

Editorial 339



*“It’s a shame that we all have to go sooner or later.  
As an engineer and someone interested in all  
the sciences, I’m sorry I won’t be here to see all the things  
that humankind will accomplish some day.”*

**Ferry Porsche shortly before he died in 1998**

## Driving in the Best-Possible Form

When Ferry Porsche was asked which car he liked best, his answer was always the same: “the next one.” That’s why we’re sure he’d consider it a marvelous present to experience the market launch of the new Panamera on his hundredth birthday.

He would be pleased for many reasons. First of all, because a sports car with four seats was already his dream 30 years ago. Second, because this Gran Turismo embodies all the guidelines that he impressed on his engineers back in the early days of Porsche in Stuttgart-Zuffenhausen. For example, never separate beauty and function, because beauty as an end in itself has no place in a Porsche. Or, you may always modify a Porsche, but its character and inimitable quality must be maintained.

There are many such striking ideas that we will be returning to in this *Christophorus* issue marking the hundredth



birthday of Ferry Porsche. After all, they have become the philosophy of Porsche AG. Engineers, technicians, and designers have always adhered to them. Not because there’s some company regulation in Zuffenhausen, Weissach, or Leipzig that dictates it, but rather because these individuals still follow the example of the man who developed the 356 no. 1 roadster in the Carinthian town of Gmünd in 1948. The first Porsche.

Ferry Porsche was a designer of genius. And what for many people is even more important, they also know from first-hand reports: despite his constant will to improve, he always remained a good boss. Someone who listened to his employees, who was there for them when they needed him. He led his life and guided his company in the same way that he drove a car. “You’ve got to look far down the road at all times—then you won’t need the brakes,” said this man who grew up with automobiles. His father, Ferdinand, who built the VW Beetle, advised him to drive in a calm and prudent manner, telling him, “I have enough race-car drivers, but only one son.”

This could well have been the origin of the guiding principle in the life of Ferdinand Anton Ernst Porsche, whom his family simply called Ferry. “Driving in the best-possible form”—he put this idea above all else. And he would find it reflected in the Panamera.

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