanied by an adult. For more information, please visit www.porsche.com/museum.

**Public relations and press
 Corporate press
 Porsche Museum**

01 News from Porsche AG

Gran Turismo with 380 hp (279 kW) power output and 6.8 l/100 km (41.54 mpg imp.) combined consumption based on the NEDC

Top of the class:

The new Panamera S Hybrid achieves 159 g/km CO₂

The Panamera S Hybrid marks the beginning of a new chapter of Stuttgart's Porsche Intelligent Performance, continuing the success story of its four door Gran Turismo. Without sacrificing sportiness and elegance, the new Gran Turismo combines the total power output of 380 hp (279 kW) with best case consumption of only 6.8 l/100 km (41.54 mpg imp.) of fuel based on the NEDC. That equates to CO₂ emissions of just 159 g/km. That doesn't just make the Panamera S Hybrid the most economical Porsche of all time, it also puts it streets ahead of all the full hybrid production vehicles in its class, the luxury class, when it comes to fuel consumption and CO₂ emissions. It achieves these values thanks to Michelin's even

lower rolling resistance all season tyres developed specially for the Panamera and available as an option. But even with the standard tyres, the new Porsche hybrid model's fuel consumption is at an unprecedentedly low level in this class at 7.1 l/100 km (39.79 mpg imp.) based on the NEDC – which equates to 167 g/km CO₂.

The Panamera S Hybrid sets new standards, both in terms of classic performance and when measured against hybrid vehicle characteristics. The Panamera S Hybrid accelerates from a standing start to 100 km/h (62 mph) in 6.0 seconds, reaching top speed at 270 km/h (168 mph). The range in purely electric mode is

approximately two kilometres (1.24 miles) with electric driving possible up to 85 km/h (53 mph), depending on the driving situation. The Porsche hybrid drive is also the only system in the world able to exploit additional consumption reserves thanks to so-called "sailing" on motorways and main roads. This entails disengaging and switching off the combustion engine at speeds of up to 165 km/h (103 mph) (Cayenne S Hybrid: 156 km/h (97 mph) during phases when no power is being delivered by the combustion engine.

The Panamera S Hybrid is driven by the same engine combination that has already proved itself in the Cayenne S Hybrid: The main propulsion is provided by a three litre



Panamera S Hybrid: "Sailing" on motorways and country roads



Well equipped: With its six-cylinder engine, the Panamera S Hybrid surpasses the high level already set by the Panamera S with its eight-cylinder engine

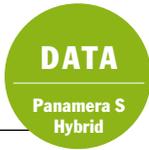
V6 compressor engine delivering 333 hp (245 kW) supported by a 47 hp (34 kW) electric motor. Both machines are capable of powering the Panamera S Hybrid either alone or in combination. The electric motor also operates both as a generator and a starter. Together with the decoupler it forms the compact hybrid module located between the combustion engine and the transmission. The electric motor is connected to a nickel metal hydride battery (NiMh) where the electrical energy recovered from braking and driving is stored. Power transmission is handled by the familiar eight-speed Tiptronic S fitted as standard in the Cayenne models with a wide spread of ratios.

The range of standard equipment for the Panamera S Hybrid is even wider than that of the already extensive standard equipment of the Panamera S with eight-cylinder engine. For example, the hybrid model is fitted as standard with the adaptive air suspension including the adaptive shock-absorber system with PASM, with Servotronic and a rear wiper. The new Gran Turismo also features the Cayenne S Hybrid's innovative display concept that provides the driver with all the relevant information about the vehicle's specific hybrid driving status.

With the new hybrid variant, the Panamera model line now comprises six different

models. This offering underlines the strategic importance of "Porsche Intelligent Performance" and creates totally novel highlights in the luxury segment – from sporty to environmentally friendly. This chimes with what customers want, as the major market success is already confirming. Approximately 15 months after sales started, not quite 30,000 vehicles have been delivered. That means the Gran Turismo has seized a 13 percent share of the upper and luxury segment. The new

Data sheet
Panamera S Hybrid



Engine: V6 engine
Displacement: 2,995 cc
Power: 245 kW (333 hp)
Maximum torque: 440 Nm
Performance, electric motor: 34 kW (47 HP)
Max. torque, electric motor: 300 Nm
Perf., parallel full hybrid: 279 kW (380 HP)
Max. torque, parallel full hybrid: 580 Nm
Top track speed: 270 km/h (168 mph)
0-100km/h: 6.0s (0-100 km/h)/(0-62 mph)
CO₂-emissions: 167 g/km (159*)
Fuel consumption (NEDC)
City: 8.3 l/100 km (8.0*)
Highway: 6.4 l/100 km (6.1*)
Combined: 7.1 l/100 km (6.8*)

*Values using lower rolling resistance tyres

model will further boost the attractiveness of Porsche's fourth model line in the market.

The Panamera S Hybrid will come on the market in June 2011 and cost 106,185 euros in Germany, including VAT and country-specific equipment.

Public relations and press
Technology press



"Porsche Intelligent Performance" through and through: The Panamera S Hybrid sets new standards in the luxury class sector

01 News from Porsche AG

GT3 RS edition with four-litre displacement

Race car in limited edition: 911 GT3 RS 4.0



On the home stretch: The 911 GT3 RS 4.0 completes Porsche's iconic model range

With the 911 GT3 RS 4.0, one of Dr. Ing. h.c. F. Porsche AG, Stuttgart's most popular, coveted and successful racing pedigree production cars is entering the home straight.

Limited to 600 vehicles, the 911 GT3 RS 4.0 brings together in a road car all the attributes that have made the Porsche 911 GT3 a serial winner on the race track. The new model purveys thoroughbred motorsport technology to its innermost core. The flat engine's crankshaft has been lifted unchanged from the 911 GT3 RSR racing car's six cylinder engine and the forged pistons' connecting rods are fashioned from titanium. The four-litre displacement sports engine, the biggest 911 model line engine ever, is also the

most powerful naturally aspirated engine with 125 hp/litre (92 kW). It achieves its maximum power of 368 kW (500 hp) at 8,250 revs per minute. The engine delivers its maximum torque of 460 Newton metres at 5,750 rpm.

The 911 GT3 RS 4.0 offers truly impressive performance. The most eloquent figure: It makes it round the Nürburgring-Nord-

**911 GT3 RS 4.0 –
Fusion thoroughbred racing
technology, extremely light-
weight, impressive driving
performance and completely
suitable for everyday use.**

schleife in 7:27 minutes. The 911 GT3 4.0, available exclusively with a six-speed sports transmission, sprints to 100 km/h (62 mph) from a standing start in 3.9 seconds, its gearing designed for the racing circuit taking it to the 200 km/h (124 mph) mark in under 12 seconds.

The 911 GT3 RS 4.0's outstanding driving dynamics are the fruit of meticulously coordinated details. In addition to using the suspension components typically encountered in motor racing, weight reduction is also of supreme importance. Equipped as standard with light weight components such as bucket seats, bonnet and front wings made of carbon fibre, plastic rear windows and weight-optimised carpets, the two-seater's ready-for-

road weight is a mere 1,360 kilograms with a full tank of fuel. At 2.72 kg/hp, the 911 GT3 RS 4.0's power-to-weight ratio thereby dips below the magical threshold of 3 kilograms per hp.

The limited edition 911 is painted white as standard and emphasises its proximity to motor racing by its dynamic appearance. Trademark characteristics are the wide track, the low vehicle position, the large

The particularly sporty look is achieved by the wide track and the low position of the car. In addition, it was the first time so-called flics were added to a Porsche series to fine-tune the aerodynamics.

rear wing with adapted side plates, the typical central twin tailpipe and the aerodynamically optimised body. The lateral front air deflection vanes, so-called flics, making their first appearance on a production Porsche, testify to the aerodynamic precision engineering. They create increased downforce on the front axle and together with the steeply inclined rear wing bring the vehicle into aerodynamic equilibrium. As a result, at top speed, aerodynamic forces exert an additional 190 kg pushing the 911 GT3 RS 4.0 onto the road.

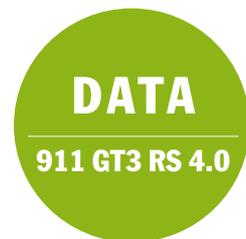
The market launch of the new Porsche 911 GT3 RS 4.0 begins in Germany in July 2011. The basic list price is 178,596 euro including 19 per cent value added tax and country-specific equipment.

**Public relations and press
Technology press**

**Data sheet
911 GT3 RS 4.0**

Engine: Six-cylinder Boxer engine
Displacement: 3,996 cc
Power: 368 kW (500 hp)
Maximum torque: 460 Nm
Top track speed: 310 km/h
0-100km/h: 3.9s (0-100 km/h)/(0-62 mph)
CO₂-emissions*: 326 g/km
Fuel consumption (NEDC)*
City: 20.4 l/100 km
Highway: 9.9 l/100 km
Combined: 13.8 l/100 km

* Preliminary values. At the time of going to press, no officially tested values were available.



A top of the range sports car: For the first time an engine with 4 litre displacement is used in a 911 series

01 News from Porsche AG

Rennsport Reunion IV in Laguna Seca Go West!

The world's largest meeting of Porsche race cars and drivers is taking place on the West Coast of America for the first time.

Porsche Cars North America (PCNA) and Mazda Raceway Laguna Seca have now released the date of the Porsche Rennsport Reunion IV: It will take place from the 14th to the 16th of October 2011 on the famous California racetrack.

Sponsored by PCNA, Rennsport Reunion IV brings together an unprecedented gathering of significant Porsche vintage and current race cars, as well those who have driven them to victory in the world's most famous sports car races. The Porsche Club of America is also proud to be able to host this event and sees this as the perfect opportunity to experience the Porsche brand and to meet other Porsche Club members.

The Rennsport Reunion 2011 in Laguna Seca is all about the 911.

Many special events celebrate the legendary racing success of the Porsche icon.

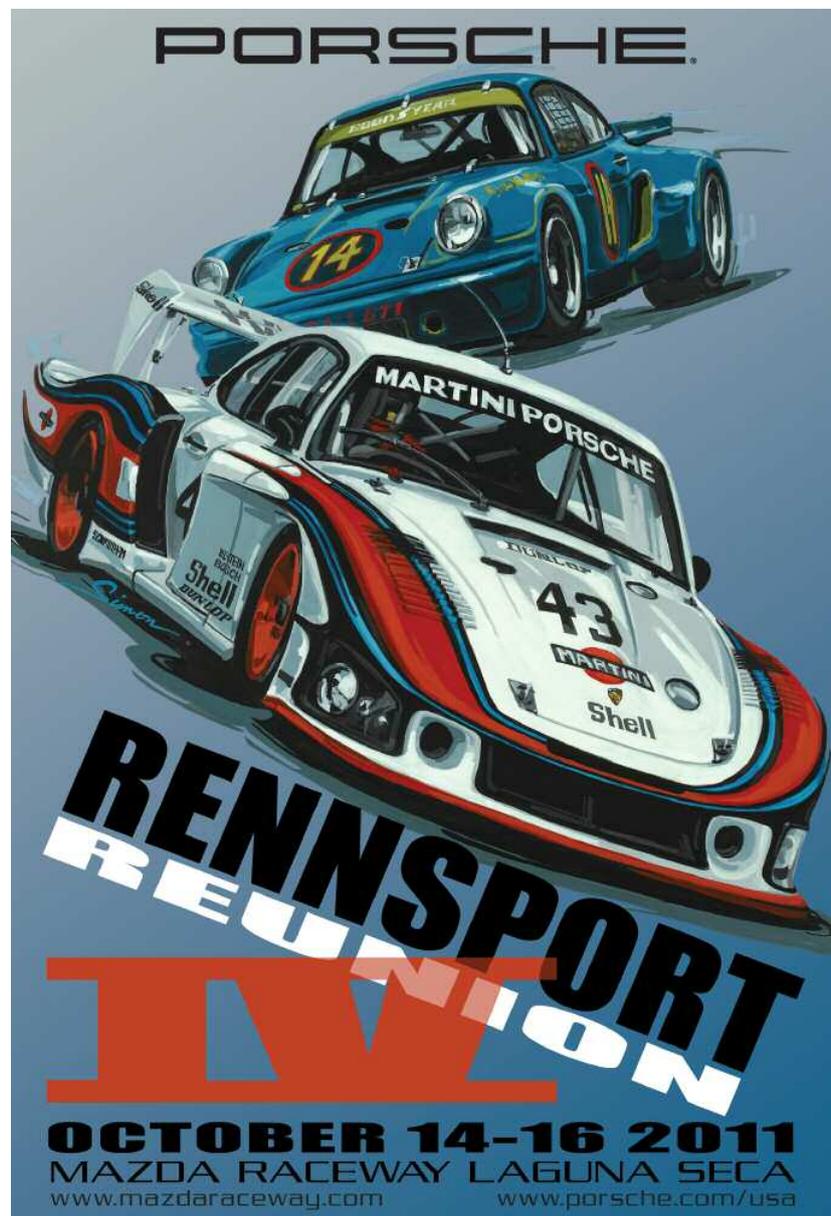
The three-day event with racing competitions is topped off with a Concours d'Elegance, which is available to race participants who have an invitation. There will also be special events which pay tribute to the decades of tradition of the legendary 911 race car.

After three highly successful meetings on the East Coast, which took place in three-year cycles, beginning in Lime Rock in 2001, the Rennsport Reunion IV will now

head westwards – and once again draw in large number of fans and Porsche enthusiasts.

“While the Rennsport name has become a staple fixture for international collectors

and racers over the past ten years, choosing the Monterey Peninsula will open up this one-of-a-kind gathering to the many Porsche fans in California and beyond who were previously unable to attend,” said Detlev von Platzen, President and Chief Ex-





No other racing event in the world brings together as many famous and successful historic Porsche race cars as the legendary Rennsport Reunion. **A must for racing fans.**

Executive Officer of Porsche Cars North America. “Now they’ll have the opportunity to see, feel and hear from up close hundreds of famous Porsche race cars and dozens of their drivers from past and present during a truly memorable weekend dedicated to Porsche’s motorsport heritage.”

Porsche Rennsport Reunion IV will assemble the wide variety of Porsche’s most historic racing models from the nimble 550 Spyder of the mid-Fifties through the mighty 917 and 956/962 of the Seventies and Eighties to the highly successful GT3 RSR of the last decade. Special tribute will be paid to the numerous racing versions of the Porsche 911 and their countless victories on the dawn of what will become another milestone of this iconic sports car from Stuttgart-Zuffenhausen.

“This will truly be a rare gathering of significant Porsche race cars on the West Coast,” commented Gill Campbell, CEO/general manager of Mazda Raceway Laguna Seca. “Porsche has a long racing

tradition in Monterey and we look forward to celebrating its heritage in a befitting manner for everyone to enjoy.”

Complementing the Rennsport Reunion IV venue is the Porsche Race Car Classic, an exclusive concours held at nearby Quail Lodge in Carmel on Sunday, October 16. Steve Heinrichs, producer of the Porsche Race Car Classic, explained, “this once-in-a-lifetime gathering of vintage Porsche race cars solely from Porsche’s break-out era of 1950–1965 will raise critical funding to directly support lung cancer research. We’ll have Gmünds, Glöcklers, 550, 718, 804, 904, 356, Abarths and more – in numbers and provenance never before seen.”

Steve Janisse
Porsche Cars North America
www.porsche.com/usa/aboutporsche/porshecarsnorthamerica/



More information on the Porsche Rennsport Reunion IV will be published and updated on the Porsche press website www.press.porsche.com and the Mazda Laguna Seca website www.mazdaraceway.com.

For ticket information please call: **800 / 327 7322** or go to: www.mazdaraceway.com.

For more information on Porsche Race Car Classic and to find out how to order tickets, go to www.porscheracecarclassic.com.

Porsche and Mazda Raceway Laguna Seca are working closely with Porsche Race Car Classic to raise money for the Bonnie. J. Addario Lung Cancer Foundation and the UCSF Thoracic Oncology Program.



Porsche recommends **Mobil 1**

For more information, please visit www.porsche.com.

A dream is never second-hand.

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PORSCHE

02 Information Exchange

AvD-Oldtimer Grand Prix 2011 Porsche at the Nürburgring

Porsche Classic, the division of Dr. Ing. h.c. F. Porsche AG responsible for the care of vintage and classic cars, will again be present at the 39th AvD-Oldtimer Grand Prix, in close proximity to the racetrack in an area totalling 150,700 square feet.

A particular highlight in this year's Porsche tents is a special exhibition on the 25-year anniversary of Porsche Exclusive. Together with Porsche Exclusive and the Porsche Museum, Porsche Classic has put together a varied programme, so that visitors to the AvD-Oldtimer Grand Prix between 12th – 14th of August 2011 can admire a great variety of classic and modern exclusive cars in the exhibition tents as well as on the visitor parking places reserved for selected exclusive cars located right next to the exhibition tents.

As well as the special exhibition, Porsche Classic will of course present the extensive range of Porsche Classic restoration services for repair, maintenance and restora-

tion of classic Porsche sports cars once again this year. Experts from Zuffenhausen and selected Classic suppliers will be on hand to provide expert advice in the event of any questions on global supplies of original Porsche parts.

The Porsche Design Driver's Selection sales truck, offering visitors the opportunity to purchase items from the current collection, and a large hospitality area with its own stand at the racetrack, top off the choice of products available. Porsche is once again expecting over 700 visitors, who will travel from all over Europe in around 400 Porsche cars of all types.

Porsche Classic



Hustle and bustle: Over 700 guests in around 400 Porsche cars are expected to attend this event which is steeped in tradition and held at the Grand Prix track in the Eifel.



The Porsche VIP Package

Register online now for the Porsche VIP Package:

The package gives you the following advantages on all three days of the event:

- **Entry to all open grandstands and the paddock**
- **An exclusive welcome gift**
- **Access to the Porsche Hospitality tent**
- **Participation in the legendary Saturday evening event**
- **Parking for your Porsche on the grounds.**

The VIP Package costs 299 euros for non-members or 269 euros for Club members.

As there are only a limited number of packages available, packages will be allocated after the money has been received. Therefore filling out the application form does not guarantee you will receive a package.

Application form:

www.porsche.com/ogp2011
For more information, E-mail:
ogpticket@porsche.de

For general information on the event, go to:
www.avd.de/ogpracing



02 Information Exchange

Highlights of the “Rolling Museum” in the first half of 2011

Rolling Museum The Porsche Classics ride into Spring

The legends are ready to go: The Classics from the Porsche-Museum are off around the globe again. At the pit stops before every sortie, specialists from the Porsche-Museum workshop ensure that the rolling ambassadors of Porsche history are well prepared for every event.

Just as dynamic as the sports cars from Zuffenhausen is their schedule, which is constantly updated throughout the season. After the races at the Targa Tasmania and Mille Miglia, which took place in April and May, various sorties have been lined up for the first half of the year.

Kitzbüheler Alpen Rally

A 356 B 2000 GS Carrera GT has been lined up for the Kitzbühel Alpen Rally, an event which has been on the Classics cal-

endar for 24 years. Due to its distinctive side silhouette with steeply sloping, aerodynamic rear window, this car is known around the world as “Dreikantschaber”. This car was only ever built twice and was therefore worth been seen from the 25th to the 28th of May 2011 on the mountain roads in Tirol, Salzburg and Bavaria.

Goodwood

You can't have the Goodwood Festival of Speed without a Porsche. The motorsport event which has been held every year since 1993 on Lord March's estate in West Sussex has been scheduled this year for between the 30th of June and the 3rd of July. Spectators can look forward to the eight-cylinder duet which the 804 and 908 race cars will strike up together. The 461-kilogram light 804 is the only Formula 1 race car entirely developed and built by Porsche and won the French

Grand Prix in 1962. With its 12-kilogram light body made of foam reinforced plastic, the 908/3 Spyder is a perfect example of lightweight design and won three of its four races in 1970 and 1971.

Silvretta Classic and Ennstal Classic

Two other highlights of the first half of the Classics' calendar are the two Austrian events: Silvretta Classic and Ennstal Classic. From the 7th to the 10th of July, the 356 B Carrera Abarth will prove its reliability in the High Alps. The first model of this particularly streamlined and lightweight 356 won the 24 Hours of Le Mans in its class in 1960. Almost immediately after, the 19th Ennstal Classic will start on the 13th of July, where the 718 RS 60 Spyder, the ancestor of the Boxster, will be racing. In 1960 it won first place in the 12 Hours of Sebring, ensuring the first overall victory for Porsche in America.



A tried-and-tested team: Christian Geistdörfer/Walter Röhrl and the 911 San Remo started the Targa Tasmania

Rolling Museum Dates

25th – 28th of May
Kitzbühel Alpen Rally

26th – 28th of May
Hamburg—Berlin Classic Car Rally

1st – 4th of June
Gaisbergrennen, Salzburg (Austria)

30th of June – 3rd of July
Festival of Speed, Goodwood

7th – 10th of July
Silvretta Classic, Montafon (Austria)

13th – 16th of July
Ennstal Classic

22nd – 24th of July
Solitude Revival, Stuttgart

28th – 30th of July
Heidelberg Historic

6th – 7th of August
Schloss Dyck Classic Days

12th – 14th of August
AvD-Oldtimer Grand Prix, Nürburgring

18th – 20th of August
Saxony Classic, Dresden

16th – 18th of September
Schloss Bensberg Classics

16th – 18th of September
Goodwood Revival (England)

29th of September – 1st of October
Eifel Classic, Nürburgring

For more information on the
“Rolling Museum”, please visit:
www.porsche.com/germany/about-porsche/porschemuseum/rollingmuseum



At the start of the Alpen Rally: Porsche 356 B 2000 GS Carrera GT known as “Dreikantschaber” here at the Targa Florio ‘64

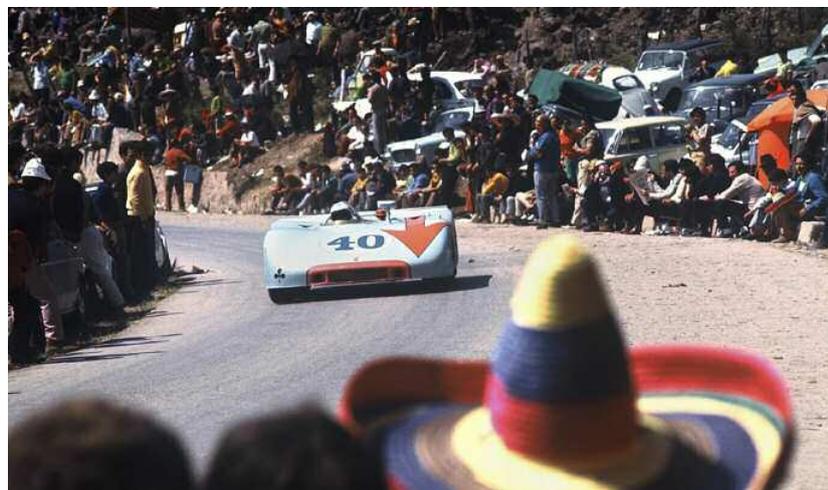
Also lined up is the 904, the first Porsche to have a plastic body. It won the Targa Florio only six months after it came out and also proved itself in the Monte Carlo Rally and Le Mans. It is still regarded as one of the most elegant race cars even today.

Porsche has come up with the unique idea of the “Rolling Museum”. Almost all of the museum exhibits are in working order and can therefore fulfil the original purpose for which they were built: to be driven. The Porsche Museum, unlike most other automobile museums, stands

for variety and vitality. Instead of a conventional, static display, the constant rearrangement of the exhibits means the picture is always changing.

The Porsche Museum is open Tuesday to Sunday, 9am to 6pm. For more information, please visit www.porsche.com/museum.

Public relations and press Porsche Museum



Guest in Goodwood: Porsche 908/03 on the track at Targa Florio ‘70

02 Information Exchange Technology

Engine sound The voices of the 911

The sound of a Porsche is unmistakable – and an emotional experience. So that it stays that way, we have acoustic and vibration engineers in Weissach. Bernd Müller is one of those engineers and is responsible for the engine sound of the 911.

Some compositions even make it to the Porsche-Museum. Under the sound showers, visitors can enjoy being sprinkled with the noise of a 6-cylinder Boxer engine. Racing legend Walter Röhrl gets it: “Speed is something you have to hear.” Bernd Müller is pleased with the interest people have taken in the charming gimmick. The head of sports cars’ gas exchange acoustics knows that “the sound

of an engine is extremely emotional.” The engineer is responsible for the engine sound of the 911 in Weissach. And his compositions are a science.

The first engine tone is the result of a mathematical calculation on the computer. At first, only the trained ear of Müller, who has worked at Porsche for twelve years, would recognise that the

— “The sound of an engine is extremely emotional.” —

Engineer Bernd Müller is responsible for the engine sound of the 911 in Weissach.

And his compositions are a science.



Because every tone counts: Bernd Müller tests the sound of a Carrera 4S on the roller dynamometer

simulation based on codes represents the future engine sound. The computerised sound file does not take into consideration subsequent flow noise or noise caused by the tyres and engine mechanics. The computer calculates the pure engine sound using background data. The elaborate simulations help to try out numerous different tuning options in terms of adjusting the exhaust system and the inlet system in a short space of time, depending on the arrangement, number and composition of the silencers, pipe lengths, thicknesses and cross sections as well as the way sounds are transmitted into the car. "We calculate every volume, air filter, pipe, silencer, every part that comprises the gas exchange system", says Müller.

Special feature of Porsche cars: Acoustically, they move in an unusually broad fre-

— Unlike many other car manufacturers, Porsche even takes care of sound tuning. The acoustic experts spend around three years per vehicle development working on it. —

quency range. Lower tones stand for power and authority, higher tones for sportiness and boldness. These ingredients are weighted differently depending on the model. "We also think it is very important for the difference between load and less load to be as big as possible. If power is needed, the sound has to come as well" says Müller, who takes account of acoustic information on engine speed and revolutionary output for this.

Unlike many other car manufacturers, Porsche even takes care of sound tuning. The acoustic experts spend around three years per vehicle development working on it. After the design phase and several tests with models in the acoustic lab in Weissach, the prototype goes onto the roller dynamometer and is only then tested on the roads. Important acoustic factors, which the developers have to take into account from the very beginning, also include changing legal requirements such as noise regulations. But finding and avoiding background noise is one of Müller and his colleagues' important tasks.

But they are all welcome in the museum. Some sound recordings, which can be heard in the sound shower, come from the acoustic experts in Weissach.

Engine sound The acoustic finger print

In order to be able to display and assess the **engine sound** it is first recorded. A computer programme edits the audio data and uses it to create a three-dimensional **sound landscape**. Here, all of the hums, bubbling and whirring are turned into a yellow/red "Alpine landscape" – each in relation to the engine speed, volume and frequency range. In the so-called "**acoustic fingerprint**", yellow represents dominant sounds.

For example, a full throttle acceleration of the **911 GT3** ① generates a massive ridge, with the **911 Turbo** ② you can see that the turbocharger kicks in at 3,000 rpm. The **Panamera S** ③ lacks the heights but makes up for it with enormous volume.

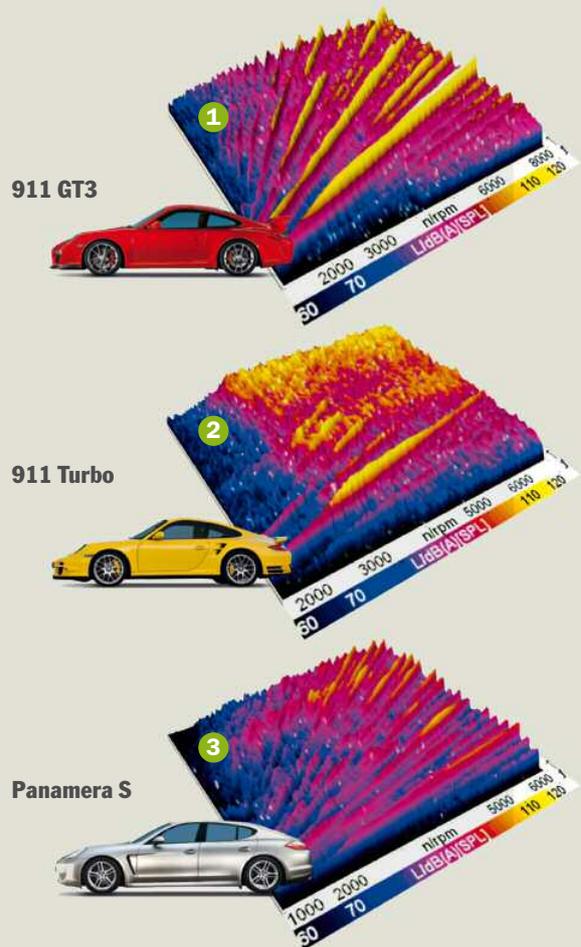
Key

f: frequency

n/rpm: revolutions per minute

V/dB (A): volume in decibels (A)

Public relations and press
Carrera





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PORSCHE

02 Information Exchange

Porsche Classic Cars Training 2011

**Porsche Sport Driving School
With Walter Röhrl and Roland Kussmaul:
Exclusive driver training for classic cars**

Due to high demand, Classic-Cars Training is back on the training calendar of the Porsche Sport Driving School again in 2011. It is aimed at sport-oriented drivers and passionate owners of Porsche cars up to and including the Porsche 993 model or non-Porsche cars built in or before 1991. The training course brings friends and fans of classic cars together at this very special event. A day all about design, love of detail and driving pleasure – full of emotion! And on a race track as legendary as the cars themselves: the Nürburgring Nordschleife

Porsche instructors with classic car experience and the same passion as our course participants will oversee you during the training day and answer all of your questions.

Porsche Classic-Cars Training 2011
After a briefing on theory in the morning, the programme includes guided driving throughout the day and then free driving. A big drop in height, a rapid succession of fast and medium-fast curves and the

relatively narrow driving lane – the Nordschleife demands perfect mastery of your vehicle.

The instructors from the Porsche Sport Driving School will show you the ins and outs of this unique track and be on hand to advise you – not just about the driving course, but about your car too. Be there and enjoy a thrilling day full of driving and emotion – with the Porsche Sport Driving School.

Date: Thursday, 11/08/2011

Price per person:

964 euros

Accompanying person:

125 euros

Venue:

Nürburgring Nordschleife

Requirement:

Classic Porsche car up to and including 993 model

For more information or to book, go to www.porsche.com/sportdrivingschool
E-mail: sportdrivingschool@porsche.de or call us on: +49 (0) 711 – 911 78683
We're happy to answer any questions you have on our offer!



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PORSCHE

02 Information Exchange

Porsche Travel Club
Porsche Tour Morocco 2011

Discover Morocco's exciting contrasts:
With horse power instead of camels

Morocco: Taking you back to Arabian Nights. A kingdom with many faces which represents the most wonderful traditions of the Orient with all its magic and history: The hospitality of its people. Or the oriental dishes and spices. A country that enchants you with its unique geography and its varied vegetation, from the Atlas mountain ranges whose

peaks tower over 10,820 feet in the starry sky, to the beautiful sandy beaches with small, secluded coves along the shores of the Mediterranean to the rough Atlantic coast. Morocco is a land of endless golden dunes and green oases inland. It sounds like an exciting terrain, full of challenges, full of thrills. Especially in a Porsche Cayenne.



Dates:
06/10/2011 – 10/10/2011
11/10/2011 – 15/10/2011
16/10/2011 – 20/10/2011
Price:
5.590 euros per person (two people)
5.890 euros per person (one person)

More information can be obtained from the Porsche Travel Club at: www.porsche.com/travelclub
E-mail: travel.club@porsche.de or phone us on: +49 (0) 711 – 911 78155



Off into the desert: Morocco is a country that enchants Porsche enthusiasts



Please visit www.porsche.com for further information.

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Personalise the interior of your 911 Turbo. With leather in your own preferred colour, for instance, and numerous leather-clad details. Made-to-measure production and hand-craftsmanship throughout. Even using needle and thread at the appropriate points. All done with meticulous care.



PORSCHE

02 Information Exchange

Porsche Tequipment Accessories for individual design

Dynamic driving pleasure



Strong wind: The aerodynamics of the SportDesign package are tested in the wind tunnel



Dynamic:
Nose section with air intake grilles



Sporty: Rear lower section and diffuser with fins



Distinct:
Rocker panels

Panamera SportDesign Package

The Panamera is an acknowledgement. An expression of individuality and uniqueness. Four doors, four seats, plenty of adjustable space to stretch out. This car represents the four-seater sports car. Intrinsicly typical – after all it is a Porsche.

A Panamera stands out from the crowd as an individual. If you want your car to be even more individual and unique, you can equip it with Porsche Tequipment products. With the new SportDesign package, for example, which has been specially designed for the Panamera. It includes a

separate nose section with black air intake grilles, distinct rocker panels as well as a standard rear lower section including diffuser with fins. Painted in the colour used on the exterior, it stands in perfect harmony with the overall design of your Panamera and ensures you get even more dynamics, sportiness and driving pleasure. As always with Porsche, form follows function in the SportDesign package. For the best possible performance with the best possible suitability for everyday use. All Porsche Tequipment products are extensively tested on special test

stands and in the wind tunnel, then the driving dynamics are tested on the race-track. So, whichever Tequipment product you have fitted by your Porsche dealer, you will keep your full warranty.

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.

02 Information Exchange

Porsche number games

We are pleased to present to you a special number in the Number Games section of every edition.

This time, we are looking at the number 13,159.

On the 31st of December 2010, 13,159 employees were working for Porsche. The number of employees had risen by 3.4 percent since the 31st of July 2010.

13,159

EMPLOYEES





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

Consulting the family physician is always best.

Porsche Service



PORSCHE

04 Reports

Introducing: Porsche Club Poland



Porsche Club
P o l a n d



Right from the beginning, Porsche Club Poland (PCP) set itself the goal of establishing a platform for sports car enthusiasts to share their passion among other Porsche devotees in their own country and to really experience the Porsche brand.

It all started at the end of the 1990s in Lublin, the largest city in Eastern Poland. A small group of Porsche enthusiasts and owners decided to organise the first meeting. It took place in July 2000 – 13 Porsches took part at that time. It was unbelievable. A police escort accompanied the group through the small town where the special Porsche cars were being showcased. A testament to the appreciation of the brand in Poland.

In the following three years, the group of enthusiasts grew significantly. Therefore, the decision to give this community a structure that would be officially recognised by Porsche AG was swiftly taken. This requirement stemmed from the desire to organise more attractive meetings with like-minded people as well as to create a place to share knowledge about Porsches,

improve driving skills and simply have fun. The first official founding meeting took place on the 10th of October 2002 near Lublin. The first chairman, Jarek Guldynowicz, and the committee members were chosen. Now Porsche Club Poland could move forward and it was registered as a non-profit organisation in 2003.

On the 9th of November 2003, Porsche Club Poland then received official recognition from Porsche AG. From then on, it would be proud to be part of the global network of Porsche Clubs. In the course of the following years, PCP's activities have expanded significantly. The number of members had risen from 13 to 120 by the end of 2010. Since its formation, the Club has welcomed more than 250 Porsche enthusiasts as members.

Today, Porsche Club Poland has four major partners: Casada Nieruchomosci Hiszpania, Livingroom/Numero Uno, Michelin and Mobil 1. Porsche Club Poland's newsletter is distributed to almost 600 fans every month and our official website, www.porscheclub.pl, records more than 1000 visitors per month.



In the last three to five years, Porsche Club Poland has organised around five official meetings per year. The same is planned for 2011. This year's grand opening took place on the 9th of April in Tor Poznan, the only professional racetrack in Poland.

Then it continues into May: In long-standing tradition, Porsche Club Poland and the leaders of "Tomaszow Mazowiecki" are hosting the Porsche Kids' Day. This is a full day with a family picnic and different competitions for the children, such as learning basic first aid techniques. As a reward for finishing the tests, the kids will get a ride in a Porsche!

PCP also organises driver training days where participants can improve their driving skills. An official visit to the Porsche plant and Porsche Museum has also been organised in collaboration with Porsche Community Management.

Jarek Guldynowicz
Porsche Club Poland
www.porscheclub.pl



Porsche Club Poland: Pure Porsche Passion

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

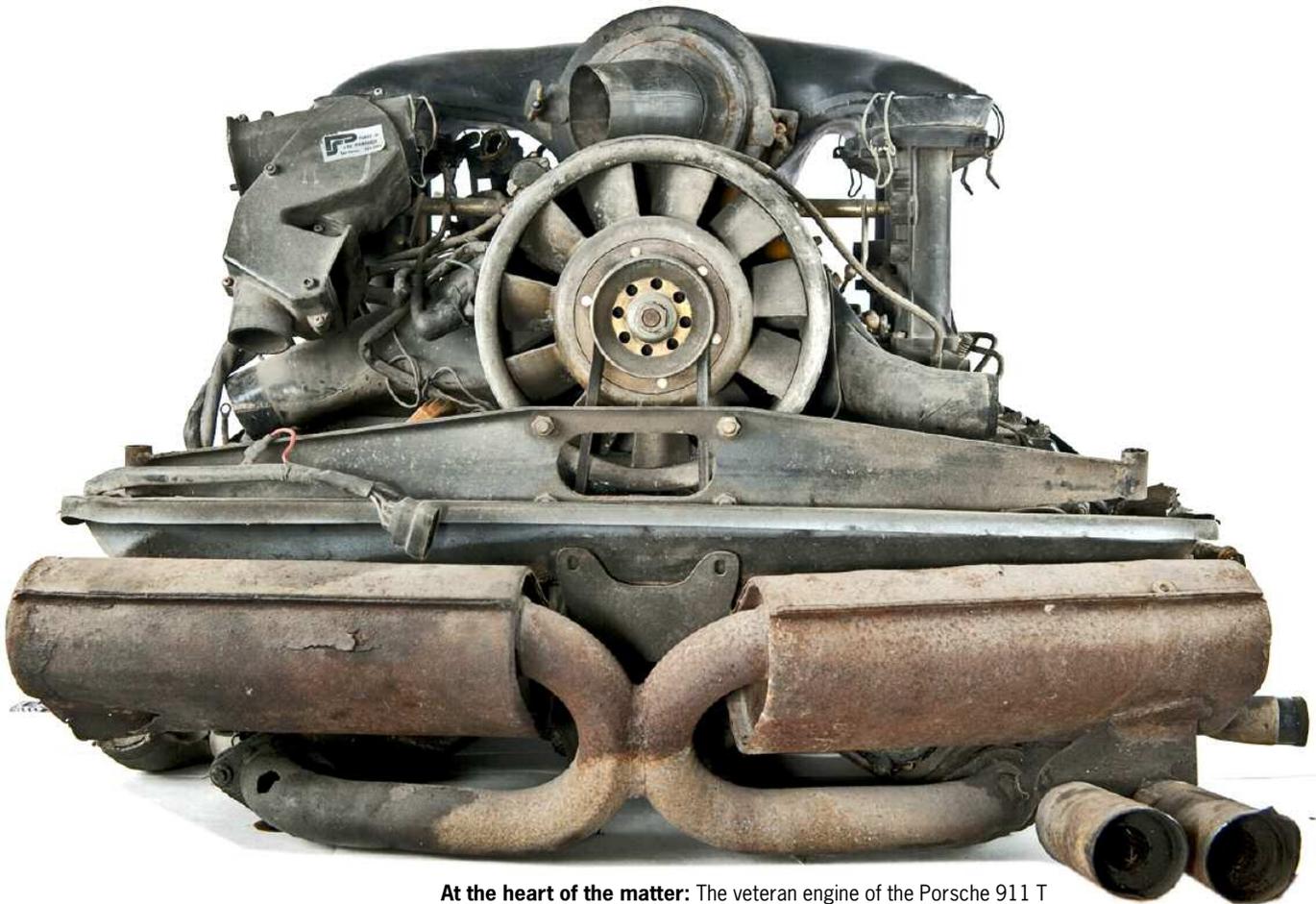
As official co-development partners, Porsche and Michelin embody the perfect combination of power and longevity, in town as on a racetrack. With MICHELIN tires, even the most demanding drivers will push back the limits of their cars. Without thinking about anything else than the most important: the road.



MICHELIN

A better way forward

04 Reports Porsche Club of America „Revive the Passion“



At the heart of the matter: The veteran engine of the Porsche 911 T

**“Open heart” surgery:
The engine of a 911 T is being brought back to life**

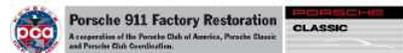
The Porsche Club of America, the Porsche Community Management team and Porsche Classic have come together to give a new lease of life to a Carrera 911 T from 1973. The completely restored car will be raffled among Club members at the Porsche Parade USA 2011.

When the life rhythm of a long-serving engine is interrupted by a long period of inactivity, this may not have a beneficial effect when it comes to engine performance. Rather, there is a risk that the engine may become the temporary home for undesirable guests. The remains of insect nests still sticking to the engine housing are clear evidence of this. In addition, wind and weather have achieved nu-

merous victories over the metal due to sustained attacks. Nevertheless, the past 38 years have not resulted in any irreparable damage to the engine.

The 911 T undergoes “open-heart surgery”: following the completion of bodywork repairs on the 1973 US Coupé, the experts in the Classic workshop have now turned their attention to the engine. As

Revive the Passion



part of the “Revive the Passion” project, which was jointly initiated by the Porsche Club of America (PCA), Porsche Community Management and Porsche Classic, the actual phase of bringing the vehicle “back to life” can therefore now begin. The fully restored vehicle will be raffled off among PCA members and handed over to the new owner at the Porsche Parade in the USA in July this year. The engine, a flat



Evaluation: Firstly, the Porsche 911 T engine is completely disassembled, then the restoration can begin

— At the end of the evaluation, the experts estimated the mileage of the engine at approximately 100,000 miles —

six with a displacement of 2.4 litres, will then deliver the original 140 hp (at 5,600 rpm) to the road and achieve a top speed of 127 mph (205 km/h).

In the Classic workshop, the Porsche specialists first completely dismantled the engine. All parts were then put into the special washing machine. This is necessary, as it is only possible to determine the exact condition of the parts when they are completely clean and free of corrosion

and dirt. This work is carried out with minute attention to detail. Some parts, such as the fan cowl, have to undergo a visual inspection for possible cracks. The experts use a sophisticated test method to detect these invisible cracks, which can occur in the crank housing and on the crankshaft, for example. The parts are fluxed in the Porsche development centre in Weissach. Here, electromagnetic steel particles are deposited in the cracks, which are then visible under ultraviolet light. A large number of part measurements are also performed. These measurements check the dimensional accuracy of the cylinder heads as well as of the cylinders and pistons, for example.

At the end of this evaluation process, the experts estimated that the engine mileage was approximately 100,000 miles, not excessive for a 38-year-old engine. The previous owners had also not pushed the engine to its limits. In fact, it was the long standing time that had made it suffer most. On the basis of their experience and the measurement results, the experts then decided on how to proceed with the restoration process.

As part of the complete restoration of an engine at Porsche Classic, all bearings, seals and belts are always replaced with new Porsche genuine parts. The same also applies to the timing chains. These do not represent a great cost factor, but they can be accessed only when the engine has been fully opened. The opportunity to replace them is therefore always taken. On the 911 T, the complete electrical system was also replaced, including spark plugs, ignition cables and the engine wiring harness. The non-original exhaust system, oil pump, crankshaft and clutch were also replaced. Overhauled parts such as the mechanical injection pump, distributor, alternator and CDI con-



The ravages of time: The heart of the engine is accessed using special original tools



Open procedure: The individual parts of the 911 T engine are laid out to be processed in the Classic workshop

control unit were installed. Other engine parts were provided with corrosion protection by means of surface treatment. The following processes were used, depending on the part in question: sand blasting with glass powder, galvanising, pickling powder coating and painting.

All of this preparatory work for the successful restoration of the engine is a job for experts with plenty of experience and is also a very time-consuming and complex process. However, this amount of effort is essential for a complete restoration. A complete, new engine from 1973 simply no longer exists. In contrast, a large number of the individual genuine parts are still available. During subsequent assembly and installation, the specialists also made use of old original tools and fixtures.

However, the moment of truth occurs only after assembly. As is usual with a completely new engine, the restored 911 T



engine must undergo test operation with a dyno test. The engine cannot expect any special favours due to its age. It has to run like new. For this reason, values such as hp and torque have to be exactly correct. Checks are also made for leaks and general functional capability and various adjustments are performed. The engine then runs at maximum revs – and shines in its old glory.

In the meantime, the experts in the Classic workshop have moved inside the vehicle. Intensive work on the interior is the next step in the restoration process.

Follow the restoration online at:
www.porsche.com/germany/accessoriesandservices/classic/garage/reference/911factoryrestoration

Porsche Classic
www.porsche.com/classic
Porsche Club of America
www.pca.org

04 Reports Porsche Club Ireland



Porsche Pit Stop: The starting point for the tour was the Galway Bay Hotel

Spring start to Porsche Club Ireland The “Annual Dinner” 2011 in Galway

There were no April fools when Porsche Club Ireland (PCI) members gathered in Galway for the Annual Dinner on 1st April 2011. A dream route over deserted country roads in unspoilt countryside beckoned.

Despite its rather modest size of 220 members, the Irish Club is very involved in all Porsche activities. Galway is known throughout Ireland as the “City of the Tribes” and lies on the west coast. The city is also the gateway to Connemara, an area of deserted and unspoilt roads of mountains, lakes and sea. The roads are unique and challenging, with little traffic, and for this reason we did a drive each day of 200 km.

Within the team, PCI President, Dave Whelan, and Vice President, Neil Lane, drew up an itinerary which would ensure success. The Galway Bay Hotel was chosen for it’s location on the seafront, it’s hospitality and good value. A special rate for dinner bed and breakfast was negotiated and the hotel was visited for a recce. Local Club members Connie Shiels and Emer, tested the driving routes and made the changes needed. The event was promoted by E-mail, on our forum and in written notice to members. This all resulted in a large turnout by members for the event. Remember, failing to plan is planning to fail.

Every day we drove with a convoy of 30 Porsches, including a wide range of models like the 997 Turbo, 996 Turbo, 996 C4, 997 GT3 RS, 993 C2 and C4, early 911 S, T as well as Targas and Boxsters. Being Irish, we stopped for frequent tea breaks and of course to appreciate the stunning scenery.

One thing other Clubs might learn from having high profile events like this in remote areas is that it brings the cars to areas where there might not be that many members. We joined up five new members over the weekend as a result of this.

Evenings were spent in the bar, enjoying traditional music and the typically Irish “craic” (a Gaelic word that means fun, dance, stories and joy). After dinner, Angela and Alan Weadick tested the Club members’ motoring knowledge with a quiz.

We were all sad when the weekend was over but happy to look forward with what should be our busiest year to come. We Irish welcome all Porsche owners world-



National colour: Porsche passion completely in green



wide to any of our events. Check out our website and see if any events suit your plan, send us an E-mail and then join us. We extend a chead mile failte (100,000 welcomes in Gaelic) to all our Porsche friends to visit us.

David Whelan
Porsche Club Ireland
www.porsche-club-ireland.ie



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

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PORSCHE

04 Reports Porsche Classic Clubs Deutschland

Award-winning display

Porsche Classic Clubs at Retro Classics 2011



The look of victory: First prize went to all participating Porsche Classic Clubs

On Sunday the 13th of March, the eight Porsche Classic Clubs who took place in this years Retro Classics car show in Stuttgart received a pleasant surprise. Ralf Dobro, President of Porsche 356 Club e.V., accepted 1st prize from the car show management and expert panel on behalf of all participating Porsche Classic Clubs for the best car show stand in the form of a large trophy and a retro pendant.

Already in the first few days of the car show, many visitors, including many Club members, were impressed with the new spacious and representative stand design.

The collective display of Porsche AG (Porsche Classic, Porsche Exclusive, Porsche Design Driver's Selection) and the Porsche-Museum covering an exhibition area of 4,200 square feet was very strong. The museum caught everyone's eye with a Porsche 959 from the Arab Emirates, built in 1987, exhibited with numerous individual Porsche Exclusive accessories.

Eight German Porsche Classic Clubs presented nine cars on an additional 3,875 square feet. Seven of the cars in an area marked out with red and white curbs in the style of the Formula 1 starting grid. In

addition, a Porsche Junior Tractor and a Porsche Jagdwagen, restored with loving attention to detail, were placed directly behind it on a separate exhibition area. All stands were very popular and were well received by visitors.

Jan Ulrich and Gabriele Kurzenberger were both largely responsible for the impressive collective performance of Porsche 356 Club e.V., Porsche 914-6 Club e.V., Porsche Club 928 e.V., Porsche Club 968 e.V., Porsche Carrera RS Club e.V., Porsche Diesel Club Europa e.V. and Porsche Jagdwagen Registry e.V. They both coordinated the stand design for the Clubs. From Porsche Community Management, Alexander E. Klein, who has since moved to the Porsche-Museum, played a major role in getting the collective stand design off the ground.

At the Classic Clubs stand, the legendary Porsche 904 Carrera GTS as well as the rare Porsche 968 Turbo S were permanently surrounded by interested visitors. But even the other Club exhibits, all carefully prepared, attracted their admirers.

Again this year, the ex-world rally champion Walter Röhrl couldn't resist visiting the Porsche Club stand on Saturday. It goes without saying that he is eager to mix with Club members. Many didn't want to miss the opportunity to get a photo of the rally champion or his autograph.

Once more, the 11th Retro Classics in Stuttgart beat the previous year's popularity. More than 66,000 visitors viewed vintage cars, classic cars, neo-classics and accessories from around 1,300 exhibitors covering more than 1,076,000 square feet of floor space. A larger proportion of visitors once again came from the neighbouring countries Austria, Switzerland and France.

The higher proportion of visitors from north-western German states this year shows that the car show management's efforts to position this as a premium car show have paid off. The visitors in Stuttgart are both "show guests" as well as clientèle with purchasing power. Around 300 cars changed hands at the car show.

The next Retro Classics will take place in Stuttgart from the 22nd to the 25th of March 2012.

Norbert Kehnen

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

04 Reports Porsche Club Deutschland

A strong display at car show

Porsche Club Deutschland at Retro Classics 2011



Eye-catching: Porsche Club Deutschland knows how to stand out from the crowd

Befittingly, Porsche Club Deutschland (PCD) exhibited for the first time at the Retro Classics in Stuttgart. Like the Porsche Classic Clubs, PCD's display was also awarded a prize for the best Club stand.

The exhibition stand measuring approximately 1,615 square feet, directly at the entrance to Hall 4, could hardly be missed thanks to its extremely bright red and white walls. Visitors to the car show could not miss the strategically placed logos of Porsche Club Deutschland, Porsche Club Schwaben and the Württembergischer Porsche Club.

A wise design. The organisers and the contracted exhibition stand designers laid the

presentation out in such a way that interested visitors would not be encouraged to linger but would have to step into the stand if they wanted to take a closer look at both last season's Porsche race cars.

Inside, they were greeted with a highly polished red 968 Club Sport Porsche, overall winner of the Porsche Club Historic Challenge Series and the equally attractive white 996 Cup Porsche, overall winner of the Porsche Club 996 Cup Series.



Teamwork: The successful makers of the Porsche stands at Retro Classic

A large round table became the communication centre of the stand where visitors would congregate during the event. This is where informal exchanges with sponsors, presidents and heads of the German Porsche Clubs as well as guests from Porsche and ADAC and many other partners took place.

All in all, the team's effort has more than paid off. In the end the exemplary display won an award from the Stuttgart car show. Along with Porsche Classic Clubs' stand, the stand was named "Best Club Stand". Double victory in Stuttgart!



Raise a glass: The car show team's award winners toast their success

Fritz Letters

Porsche Club Deutschland
www.porsche-club-deutschland.de

04 Reports Porsche Club of America
Porscheplatz at the American Le Mans Series in Sebring

Home Base

Sebring Porscheplatz First of Annual ALMS Porsche Venues

Each year, North America's professional race series start in Florida. The Rolex 24 initiates Grand Am Racing's calendar and the Daytona 500 starts NASCAR's campaign. For competitors in the American Le Mans Series, the first race is held at Sebring International Raceway, and like the other series, the first race is one of the most important events of the year. The 59th running of the Mobil 1 12 Hours of Sebring was held on March 19th in warm and sunny weather; almost perfect conditions for the longest race on the ALMS calendar and the fitting venue to gauge prospects for June's 24 Heures du Mans. The Sebring race is the oldest road course race in the United States and is steeped in Porsche history.

The Porsche Club of America and Porsche AG first tested the Porscheplatz concept here in Sebring. For 50 years now, Porsche cars have been parked by the exit to Sunset Bend, also known as "Turn 17". This year's Porscheplatz established a new benchmark for the PCA member experience at that historic location. Almost 600 members and guests visited the Platz over the two-day event. Prior to the start of the race on Saturday morning, a record 170 cars filled the Platz to its limit.

The Porscheplatz experience spans over a two-day period. On Friday, 70 cars experienced the tortured surfaces of the 3.7-mile circuit during a pair of paced parade laps. Immediately after the track tour, TRG's Kevin Buckler and staff provided Porscheplatz registrants with an extensive tour of their paddocks. TRG has long been a supporter of PCA Club Racing and scouts the various events for driving talent, providing try-outs and training for prospects. A large number of "gentlemen racers" support professional drivers during longer events such as Sebring.

— Before the start of the race on Saturday morning, **170** cars filled the area to capacity. —

The Porscheplatz was packed for a presentation by 1971's 12-hour winners Vic Elford and co-driver Gérard Larrousse,



Full house: The popular Porscheplatz surpassed all expectations

who recounted their experiences at Sebring 40 years after their win. The record distance traveled in their Porsche 917K (1,352 miles) on the 5.4-mile circuit stood for 14 years, until surpassed by A.J. Foyt/Bob Wollek's Porsche 962 in 1985. During the extensive Q&A and autograph session, Vic was asked, "What one piece of today's technology would have been most helpful during your careers?" The answer: "The data acquisition systems installed in today's racecars".

President and CEO of Porsche Motorsports North America, Jens Walther, discussed the development of the 918 RSR and addressed carefully racing product developments taking shape in Weissach. The Flying Lizard Team made their traditional trek to the Porscheplatz with defending series champions Patrick Long and Jörg Bergmeister, along with No. 45 co-driver Marc Lieb, and Seth Neiman, Darren Law and Marco Holzer of the No. 44 Porsche GT3 RSR. Additional presentations by Mobil 1 and Michelin, coupled with regular door prize drawings that featured a pair of "hot pit" passes and a set of new Michelin

— **Porscheplatz events take place at all ALMS races. The next stop is Lime Rock and Mosport.**



Attention grabbing: Interesting events rounded off the Porscheplatz

tires, kept the crowds flowing through the large white tent.

The Porscheplatz is about cars and people. Race fans waded through the various models on display in the safety of the Platz, including 356, 944, 964, 968, Cayman, Cayenne, Boxster, Panamera, and a full complement of 911 models – Coupes, Convertibles, Targas, Turbos, GT2, and a slew of GT3. A new GT3 Cup car from the Porsche Sport Driving School sat impressively at the entrance to the Platz tent, tantalizing those with an interest for this new top-tier driving experience at Alabama's

Barber Motorsports Park. Trevor Bleedhorn, Porsche's contact for PSDS's GT3 Cup program, was on hand to answer questions on this very special driving opportunity.

If you haven't visited a Porscheplatz before, come and experience the safety, security, hospitality, information and entertainment provided by Porsche enthusiasts at your home base.

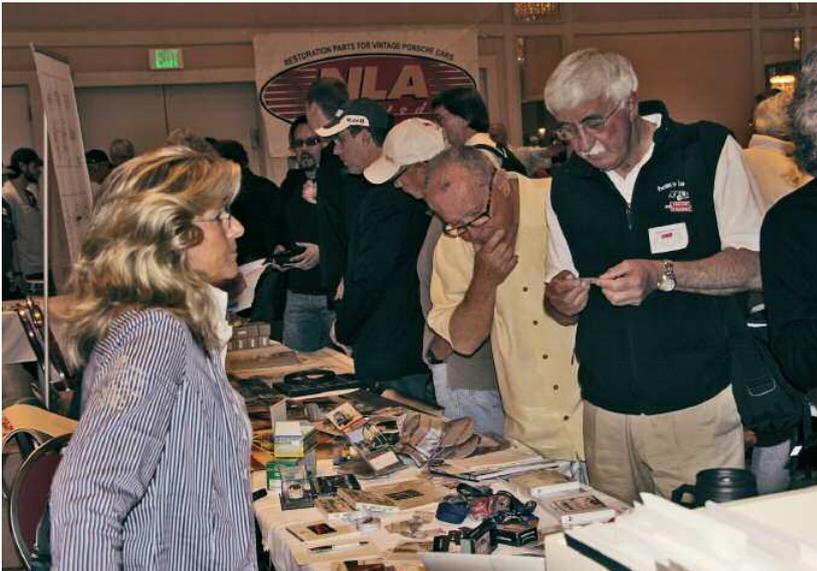
David O'Neal
Porsche Club of America
www.pca.org



GT3 with the X factor: A new GT3 Cup from the Porsche Sport Driving School

04 Reports Porsche Carrera RS Club e.V.

Porsche SWAP Meet in Los Angeles
For collectors and those on the hunt for rare objects



Let's swap: A frenzy of exchanges

A SWAP Meet is the chance for visitors to exchange items. In America, the popular collectors' meeting attracts many Porsche enthusiasts.

The joy of SWAP: In America, this term is given to events where enthusiasts are given the opportunity to buy and exchange collectors' items. It almost goes without saying that there is a strong interest from Porsche enthusiasts at Porsche SWAPs, if they are able to purchase or exchange rare original catalogues as well as other international literature and automobilia.

Two years ago, Gabriele and Uwe Kurzenberger from Porsche Carrera RS Club e.V. came to Porsche SWAP Meet in Los Angeles for the first time, in order to experience first-hand the infectious atmosphere that is created when Porsche enthusiasts in America live out their passion for the sports car brand from Stuttgart.

So this time again, as in previous years, the Porsche SWAP Meet discovered a suitable and spacious venue in February 2011 – the Hilton Hotel Los Angeles – and offered Porsche lovers from around the world an impressive choice of memorabilia and accessories for classic Porsche models.

In order to advertise the event "RS World Meeting 2012" being held next year in celebration of the 40th anniversary of the Porsche 911 Carrera 2.7 RS to the international fan base in plenty of time, the Porsche Carrera RS Club brought along information and promotional material. This was well received by many visitors and participants.

Our impressions of Los Angeles gave us a taste for rummaging around and exchanging interesting Porsche literature and accessories, so we decided to visit a large SWAP event in Anaheim the very next day.



Sign of the RS: The information and promotional material was well received

When the event organisers were told that there were Europeans among the exhibitors who had travelled a long way, we were immediately given a "place of honour" right by the entrance to the SWAP. There, visitors' attention was drawn immediately to our information.

There is still quite a bit of time before our large "RS World Meeting 2012". Yet preparations are already in full swing – totally in the style of the legendary Carrera RS, whose anniversary we want to celebrate with as many international participants as possible.

We are already very much looking forward to this event which all Carrera RS drivers should put in the diary. More information on the event will be available on our redesigned homepage www.porsche-carrera-rs-club.de from Summer 2011.

Gabriele Mahler-Kurzenberger
 Porsche Carrera RS Club e.V.
www.porsche-carrera-rs-club.de

05 An interview with Oliver Hoffmann

Based on the questionnaire of Marcel Proust, we put 20 questions to Oliver Hoffmann, head of Face-to-Face Marketing at Porsche AG

Where would you like to live?

By the sea

What is your idea of perfect happiness?

Health and my family

Which faults are you most likely to forgive?

Ignorance

What do you regard as the lowest depth of misery?

The loss of a loved one

Your favourite historical figure?

Albert Einstein

Which traits do you most appreciate in a woman?

Humour

Which traits do you most appreciate in a man?

Honesty

Your favourite virtue?

Integrity

Your favourite pastime?

Aside from work, spending a lot of time with my family

Who or what would you have liked to be?

A professional footballer. Yet, unfortunately, talent and hard work have not been enough, so I dedicated myself to my second passion – cars.

What is the Porsche legend?

Enthusiasm, "Dr. Ing" and resolving perceived contradictions, e.g. innovation and tradition

What makes a Porsche sports car?

The perfect combination of drive, chassis and aerodynamics

What does the Porsche of the future look like?

Good question. I'm sure our developers and designers have some fascinating ideas – like with the 918 Spyder

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

The 918 Spyder

Your main character trait?

Sincerity

Your greatest fault?

Impatience

Who are your heroes in real life?

Helmut Schmidt and the Dalai Lama

What do you despise the most?

Being insincere and lacking integrity

What natural talent would you most like to possess?

To be able to speak Swabian

Your motto?

Just do it!



Curriculum vitae

Name: Hoffman

First name: Oliver

Date and place of birth: 6th of January 1965, Bonn, Germany

Family: Family with 2 children

Profession

Head of Advertising BMW Middle Europa

Marketing Director of Citroën Germany

Head of Marketing and Communication

Smart, responsible for fairs and events

Freelance Marketing Consultant

Responsibilities

A/B fairs and events,

Porsche Club Coordination/

Porsche Community Management

Porsche Driving Experience

(Porsche Travel Club, Porsche Sport Driving School, Porsche World Road Show)

Hobbies

Sports, soccer, cooking