

News

Norbert Singer: Something in the Air

All of us need air to breathe, but this man built his life's work around understanding the stuff and how it behaves: former Porsche racing engineer Norbert Singer, a master of aerodynamics and racing strategy, recently celebrated his seventieth birthday. At a time when many focused on engine power, Singer championed fluid dynamics and led Porsche to great racing victories around the world. At Le Mans, Singer was instrumental in attaining all sixteen of Porsche's overall victories in the 24-hour classic between 1970 and 1998, an achievement for which the Automobile Club de l'Ouest awarded him the coveted Spirit of Le Mans prize in 2003. Singer officially retired in 2004 to devote himself to his hobby, black-and-white photography. But when you love your job, retiring is easier said than done. He is still a regular fixture in the pit lane, and many teams find his advice indispensable.



Talking shop: Driver Sascha Maassen is one of many who value the advice of Norbert Singer

Walter Röhrl Takes First Place in Costa Brava Rally

This past November, the two-time World Rally Champion and four-time Monte Carlo winner Walter Röhrl had a chance to show the world that he still has what it takes to come out on top. Teaming with copilot Peter Göbel in a 1981 Porsche 911 RSR, the rally legend left the competition in the dust at the FIA European Rally Championship for Historical Cars in the Spanish town of Lloret de Mar. With their rebuilt and perfectly prepared rally version of the 911, Röhrl and Göbel immediately moved up to the top group in the race. And in the last two stages of the rally, Röhrl clearly demonstrated his outstanding driving

skills, despite very difficult weather and track conditions. Shortly after Röhrl's return from Spain, fans got to see his easygoing side when the racing legend appeared at the Porsche Museum for an autograph session.



Just like the old days: Walter Röhrl (second from right) drives a 911 RSR to victory



Porsche Consultants Go for a "Lean Office"

No one can accuse Porsche Consulting of not practicing what it preaches. When the consulting firm, a Porsche subsidiary, developed an innovative office concept designed to optimize workflow and to reduce costs, its first "client" was Porsche Consulting itself. The impact of the "lean office" concept is already apparent at the firm's headquarters in Bietigheim-Bissingen. For example, the walking distances covered by staff have been reduced by 62 percent, while office space, storage areas, and work materials are used more efficiently. "We have succeeded in increasing our efficiency and raising employee morale," says Eberhard Weiblen, chairman of the executive board at Porsche Consulting.

The consultants faced quite a challenge. Currently, 220 employees work in Bietigheim-Bissingen, although the office was originally designed to accommodate a maximum staff of 150. The redesigned space now offers a pleasant working environment with room for up to 300 people. The "lean office" concept is based on the idea of applying methods used to optimize the manufacturing of vehicles at Porsche to an office environment.