



PORSCHE



October 2009

Porsche Club

News 4/09

Editorial

Dear Porsche Club members and Porsche enthusiasts,

The last few weeks and months have been a turbulent time for Porsche. The many changes we have experienced will play a significant role in shaping the future of our company.

In conjunction with Volkswagen, we intend to create an integrated automobile group with no less than ten strong marques by 2011. In doing so, we will ensure that the Porsche name retains a high level of freedom and independence. The company's headquarters will remain in Zuffenhausen, along with our development, production and sales organisation. We are very familiar with Porsche's strengths. Our main objective is to retain as much as possible of that which lies at the heart of Porsche—that which has allowed us to enjoy such unbelievable success in the past. As a result, we will continue to provide our customers with unique and fascinating sports cars in years to come. Porsche can look forward to a great future, of that there is no doubt.

In this period of transition, we can place our faith in the strength of Ferry Porsche's legacy, which has guided the history of our company to this day. More than 60 years ago, he laid the foundation for our business with the construction of the first Porsche sports car. We are indebted to his legacy and will always remain true to his ideas.

Ferry Porsche was born on the 19th of September 1909, making this the 100th anniversary of his birthday. For many decades, he controlled the fate and fortunes of Porsche and created the special culture of our company. In today's uncertain times, he gives us the strength and guidance to master the challenges we are facing and to approach the future of our company with confidence and excitement.

To celebrate this occasion, we are honouring Ferry Porsche with a special exhibition, which is on display in the Porsche Museum between the 19th of September and the 31st of October. The exhibition chronicles the diverse life and work of this ingenious constructor and pioneer of the automotive industry. You are hereby cordially invited to visit this fascinating exhibition in Zuffenhausen.

The power and potential of the heritage brand Porsche is once again underlined by the array of models unveiled at this year's International Automobile Exhibition (IAA) in Frankfurt. No less than five new models are being presented at our stand.

One particular highlight is undoubtedly the new 911 Turbo. The latest generation of this iconic sports car continues to embody the technical and emotional core of our proud marque. The 911 GT3 RS and the 911 GT3 Cup underline the racing heritage that makes up the backbone of the Porsche brand. These two pure-bred racing cars represent a dynamic addition to our customer sport range. Porsche purists will also appreciate the new 911 Sport Classic, which reflects the history of the marque. With our fourth series, the Panamera, we are now launching a four-door Gran Turismo that combines the generous space of a luxurious cruiser with the driving dynamics of a genuine sports car. This fascinating four-seater will allow us to further increase our customer base.

One thing is clear: 2009 will be remembered as a very special and extraordinary year in the history of the Porsche company. Let us look to the future together. We have set ourselves ambitious goals and you, the active members of the global Porsche Clubs, can help us to achieve them.



**Michael Macht, Chairman
of the Board of Management for
Dr. Ing. h.c. F. Porsche AG**

You have done a great deal for Porsche in the past and thus rendered outstanding services to our marque. For that I offer my sincerest thanks. I would like to ask that you support us with the same level of commitment in the future as you have done in the past. As long as Porsche enthusiasts around the world stand united, we have every chance to add many more chapters to the Porsche success story, even in this newly integrated automobile group—that is my firm conviction.

**Kind regards
Michael Macht**



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Contents

	Seite
1. News from Porsche AG	
Centennial anniversary — 100 years Ferry Porsche	6
Successful world premiere at IAA 2009 — The new Porsche 911 Turbo	9
The new Porsche 911 GT3 RS — The sportiest 911 approved for use in road traffic	11
The 911 Sport Classic — Exclusive model for 250 Porsche 911 enthusiasts	13
2. News from Porsche Club Coordination	
Porsche Club of America — 54th Porsche Parade in Keystone/Colorado, USA	15
Oldtimer Grand Prix Nürburgring — 2009	19
3. Club Management	
The Club Management article can be downloaded by Club members who have access to the restricted area on the Club Homepage	21
4. Information exchange	
Porsche Tequipment — Your wish is our command	25
Porsche Camp4 Finland	26
5. Reports	
Porsche Club Istanbul — Burning rubber in Istanbul	28
Porsche Club Mexico, Puebla Region — Racing fever at the track day	29
Porsche Club Korea — Porsche Carrera Challenge, Korea 2009	30
Porsche Club Great Britain — National Festival at Blenheim Palace 2009	31
Porsche Club Hong Kong — “Malaysia Drive” road tour Experience	32
Porsche Club Deutschland — Club evening at the museum	33
6. Classic reports	
Porsche Club Great Britain — Classics at the Castle 2009	36

1. News from Porsche AG

Centennial anniversary

100 years Ferry Porsche

The death of Professor Dr. Ing. h.c. Ferdinand Anton Ernst “Ferry” Porsche on the 27th of March 1998 marked the passing of one of the last great men in automotive history. The first Porsche sports car was constructed under his leadership in 1948. As Chief Executive and Chairman of the Supervisory Board, he built the company into the world’s leading sports car manufacturer and ensured that Porsche always retained its independence, even when times were tough. Ferry Porsche would have celebrated his 100th birthday in September 2009.

Ferry Porsche was born on the 19th of September 1909, the son of the world-renowned constructor Ferdinand Porsche. After completing his school education and a number of traineeships, he was involved in all projects and developments of the Porsche design bureau since its founding in 1931. Surrounded by top-class engineers, Ferry Porsche proved to be a quick

learner and soon made the move from trainee to junior manager. Ferdinand Porsche nurtured and challenged his son, placing him in charge of the VW Beetle trials in 1935 and making him manager of the test department in 1938.

When his father was taken into French captivity in 1946, Ferry took on overall responsibility for the company and

guided it through the troubled years of early post-war Germany. Released from prison in 1947, Ferdinand Porsche wasted no time in lending his full support to his son’s efforts. Observing the Cistalia racing car, which was developed entirely under the leadership of Ferry, he happily proclaimed: “I would not have changed a single screw!”

Shortly thereafter, Ferry Porsche made a historic decision—one that underlined both his technical and entrepreneurial skill: On the 8th of June 1948, the first Porsche sports car, the Type 356 “No.1”, was approved for use in road traffic. In the second half of 1948, series production of the first Type 356 coupés and convertibles began in



Ferry Porsche at the wheel of the Volkswagen V2 prototype on Tübingen market square in 1936



Ferry Porsche (centre), his father Ferdinand Porsche (right) and Erwin Komenda (left) in 1948 in front of the 356 “No.1” in Gmünd

Gmünd, with manufacture moving to Stuttgart-Zuffenhausen in early 1950.

On the 26th of May 1952, just two years after the start of series production in Zuffenhausen, the world's first Porsche Club—Porsche Club Hohensyburg (now called Porsche Club Westfalen e.V.)—was founded in Germany, thus marking the official birth of the global Porsche Club scene. In 1950s Europe, Swiss Porsche drivers were some of the main co-founders of the Porsche Clubs. The Porsche Club Bern was founded on the 11th of December 1953. The Porsche Club Zurich followed on the 7th of July of the following year.

One of the most important success factors for the young Porsche enterprise was its early focus on export business. Ferry Porsche shipped the first vehicles to America as early as 1950. In the world's greatest market, the Porsche 356 soon won over the hearts of sports car drivers and numerous Hollywood stars. With models like the 356 Speedster, Ferry Porsche instinctively met the demands of American customers, who accounted for half the company's production output by 1955. In the same year, a private group of American Porsche customers, who offered technical support to one another, laid the foundations for the Porsche Club of

America, which is now the largest Porsche Club organisation in the world. In 1961, British enthusiasts started the Porsche Club Great Britain, which has since become Europe's largest Porsche Club organisation.

Ferry Porsche was always adept at correctly interpreting the signs of the times and recognising changes in the market. At the end of the 1950s, future prospects for the 356 were quite limited, not least due its close resemblance to the VW Beetle. Instead of re-developing the established model, Ferry Porsche pursued a new development based on the tried and tested



Ferry Porsche and son Ferdinand Alexander with the Porsche 911

Porsche concept with the rear-mounted, air-cooled boxer engine. Opting for the 911 designed by his eldest son Ferdinand Alexander, was both visionary and revolutionary, thanks to the car's unprecedented style and technology.

Ferry Porsche's recognition of the future potential of the innovative 911 concept is one of his greatest achievements.

The recipe for the 911 series' success was the model policy of constant evolution, which allowed the 911 to develop into the perfect sports car. However, Ferry Porsche was also keen to embrace new ideas. As Chairman of the Supervisory Board, he continued to steer the fortunes of the company and was always open to and fascinated by the innovative ideas of his engineers. With the 914, 924 and 928 models, Porsche entered new waters—not always to the delight of the marque's "die-hard" customers. Yet these models

also contributed to the company's success: In the 1980s, every second Porsche to be produced was one of these front-engined sports cars.

The German Porsche Club scene had continued to develop since the 1950s. At the beginning of the 1980s, Porsche owners were already involved in some 40 Clubs throughout the country. 1981 then saw the introduction of the German umbrella organisations—the Porsche Club Deutschland e.V. (PCD). The first German Porsche parade took place in Stuttgart between the 29th and 31st of October 1982. Ferry Porsche welcomed 800 Club members with 400 Porsche vehicles to the event held in the capital of Baden-Württemberg.

In later years, Ferry Porsche saw his company face a crisis that threatened its very existence. Yet even when Porsche became a takeover candidate, he continued to stress his unwavering desire for independence. Thanks to the

Club history

The rapid emergence of the Porsche Club scene is almost as impressive as the development of the Porsche marque itself. Since a small circle of friends in Germany formed the world's first Porsche Club in May 1952, the Porsche Club scene has developed into a global phenomenon. There are now 613 Porsche Clubs in over 60 countries around the world, all of whose members are united in their affiliation with the name Porsche.

Thanks to their undying commitment, Porsche Club members will continue to live and promote the legacy of Ferry Porsche in years to come! The entire history of the Porsche Club scene is detailed in our "Porsche Club History Booklet", which you as a Club member can read or download in PDF format from the restricted Club area of the Porsche website.

Please use the following link:
www.porsche.com/germany/sportandevents/porscheclubs/clubs-members

economic turnaround initiated under the leadership of Chairman of the Board Dr. Wendelin Wiedeking, Ferry Porsche was able to see his life's work resume its former glory. His death on the 27th of March 1998 also represented the end of an era: In the same year, the last air-cooled 911 of the 993 series rolled off the production line.

Press release Porsche AG

Successful world premiere at IAA 2009

Debut at the Frankfurt Motorshow 2009 – The new Porsche 911 turbo

The new Porsche 911 Turbo combines far-reaching innovations in technology with fine tuning and supreme refinement in design. All key features of this high-performance sports car have been significantly improved, the new 911 Turbo combining a substantial improvement in fuel efficiency and lower weight with more power, even higher speed, and enhanced driving dynamics. Particularly in terms of fuel economy and dynamic performance, the new top-of-the-range 911 from Zuffenhausen now stands out even more than before from its competitors in the market. Porsche's new top model will be presented to the public for the first time at the Frankfurt Motor Show from 17–27 September.

The heart and highlight of the seventh generation of the Turbo is the new power unit displacing 3.8 litres and delivering maximum output of 500 bhp (368 kW). The first entirely new engine in the 35-year-history of the Turbo comes with features such as Direct Fuel Injection and Porsche's exclusive turbocharger with variable turbine geometry on a gasoline power unit. And

as an option, the new six-cylinder may be combined for the first time with Porsche's seven-speed PDK Doppelkupplungsgetriebe (Double-Clutch Gearbox).

Models equipped with PDK are also available with a new, optional three-spoke steering wheel with gearshift paddles as an alternative to the stan-

dard steering wheel with its proven shift buttons. Fitted firmly on the steering wheel, the right paddle is for shifting up, the left paddle for shifting down. In conjunction with the optional Sport Chrono Package Turbo both the gearshift paddle and the PDK steering wheel with its shift buttons come with integrated displays for Launch Control and the Sport/Sport Plus mode, which are however designed differently on the two steering wheels.

The combination of PDK, Direct Fuel Injection and turbocharging ensures an unprecedented standard of efficiency, agility, responsiveness and performance, the Porsche 911 Turbo reducing CO₂ emissions versus its predecessor by almost 18 per cent and therefore ranking unique in its segment also in



The new 911 Turbo (with optional 19 inch RS Spyder wheels)



Inside view: The 3.8 litre engine of the seventh Turbo generation produces 500 HP (368 kW)

this respect. Depending on the configuration of the car, the new top model requires just 11.4 – 11.7 ltr/100 km (equal to 24.8 – 24.1 mpg imp) under the EU5 standard. And unlike most other cars in its segment, the new Turbo remains even further below the crucial level of fuel consumption for gas guzzler tax in the USA, the special tax imposed on cars with substantial fuel consumption. All this despite acceleration to 100 km/h in 3.4 seconds. Top speed, in turn, is 312 km/h or 194 mph.

The Turbo driver of the future will also enjoy a further improvement in driving dynamics, detailed enhancement of PTM fully controlled all-wheel drive and PSM Porsche Stability Management being further supported by new PTV Porsche Torque Vectoring available as an option. This makes the car even more agile and precise in its steering for an even higher level of driving pleasure.

Sales of the new Porsche 911 Turbo in both Coupé and Cabriolet guise are starting in Germany on 21 November 2009.

Press release Porsche AG

Porsche Torque Vectoring (PTV)

This system comprises a locking differential and variable standard torque split at the rear axle. The locking differential improves traction when the rear wheels start to spin, reduces load changes during fast cornering and improves driving stability at higher speeds. In addition, PTV improves steering behaviour by selectively braking the rear right or rear left wheel to increase agility and steering precision. PTV also offers an increase in the lateral acceleration potential and higher cornering speeds by using braking interventions with steering support at the rear axle.

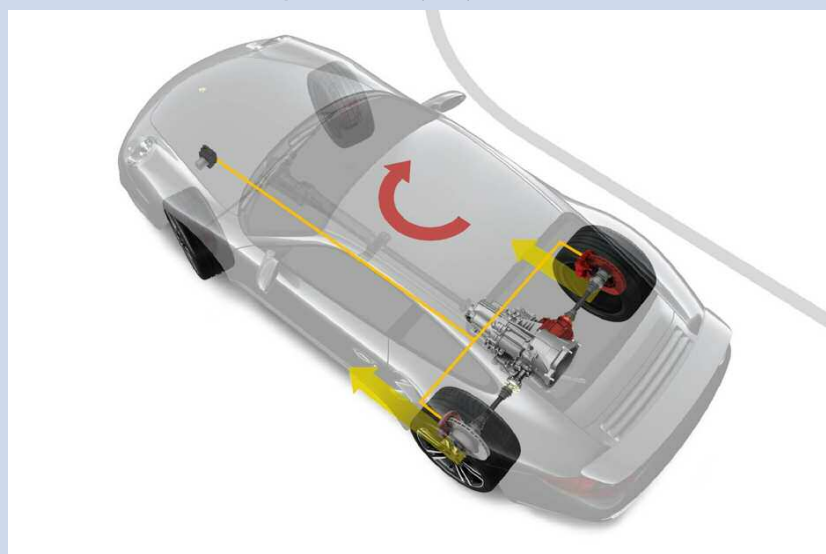
The advantages of PTV can best be demonstrated using the example of steering into a corner. As a rule, when driving dynamically into a corner the front wheels are turned by the steering

wheel and the vehicle can steer into the corner with slightly delayed understeer at the limit, taking the flexibility of elements such as chassis bearings and tyres into consideration.

With PTV, the inside rear wheel is braked slightly as the steering is turned when driving dynamically. This gives the outside rear wheel a higher drive power. An additional force (yawing moment) is achieved in the steering direction by the difference in force created between the inside and outside wheel. The result is direct and dynamic steering into the corner.

Product Management, Porsche AG

Cornering with Porsche Torque Vectoring (PTV)



New Porsche 911 GT3 RS

The Most Sporting Road-Going 911

Delivering even more engine power, offering lower weight, and featuring shorter transmission ratios as well as body and suspension elements upgraded to an even higher standard, the new 911 GT3 RS sets the foundation for homologating the racing version of the 911 GT3 and therefore offers everything it takes for ongoing success on the race track, continuing the series of absolutely uncompromising, sporting 911s homologated for the road.

The heart of the new 911 GT3 RS, the power unit, is based on the engine already featured in the 911 GT3. Like the latter, the RS power unit now displaces 3.8 instead of 3.6 litres, delivering even more power and revving up even faster and more dynamically.

The engine featured in the new 911 GT3 RS delivers 15 bhp more than its counterpart in the 911 GT3, that is



Unmistakable links to motor racing: The new 911 GT3 RS

maximum output of 450 horsepower from the fast-revving naturally-aspirated power unit. This means specific output of more than 118 bhp per litre from the six-cylinder, an extremely high figure for

natural-aspiration technology even in the strictest worldwide comparison. And unlike many other high-performance engines, the power unit in the new 911 GT3 RS remains fully suitable for everyday use.

The new 911 GT3 RS comes exclusively with a six-speed manual gearbox optimised for short gearshift travel, low weight and high efficiency. To enhance the level of performance throughout the entire range of engine and road speed, the gears come with a shorter transmission ratio than on the 911 GT3, deliberately making concessions in terms of even higher top speed.

To further improve its sporting behaviour, the new 911 GT3 RS comes for the first time with a purpose-built and specially set up PASM suspension, with wider track not only at the rear, but also on the front axle. Accordingly, the body of the new 911 GT3 RS is wider not only at the rear, but also at the front through the use of additional wheel arch covers.



Rear view of the new Porsche 911 GT3 RS

The front axle comes with nine-inch-wide wheels running on 245/35 ZR 19 sports tyres, the rear axle features twelve-inch-wide wheels incorporating 325/30 ZR 19 sports tyres.

The dynamic engine mounts featured as standard also serve to improve the car's driving dynamics to an even higher level. Depending on driving conditions, the mounts change in their stiffness and damping effect, improving the connection between the engine and the body when driving under very dynamic conditions.

As yet a further point the car's aerodynamics develop even more downforce than on the GT3, again benefiting the qualities of the car on the race track. Racing qualities are also why Porsche is introducing another new option in 2010, a lithium-ion battery delivered with the car and, replacing the conventional lead battery, reducing weight by more than 10 kg or 22 lb.

The new 911 GT3 RS shows its close connection to motorsport also through the dynamic looks of the car borne out in particular by its low ride height, the new, extra-large carbon-fibre rear wing with its specifically designed wing supports made of aluminium, the characteristic dual tailpipes on the extra-light titanium sports exhaust, as well as special front and rear parts exclusive to this model.

Sales of the new Porsche 911 GT3 RS are starting in Germany in January 2010.

Press release Porsche AG

Dynamic engine mounts:

The dynamic engine mounts used as standard for the first time on the new 911 GT3 RS (see figure) improves traction and driving performance. The electronically controlled mounting system automatically minimises noticeable vibrations of the entire power unit (in particular, the engine). This is done by changing the mount hardness using a magnetisable (magneto-rheological) fluid and an electrically generated magnetic field. The delayed power impulse produced by the mass moment of inertia of the engine, when steering into a corner or for a quick series of alternating bends, for example, is significantly reduced and any "after-pressure" of the rear minimised. Inspired by racing cars, in which the drive unit is bolted rigidly to

the body, this leads to more stable and precise handling. The disadvantages are noticeable engine vibrations and reduced day-to-day usability for a comfort-orientated driving style. This vibration is filtered by means of softer mounts. The dynamic engine mounts combines both of these advantages and at the same time reduces vertical engine vibration during acceleration at full throttle. The result is more uniform and higher drive power to the rear axle with better traction and acceleration.

Product Management, Porsche AG



Dynamic engine mounts

Exclusive model for 250 Porsche 911 enthusiasts

The 911 Sport Classic

Dr. Ing. h.c. F. Porsche AG, Stuttgart, has refined the DNA of the 911 to what must be the most supreme standard of class and style in the 911 Sport Classic available to a strictly limited number of very special 911 enthusiasts. Creating this unique model, Porsche is bringing back the tradition of exclusive small series built in very small numbers. The 911 Sport Classic is limited in production to just 250 cars.



Past and future: The Carrera 2.7 RS (1973) and the 911 Sport Classic

This very special 911 from Porsche Exclusive has been developed over a project period of about three years, with lots of love for detail, catering especially for the most demanding group of genuine aficionados.



The "Porsche Exclusive Manufaktur" plaque on the front-right wing identifies the origin of the limited edition

Porsche Exclusive is Porsche's Specialist Department for the most outstanding customised versions of Porsche cars going beyond even the highest standard of the Company's regular production models.

The unique character of this very special 911 comes out at very first sight in the newly developed double-dome roof. A further highlight of this sports car based on the rear-wheel-drive Carrera S is the wider rear body up by 44 millimetres or 1.73" and the wider track on the rear axle. The striking SportDesign front apron with its unique spoiler lip and the rear spoiler fixed in position like the legendary ducktail on the 1973 Carrera RS 2.7 round off the unmistakable look of the 911 Sport Classic. Power comes from Porsche's 3.8-litre with

Direct Fuel Injection, increased in this case, also through the introduction of a newly developed resonance intake manifold with six vacuum-controlled switching flaps, by 23 bhp to 408 horsepower for even more outstanding performance.

The 911 Sport Classic comes exclusively with a six-speed manual gearbox. PCCB Porsche Ceramic Composite Brakes ideally reflecting the sporting character of this exclusive 911, PASM sports suspension lowering the entire car by 20 mm or 0.79", as well as the mechanical rear axle differential and custom-made 19-inch wheels with their rim star painted black all come together to offer a perfect match for the character of this most exclusive car.

The very special, highly sophisticated interior of the 911 Sport Classic bears powerful testimony to one of the core competences of Porsche Exclusive and is characterised by new materials never used before even by Porsche. One example is woven leather made up of smooth leather strips and woven yarn featured on the seat centrepieces of the newly designed adaptive sports seats complete with light-grey piping and on the door panels.

The dashboard including a wide range of inserts and add-on components is finished in Espresso Nature natural leather, providing a distinctive contrast to the exclusive body paint in Sport Classic Grey.

Sales of the Porsche 911 Sport Classic are starting in January 2010. The 911 Sport Classic will be offered worldwide with the exception of USA, Canada, China, Korea, Taiwan and Vietnam.

Press release Porsche AG



**There are no old Porsches.
Just new owners.**

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into a used car – and that keeps it young.



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2. News from Porsche Club Coordination

Porsche Club of America

54th Porsche Parade, 29th of June – 4th of July 2009 in Keystone/Colorado, USA

With its 139 regions, the Porsche Club of America (PCA) is the largest organisation in the global Porsche Club scene. Every year, the PCA organises some 3000 events. The absolute highlight is the popular and traditional Porsche Parade, which took place for the 54th time in 2009.

Following a three-year preparatory phase, the 650 volunteers of the PCA officially launched this year's Porsche Parade on the 29th of June 2009. Some 1700 Club members and Porsche enthusiasts in 652 Porsche vehicles came together at the Keystone Resort & Convention Center in Colorado to enjoy six exciting days in the picturesque surroundings of the Rocky Mountains.

The highlight of the event was, without doubt, the Concours d'Elégance. On a beautifully sunny day, 108 immaculately maintained Porsche vehicles were appraised by the expert jury on the fairways of the "Ranch House Golf Course", surrounded by the snow-covered peaks of the Rocky Mountains. In addition, 47



Keystone Resort & Conference Center: Presenting the latest range of Porsche vehicles

Classic vehicles were presented in a historic exhibition. Virtually every model from the 61-year history of the company was on display—a feast for the eyes of any Porsche enthusiast!

The Porsche brand tent at the Concours d'Elégance provided participants with information and advice on the latest range of Porsche vehicles as well as Porsche Classic, Exclusive and



The highlight of the 54th USA Parade: The Concours d'Elégance / © Marv Ross



Historic exhibit: The Porsche GT1, constructed in 1997 / © Robert Birney

Equipment products, the Porsche Driving Experience and Porsche Design Driver's Selection. The Porsche brand tent soon became the most popular attraction at the event, not least due to the presence of representatives from Porsche AG and its American subsidiary Porsche Cars North America (PCNA). The brand tent also featured an "Owner Relations" counter at which Club members could gather historic information about their personal Porsche vehicle and request a COA (Certificate of Authenticity).

The entire event was organised to perfection and offered participants a wide range of activities. It was therefore no



Popular attraction: The Porsche brand tent

wonder that many visitors had brought along their whole family to Keystone. In addition to a golf tournament and four different road tours, which were held in the form of time trials, drivers could also participate in the legendary “Autocross” competitions. In these skill tests, drivers were required to manoeuvre their cars through a cone-filled obstacle course in the shortest possible time. Incidentally, this driver challenge is a firm fixture at all regional events organised by the PCA. Every one of the 228 participants relished the challenge to compete with Club members from different regions, each of them battling to find the best route through the

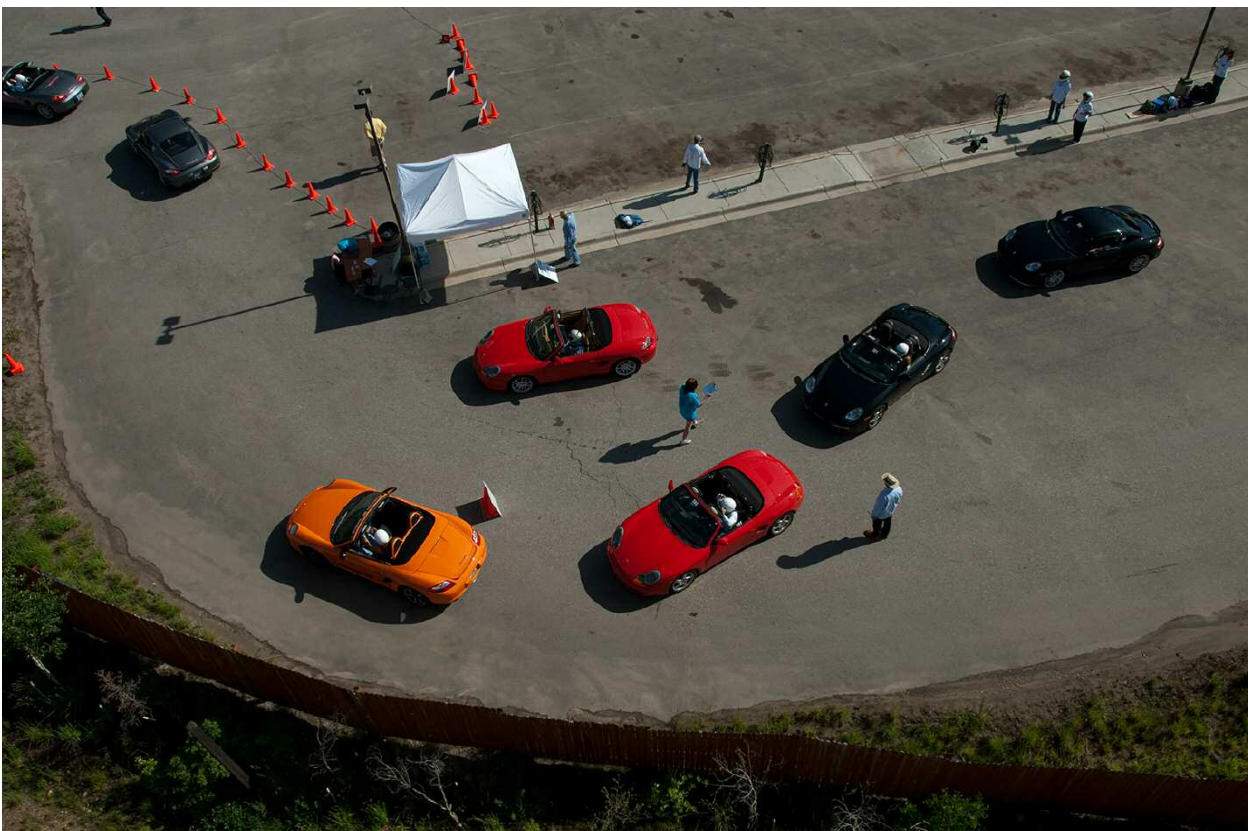
course and leave every cone standing, thus avoiding additional time penalties.

A number of interesting seminars were also on the agenda and well received by the participants. Of particular interest were the presentations delivered by the PCNA on new vehicle technologies such as Porsche Doppelkupplung (PDK), Direct Fuel Injection (DFI) and hybrid engines, to name just a few. An additional highlight was the talk given by Sandra Mayr (Club Coordination, Porsche AG) on the new Porsche Museum. Her seminar also included a screening of the new film “The Porsche Way”, which soon became a bestseller at the Pa-

rade’s “Goodie Store”, selling out after just three days.

The question on everyone’s lips from the very beginning of the event: “Will we see it...?” What they were referring to was the newest member of the Porsche family—the Panamera. When asked whether the vehicle would be shown, the representatives of PCNA and Porsche AG always replied with a firm “no”, since the new 911 GT3 was to be the highlight of the event.

On the evening of the “Concours Awards Banquet”, Detlef von Platen, Chief Executive of Porsche Cars North

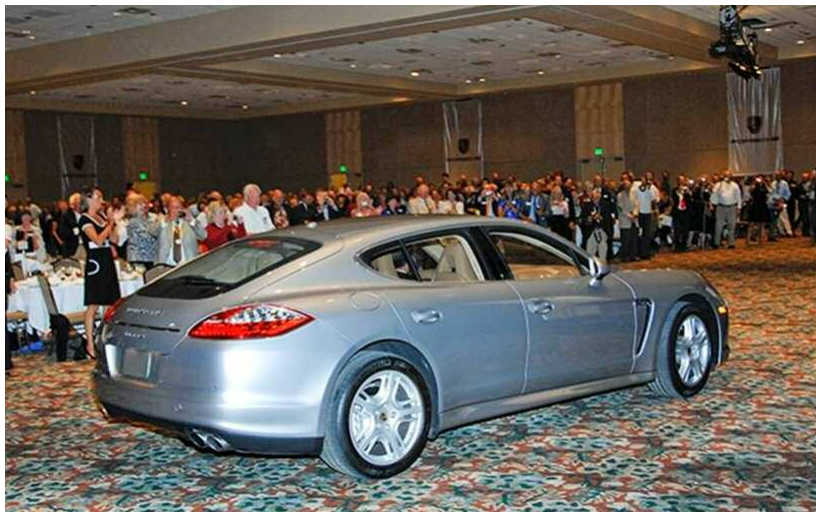


Autocross competition during the USA Parade 2009 / © Marv Ross

America, addressed the Club members with a very emotional speech and apologised for not being able to provide the most loyal and dedicated Porsche brand ambassadors with a preview of the Panamera before its official market launch.

However, at the end of his speech came the big surprise: Detlef von Platen took back his initial statement and, to everybody's delight, announced the exclusive preview of the new model. The atmosphere was electric and not a single person was left seated when the new Panamera was driven onto the stage by David Pryor (Marketing Manager, PCNA) to the sound of thunderous applause. The other passengers in the vehicle were PCA president Kurt Gibson, his wife Angie and Paul Gregor (Club Coordinator, Porsche AG).

In his presentation speech, David Pryor underlined how 61 years of Porsche history had shaped and formed the DNA of the Panamera and provided a



The entrance of the new Panamera was greeted with standing ovations from the PCA members / © Leonard Turner

description of the vehicle's exciting specification. It was long past midnight before the last Club members had finished appreciating the Panamera from every angle and exhausted all their questions.

This year's 54th USA Porsche Parade was certainly one of the most fascinating and emotional events—not least due to the sneak preview of the new Panamera. Everyone is now looking forward to celebrating the 55th edition of the USA Porsche Parade which will be held on 03/07–08/07/2010 in St. Charles, Illinois.

Paul Gregor
Porsche Club Coordination



Exclusive opportunity for PCA members—A seat in the new Panamera / © Leonard Turner

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www.pca.org

Nürburgring

Porsche at the AvD Oldtimer Grand Prix 2009

The 37th AvD Oldtimer Grand Prix—one of the most important motorsport events for historic vehicles—took place at the Nürburgring from the 7th to the 9th of August 2009. 650 racing cars from seven decades of motorsport history tore around the track in front of a rapt audience of 62,000 spectators.

Under the slogan “100 years Ferry Porsche”—Professor Dr. Ing. h.c. Ferdinand Anton Ernst “Ferry” Porsche would have been 100 years old on the 19th of September 2009—Porsche’s presence at the event covered an area of 14,000 square metres representing the divisions

Porsche Classic, Porsche Exclusive & Tequipment and Porsche Design Driver’s Selection.

As a finishing touch, 400 Porsche customer vehicles of all colours, types and generations were parked around the com-

pany’s exhibition tent on the infield of the race track.

On the 1st of August 2009, Porsche Classic became officially responsible for the spare parts supply, maintenance and restoration of the 993 series of the Porsche 911, which is why a whole area of the exhibition tent was dedicated to this most recent Porsche Classic.

The two bright yellow Porsche 911 Targa provided by Japanese race driver and Porsche enthusiast Tetsu Ikuzawa were a further highlight of this year’s exhibition: Based on the body shell of Ikuzawa’s 911 S Targa from 1969, Porsche Classic demonstrated the impeccable standards of a factory restoration to impressive effect. At the same time, Porsche Exclusive showed its significant aptitude for individualisation on the basis of a 911 Targa 4S—this new vehicle was coloured and equipped to perfectly emulate its historical ancestor.

A large and well equipped hospitality area with its own race track grand stand completed Porsche’s event presence in style. Visitors with the Porsche VIP Package, which was available to Porsche Club members at a reduced price, were able to enjoy the impressive catering over the entire weekend, while parking their vehicles directly on the infield.



The Porsche hospitality area offered comfort and convenience



Porsche attracted great crowds at the Oldtimer Grand Prix 2009

Alexander E. Klein

Porsche Club Coordination



Please visit www.porsche.com for further information.

**You know one of the interior designers very well.
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The Porsche Exclusive customising service for the 911 Turbo.

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

3. Club Management

Porsche Classic Round Table 2009 – Annual meeting of the presidents of European Porsche Classic Clubs

For many decades, the AvD Oldtimer Grand Prix has been a popular meeting place for Porsche drivers from all over the world, but it is also an ideal opportunity for the presidents of the European Porsche Classic Clubs to come together. The Porsche Classic Round Table allows Porsche Club Coordination to inform participating Club presidents about relevant news and projects while also enabling a constructive exchange of knowledge and ideas within the Club scene.

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For this year's Porsche Classic Round Table, 39 representatives from 20 Porsche Classic Clubs travelled to the town of Mayschoß in the Eifel region, where a full agenda was to ensure an exciting meeting.

To guarantee that you, the Porsche Club members, don't miss out on any of the interesting news, we have summarised the key topics below.

News for Classic Porsche vehicles

Otto Fuchs KG

The Porsche Classic cooperation partner Otto Fuchs provided participants with detailed information concerning the high levels of quality attained in the production of Fuchs alloys as well as the range of wheels offered for new and Classic Porsche models.

Glasurit

The well-known paint manufacturer introduced its product line "Classic Car Colours", which is tailored to standard and special Porsche colours, and answered all manner of questions on the subjects of vehicle painting and paintwork maintenance.

Tyre test

Porsche has conducted a winter tyre test for its Classic mod-

els as well as a summer tyre test specifically for the 356 model. The results are currently being analysed and will be published on the Porsche Classic homepage in the autumn.

☞ www.porsche.com/classic

News from the Porsche Museum

The director of the Porsche Museum, Achim Stejskal, talked about the opening of the new Porsche Museum, which has already welcomed over 250,000 visitors in its first six months. The Porsche Museum shop will soon carry special products for Club members and is looking for suggestions from the Club world.

Dieter Landenberger, head of the Porsche Archive, delivered a presentation entitled "100 years of Ferry Porsche" in which he provided little known facts from the life and work of this impressive man.

News from the Porsche Club scene

Martyn Molyneaux, the chairman of the **Porsche Club Great Britain (PCGB)**, provided an insight into the origin and organisation of the second-largest Porsche Club in the world. His presentation mainly **focused on the structure of the widely distributed umbrella organisation with its 32 registers and 31 regions**. Virtually every model from the Porsche 356 "Knickscheibe" to the current Panamera is represented in this Club. This ensures that synergies are used to optimum effect while avoiding potential cannibalisation.

One of the main challenges facing the Club was the identification of the many registers and regions under one roof: Although they are all separate entities, they are also to be regarded as one contiguous unit. **Adapting the historic Club logo in line with the current corporate identity (CI) of Porsche AG** proved to be particularly useful in this

regard. **While retaining its original appearance**, the PCGB logo could thus be adapted to the CI such that it not only represents the umbrella organisation as an authorised Porsche Club but also clearly indicates the affiliation of the various registers and regions.



The historic Club logo



Redesigned Porsche Club logo with Porsche CI font and modified colours

As one of its latest innovation, PCGB presented its take on the “cross-model event” issue. It has proven in the past that the events organised by the many individual registers are not only too widely distributed, but are also too small in terms of participant numbers. **The Club therefore decided to combine the events of thematically related registers into three large annual events.** Under this structure, all Porsche models from the early years up to 1973 are covered by a single “Classic” event platform. Similarly, all models from 1974 to 1997 are represented by an “intermediate” event and all vehicles from 1998 onwards by a “modern” event.

Fred Hampton from the PCGB 356 register provided a more detailed look at the “Classic” event “Classics at the Castle”. Organised in cooperation with Porsche Cars Great Britain and Porsche Club Coordination, this event is now in its third year and enjoying ever increasing popularity. This new **concept of showing different Porsche models from a specific era** as opposed to a single Classic model has been very well received by participants and spectators alike.

The French participants supported this development, referring to experiences with their own, cross-model “Classic Meeting”.

To close the event, Alexander E. Klein from Porsche Club Coordination provided **an up-to-date overview of the worldwide Porsche Classic Club scene:**

There are currently **37 Clubs in 16 countries around the world with a total of 91 regional organisations** dedicated to lovers of Classic Porsche vehicles—and the numbers are growing. The most **recent addition to be welcomed to the scene is the Porsche Classic Club Russland.**

It was also explained that **an ever increasing number of Porsche Classic Clubs are identifying themselves as authorised Clubs on the Internet.** Since more and more Clubs are adopting the user-friendly interface of the Content Management System (CMS) when designing their homepage, **approximately 40% of websites now meet the corporate identity of Porsche.** They are thus presenting themselves as official Porsche Clubs and thereby **setting themselves apart from non-recognised organisations.** Porsche Club Coordination will be happy to offer advice on the subject of CMS Homepage.

The official “Round Table” was followed by another meeting specifically for matters concerning the German Club scene. Dr. Fritz Letters, president of the Porsche Club Deutschland, **introduced the participants to the new race series “Porsche Club Historic Challenge”, which is of particular interest to motorsport enthusiasts with Classic Porsche vehicles.** Additional information can be found under www.porsche-club-historic-challenge.de.

Ms Anke Brauns from Porsche Club Coordination Germany then provided a **preview of the German exhibition schedule in 2010.** Suggestions were gathered from the Clubs on the best way to combine the appearance of all Porsche Classic Clubs at exhibitions like the Techno Classica.

The highly productive meeting ended with a relaxing barbecue on the hotel terrace in the picturesque surroundings of the Eifel landscape.

Porsche Club Coordination would like to thank all participants for an informative and constructive workshop and is already looking forward to next year’s “Classic Round Table”.

Alexander E. Klein
Porsche Club Coordination

SKIMPS ON FUEL.
NOT ON FUN.



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

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

The MICHELIN Pilot Sport PS2

Super sports tyre for every-day-use

Specifics:

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

Tyres and designations:

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

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

The MICHELIN Pilot Alpin PA3

The winter tyre for the high-powered vehicles

Specifics:

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

Tyres and designations:

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

4. Information Exchange

Porsche Tequipment – Accessories for individual personalisation

Your wish is our command



Wide selection: Porsche Tequipment offers options for even more individuality

Cayman generations. In the case of the Cayenne, it is compatible up to model year 2009.

With its sophisticated five-spoke design and two-tone look, the complete set of 19 inch winter wheels adds an individual touch to your 911 Turbo. Titanium coloured spoke edges and polished faces lend the wheels that extra special appearance.

One option for the new 911 models that you can enjoy all year round is the sports exhaust system, which gives the already powerful and sporty Porsche sound an impressive boost. The sound changes to match your driving style—from powerful to racy. A button for setting the sports exhaust system is integrated in the centre console. And the best bit is that the tail pipes are included in the package.

Driving on cold and dull autumn days is not always a pleasure. But while you cannot influence the weather, you can control the musical accompaniment to your journey. Enjoy your favourite songs with the Music Player interface from Porsche Tequipment. It can also be easily connected to older Porsche

radios, up to and including CDR 23 and CDR 24. The two outputs of the interface can be fitted in the centre console or glove compartment. The Music Player interface is available for vehicle generations from the 356 up to and including the 911 models (type 997) as well as the first Boxster (type 987) and

Bonus: The tail pipes are included the sports exhaust system package



Resplendent: Complete set of 19" Turbo winter wheels with sophisticated two-tone design



Further information about the entire Porsche Tequipment product range and the current Tequipment catalogues are available from your Porsche partner, or on the Internet at www.porsche.com. At this address, you can also visit our Porsche Design Driver's Selection online shop, where you will find a range of selected Tequipment products.

Porsche Camp4 Finland

Warmly Recommended: Driving a Porsche in the snow at 15 degrees below zero

On the test track of the Arctic Driving Center in Rovaniemi, you can practice techniques for ice and snow driving under controlled conditions.

After being briefed on the basics of driving safety and dynamics by Porsche

instructors, you learn how to brake with precision, change direction and move away on icy inclines.

You are also shown how to control your vehicle near the limit. The theoretical briefing introduces you to different driv-

ing techniques, which you can then try for yourself.

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The Porsche Museum.

More info at www.porsche.com/museum



PORSCHE

5. Reports

Porsche Club Istanbul

Burning rubber in Istanbul

The weekend of the 7th and 8th of June was one of the hottest ever seen in Istanbul. Nevertheless, hundreds of motorsport fans flocked to Istanbul Park race track to enjoy the live spectacle of the F1 Grand Prix. Amongst the spectators were 50 members of the Porsche Club Istanbul, who had managed to lay their hands on some of the coveted tickets. These lucky few were given the unique opportunity of observing the organisers and participants of the Porsche Mobil1 Supercup, which was held as part of the F1 event.

The guests were welcomed in the morning by Jens Walther (head of the Porsche Mobil1 Supercup) and the president of the Porsche Club Istanbul, Berna Hatipoglu, before being briefed on the race regulations. The group then visited the paddock before conducting a quick tour of the pit lane prior to the qualifying session for the Porsche GT3 Cup.

During the spectacular pit stops, the drivers sat in their 47 degree cockpits waiting for the “Go” signal. During the qualifying session, the Porsche Motorsport organisation team assumed a



In-depth look at the engine of a Porsche 997 GT3 Cup



The Porsche Club Istanbul attend the Porsche Mobil1 Supercup

number of different tasks. Some monitored the current times at the command centre while others attended to the drivers directly in the pit lane. Being so close to the action was an unforgettable experience for the Club members. After the qualifying session, the guests returned to the paddock where they were granted a peek behind the scenes at the Turkish Porsche GT3 Cup team. Murat Doruk, head of the Turkish race team and co-founder of the Porsche Club Istanbul, described the team's success story as well as its activities before, during and after a race.

The group's day ended with a barbecue in the Porsche hospitality tent. The delicious food and intoxicating engine noise in the background combined to

create a unique atmosphere—perfect for conducting exciting discussions on the subject of motorsport. It was a fantastic day all round. I would like to take this opportunity to thank our Turkish sales partner, Mr Doguç Otomotiv, and all those responsible at the Mobil1 Supercup for providing the Porsche Club Istanbul with such an unforgettable experience.

Berna Hatipoglu
President
Porsche Club Istanbul

Contact:
www.porscheclubistanbul.org

Porsche Club Mexico, Puebla Region

Racing fever at the Porsche Club Puebla track day



Porsche diversity on the race track in Mexico

The Porsche Club Puebla held its bi-annual track day on the nearby circuit at the Autodromo Miguel E. Abed, the only FIA-certified race track in Mexico. Over 50 members of the Porsche Club took part in an exciting race.

It was an early start for the participants, who first had to attend a driver meeting to be briefed on the required race track behaviour. For safety reasons, the vehicles were split into five groups before starting the track sessions. The GT vehicle group consisted of a range of GT3, GT2 and even a handful of GT3 Cup models, which made up the head of the class.

These were closely followed by the Turbo group with some very fast 996 models as well as the current 997, which was no less impressive. After the first two groups had made their mark, it was time for the Carrera, Boxster and Cayman models to have their turn. Last but not least came the Classic vehicles, headed up by an original 914. Thanks to the impeccable organisation of the

event, the day passed very smoothly and without any damage to vehicles. The participants took great pleasure in sharing their common passion for the Porsche marque.

The friendly atmosphere between the Club members helped to make it an unforgettable experience for all involved.

Frissen Gutierrez
Porsche Club Mexico, Puebla Region

Contact:
Fernando Bayo
President of Porsche Club Mexico,
Puebla Region
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Porsche Club Korea

Porsche Carrera Challenge, Korea 2009

On the weekend of the 13th and 14th of June 2009, the Porsche Club Korea held its “Porsche Carrera Challenge”. In this two-day event, groups of drivers conducted a 500 km road tour, during which they were required to compete photographic challenges.

37 Porsche vehicles in seven groups took part in the competition. The aim of the photo challenge was to take impressive and unusual pictures of the various checkpoints on the tour. On their journey to the resort in the Seoraksan mountains of Kangwon-Do, each of the seven groups had to perform a range of photographic tasks—for example: “Take a picture of a lighthouse, the beach and a Porsche key”.

In the evening, the drivers convened for a gala dinner, during which the winners were presented with their prizes. In addition, honorary presidents and first representatives of the Club Jimi Kyuyoung Jung and Michael Vetter were commended for their passionate support.



Porsche Club member's car corral

All participants of the Porsche Carrera Challenge 2009 were visibly impressed by the rapid and successful growth of the Porsche Club Korea in recent years.

The Club committee were delighted by the large number of Porsche enthusiasts in Korea, all united in their common passion for the Porsche marque.



Just one of the pictures from the photographic challenge

Jimi Kyuyoung Jung
President
Porsche Club Korea

Contact:
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Porsche Club Great Britain

It's all about great heritage! National Festival at Blenheim Palace, 11th–12th of July 2009



Full house at the event organised by the Porsche Club Great Britain

It was a weekend to remember when Porsche vehicles, owners and enthusiasts gathered in the breathtaking surroundings of this magnificent building. Once a year, the Porsche Club Great Britain organises its traditional national event on one of the most beautiful estates in the country—Blenheim Palace in Oxfordshire.

The palace belongs to the Duke and Duchess of Marlborough and is the birthplace of Winston Churchill. Designed by Lancelot “Capability” Brown, one of the most famous landscape architects of the 18th century, the parkland around the palace is simply breathtaking. On the weekend of the 11th and 12th of July, the southern part of the palace was transformed into a Porsche haven, with a “Trade Village”, competitions, demonstrations and the famous Concours d’Elégance. Some 1500 Porsche vehicles were on show at the two-day event, arranged by model and construction year in the dedicated areas. These included a wide variety of models, from the Porsche 356 up to the current GT3. There were special areas dedicated to the 10th anniversary of the GT3 and

20th anniversary of the Porsche 964, while the Carrera 3.2 celebrated its 25th birthday and the 914 its 40th.

The subsidiary Porsche Cars Great Britain, which presented David Piper’s Porsche 917, the latest GT3 and other new models, was available for questions throughout the weekend. The team leader of Porsche Club Coordination, Sandra Mayr, also attended the event to answer the questions of Club members. She later attended the gala evening, where she presented the committee with small gifts to thank them for their excellent organisational skills.

An interesting and diverse range of race cars were on display at the Race Centre of the Porsche Club Great

Britain, while Michelin had also provided its F1 Simulator for the event. The tyre manufacturer also supported the “Driving Challenge”, in which participants were given the chance to take the wheel of a Porsche 911 (997, 2nd generation) with PDK and show their driving skills in a time trial.

On the stage, the spectators were treated to a fascinating support programme with everything from antique firearms to fishermen, falconers and hunting dogs. The Oxfordshire fire brigade demonstrated the rescue of persons trapped in a car after an accident. The whole event was rounded off by an exciting rally, for which even the British weather showed its best side. At the end of the rally, the participants drove out in front of the astonished audience. All in all, it was a perfect weekend.

Martyn Molyneux

President
Porsche Club Great Britain

Contact

www.porscheclubgb.com



Vehicle presentation during the festival

Porsche Club Hong Kong

“Malaysia Drive” road tour experience

Between the 8th and 13th of May 2009, an extraordinary driving event was held by the Porsche Club Hong Kong in Malaysia. For those who are unfamiliar with the former British colony, it is important to note that space is very limited in urban Hong Kong. As a result, Porsche drivers in particular rarely have the opportunity to exhaust the full potential of their vehicles.



In the pit lane of the Formula 1 circuit in Sepang

The Porsche Club Hong Kong therefore organises attractive trips abroad for its members—for example to Singapore, Malaysia or Thailand. 2009 marks the seventh year that the Porsche Club Hong Kong helped its members to load and ship their pride and joy to this year's road trip in Malaysia.

A wide range of models and series were represented among the 24 vehicles, such as a 997 GT3, 997 Targa 4S, 996 GT2, 996 Turbo, 996 GT3 RS, 993 Carrera, Cayman S and Boxster S. Following their arrival in Kuala Lumpur on the 8th of May, the 40 participants could hardly wait to take in the sights of the Malay Peninsula. They were then taken by bus to the Formula 1 circuit in Sepang, where the Porsche vehicles were already waiting for them with a full tank of petrol.

Members of the affiliated Porsche Club Singapore also took part in the trip. The first stage took them eastward along picturesque coastal roads to the resort town of Dungun. The participants spent a relaxing two days here, enjoying the recreational facilities as well as the traditional culinary specialities. The journey continued on the 10th of May, travelling westward across breathtaking passes into the Cameron Highlands.

Following their arrival at a local luxury resort, some of the participants proceeded straight to the nearby golf course to play a few holes. On the fourth day of the trip, the group returned to the capital Kuala Lumpur. The following two days then proved to be a mixture of pure thrill and adrenaline. The drivers were given the chance to demonstrate the agility and per-



Road trip through beautiful scenery

formance of their vehicles on the demanding Formula 1 circuit in Sepang.

With so many unforgettable experiences, the five day road trip simply flew by. On the evening of the 13th of May, the participants returned to Hong Kong with many happy memories.

Patrick Chuang
Vice President
Porsche Club Hong Kong

Contact:
www.porscheclubhk.com

Porsche Club Deutschland

Exclusive Club evening in the new Porsche Museum

On the 22nd of August 2009, several of Germany's regional Porsche Clubs were invited to a Club evening at the new Porsche Museum in Zuffenhausen.

After the last visitors of the day had left the museum, the guests were welcomed by Klaus Zellmer, Head of Marketing at Porsche Deutschland GmbH. The 220 attendees were then given the exclusive opportunity to inspect the 80 vehicles on display as well as many other interesting exhibits. On the guided museum tours, the Club members learned fascinating details about the items on display and the history of Porsche.

The learning experience was then followed by a culinary feast, with Swabian

delicacies served to the guests in the unique museum setting. This gave members of different Clubs the chance to exchange experiences and plan joint activities.

The highlight of the evening was the presentation of a revolutionary vehicle concept: The guests were treated to an exclusive preview of the new Panamera, before its official unveiling at the IAA! Not only is this Gran Turismo the first example of sports car technology being employed in a premium four-seater, but it also represents the very



Sociable evening with Swabian delicacies

essence of Porsche's 60 year sports car culture.

Every one of the participants was enthralled by this unique insight into Porsche history, from the founding of the company to the very latest model range. All this is further proof of the overall success of the new museum in providing a place that highlights both the traditional and innovative nature of Porsche and reinforces the sense of honour and duty that characterises the company's unique history.



Visitors showed great interest on the museum tour

Anke Brauns
Club Coordination
Porsche Deutschland GmbH



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6. Classic reports

Porsche Club Great Britain

Classics at the Castle, Hedingham Castle, Essex, 7th of June 2009

Since 2007, the Classic registers of the Porsche Club Great Britain have been staging a very special event: Every year, Porsche Classic vehicles of all types—up to construction year 1973—gather in the grounds of one of the Britain’s oldest castles, which has been in the possession of the same family since 1140.

With this unique connection between automotive and architectural grandeur, the event carries the very apt name “Classics at the Castle” and has already established itself as a highlight on the scene’s calendar. Only rarely do you get the chance to see so many gems from Porsche’s magnificent history, so beautifully arranged in the parkland around the Norman castle.

Despite the typical miserable British weather, the Club members took great delight in showing the interested audience their valuable vehicles. The presence of race car icons like the 550 Spyder, 718 RSK, 911 ST and a Porsche 917 even amazed former racing driver Richard Attwood, who together with

Hans Herrmann won the 24 Hours of Le Mans in a Porsche 917 back in 1970. Enthralled by the quality of the vehicles on display, he joined organiser Fred Hampton on the jury to rate the Porsche Classics in different categories and award the proud owners.

It was a day to remember for all lovers of Classic Porsche cars, and an important reminder of two essential accessories: a camera and an umbrella.

Alexander E. Klein
Porsche Club Coordination



Awaiting their assessment by the jury: The Porsche Classics



Although it tried its hardest, the British weather failed to dampen the spirits of participants and visitors alike

Schön frisch

Frisches VELTINS im neuen Design



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