

The Porsche Archive presents its hidden treasures

The index cards of Ferdinand Porsche

Stuttgart. Porsche has been a leading manufacturer of sporty premium vehicles since 1948, but the history behind the brand goes back much further in time. When he built the legendary Type 356 in 1948, Ferry Porsche and his engineers were able to draw on a wealth of comprehensive technical experience. After all, Professor Ferdinand Porsche had already established a design office in Stuttgart on April 25, 1931, called “Dr. Ing. h.c. F. Porsche Gesellschaft mit beschränkter Haftung, Konstruktion und Beratung für Motoren- und Fahrzeugbau” (“Dr. Ing. h.c. F. Porsche Ltd., Design and Consultancy Company for Engine and Vehicle Production”).

A special artefact from this era of the Porsche design office is now included in the collection looked after by the Porsche AG Historical Archive: the personal index cards belonging to Professor Ferdinand Porsche. A quick glance is enough to reveal that the owner was not only a brilliant engineer, but also a networker in all areas of the automotive industry.

The countless slightly faded index cards are packed closely together but are immaculately arranged in alphabetical order. The addresses and telephone numbers of racing legends such as Hans Stuck, Rudolf Caracciola and Bernd Rosemeyer are among the details recorded. Mercedes racing manager Alfred Neubauer also features, along with automotive suppliers Bosch, Behr, Mahle and Pierburg. The contact details of the management teams at major automotive manufacturers such as Volkswagen, Wanderer, Daimler, Opel and Steyr are carefully stored one after the other and refer to joint projects and business relationships. Numerous hotel addresses from all over Europe also make an appearance, documenting the extraordinary travels of Ferdinand Porsche, who constantly travelled in order to acquire new projects or monitor their progress. It's no wonder that his wife Aloisia Porsche once said that his bed should have had wheels given how often he was on the road.