

3. Info Exchange

Porsche Sports Driving School

Porsche Sports Driving School International Instructors' Conference



From 12th to 14th November 2004, the second international instructors' conference for all instructors from the Porsche Driving Schools worldwide was held at the company's own running in and testing track (FIA certified) in Leipzig.

As well as the German instructors, trainers from Dubai, Latin America, France, Italy, Australia, England, Austria and even Japan came to Porsche Leipzig GmbH for the meeting.

The event provided the instructors with a great opportunity to get to know one another and to work together. The conference included topics such as the status of the Porsche Sports Driving Schools worldwide, information about news and developments in the Sports Driving School, sharing experiences, establishing a common level of knowledge, awareness of synergy effects and future common policies and next steps.

The programme also included training content such as the current changes of models for the Cayenne, 997, 987 and Carrera GT and practical driving exercises, which of course put smiles on the faces of this particular group of visitors.

The presentation of the planned and revised international instructors' manual was extremely well received, as was the opportunity to use a so-called data recording to break new ground in terms of safety training and thus make it more attractive for customers and participants.

The exchange of ideas and practical experiences possible at this conference will guarantee the Porsche Sports Driving School a uniform training level throughout the world, as it introduces standardised Porsche quality standards and combines all international Sports Driving School activities under a single umbrella brand.

As 100 percent of the critical subsidiaries worldwide now offer a Sports Driving School programme, Porsche will be able to provide a global range of driving and safety training that is as perfectly tuned as the individual components of an actual Porsche.

The Sports Driving School dates for 2005 are available on the Internet at: www.porsche.com -> News -> (Porsche Sport Driving Schools).

Porsche Sports Driving School
Racetrack Project Manager
Claudia Schäffner
Tel.: +49 (0)711 911 783 15
Fax: +49 (0)711 911 786 85
E-mail: claudia.schaeffner@porsche.de

Porsche AG Worldwide Club Co-ordination

Porsche Club Anniversaries 2005



This year, there are once again a whole range of Porsche Club anniversaries to celebrate. The Porsche Club Co-ordination database gives the following list:

50 years (established 1955)

- Porsche Club of America
- Porsche Club Nürburgring

45 years (established 1960)

- Porsche Sport Club Zürich
- Porsche Club Solingen
- Ostschweizer Porsche Club

35 years (established 1970)

- Porsche Club Seetal-Luzern
- Porsche Club Oberösterreich
- Porsche Club Oberfranken

30 years (established 1975)

- Porsche Club Luxembourg
- Porsche Club Monasteria
- Porsche 356 Club Deutschland
- 356 Club Porsche de Fance
- Porsche Club of South Australia
- Porsche Club New Zealand

25 years (established 1980)

- Porsche Club Lüneburger Heide
- Porsche Club Aargau
- Porsche Club do Brasil

20 years (established 1985)

- Porsche Club Donau
- Porsche Club Rheinhessen
- Porsche Club Unterfranken
- Porsche Club Graubünden
- Porsche Club Zytglogge-Baern

15 years (established 1990)

- Porsche Club Schwalm-Eder
- Porsche 914 Club, USA
- Club für den klassischen Porsche 911, Deutschland
- Porsche Club Hong Kong
- Porsche Club Lörrach
- Porsche Club Osthessen

10 years (established 1995)

- Porsche Club Leipzig-Halle
- Porsche Club 968 Deutschland
- Porsche Club Westsachsen-Erzgebirge
- Porsche Club Sverige Racing
- Porsche Club of the Philippines

On behalf of Porsche AG, the Porsche Club Co-ordination would like to congratulate all of the Clubs mentioned on their anniversary. We hope that all Club members will enjoy an active and harmonious Club life in the future and thank them for their many years of loyalty to the Porsche marque.

Your Porsche Club Co-ordination

Porsche AG Worldwide Club Co-ordination

50 Years of the Porsche Club of America/50th Porsche Parade



Porsche Club of America logo

On 13th September 1955, a handful of enthusiasts met up at Blackie's Grill in Alexandria, Virginia. They founded the "Porsche Club of America (PCA)" and immediately sought contact with Porsche to apply for recognition as an official Porsche Club.

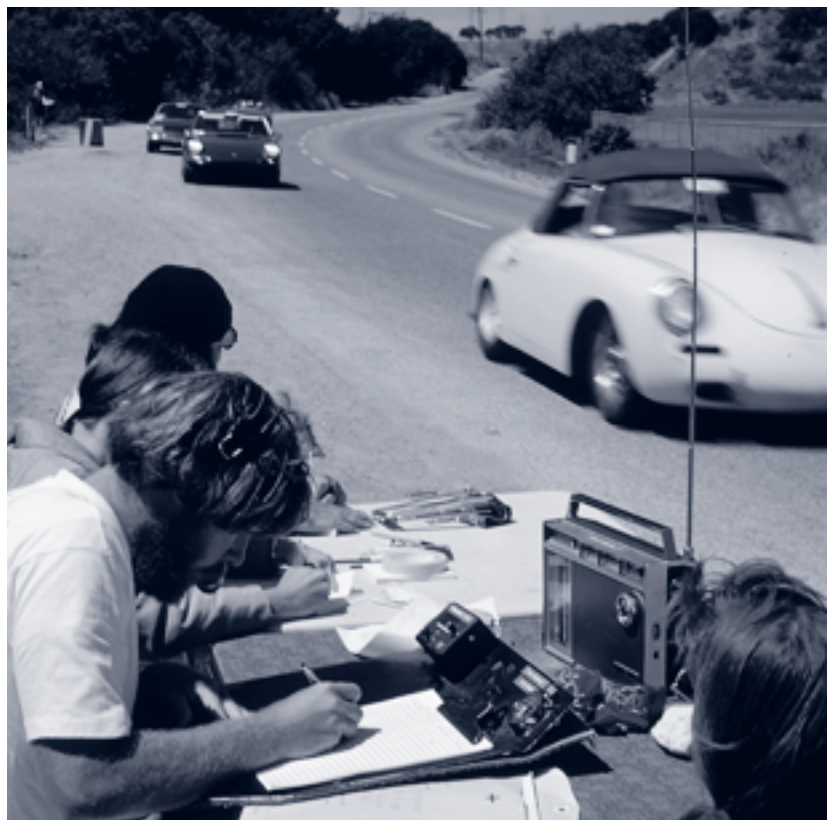
In August 1956, 64 members of the newly established Club then got together for a four-day event in Gaithersburg/Maryland. The term "Porsche Parade", which is now used worldwide, came from an actual parade of participating vehicles through the town of Gaithersburg at the event.

This first gathering turned into a traditional summer event that grew rapidly. By the 1959 Parade, 150 vehicles gathered, and just two years later the number had climbed to around 250. The jubilee Parade in Hershey/Pennsylvania, which was fully booked within three days, is expected to attract 2,000 participants.

The Porsche Club itself has experienced even more impressive development. The 12 founder members have now turned into almost 55,000 members, who are split between 139 regional Clubs. The geographical distribution stretches from Hawaii to Alaska and from Puerto Rico to Canada.



1. USA Parade, Gaithersburgh, Maryland, 1956



Rally at the 18th USA Parade, Monterey, California, 1973



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961



6th USA Parade, Lime Rock, Connecticut, 1961

To mark its golden jubilee, the Porsche Club of America has put together a superlative programme for 2005, culminating in the jubilee Parade in Hershey.

From 25th June to 2nd July 2005, Hershey will become a mecca for national and international Porsche fans. As well as the traditional components of the Parade, which include one of the world's best Porsche Concours d'Élégance, expected to attract several thousand spectators this year, a two-day slalom competition (autocross), various rallies, a host of technical seminars and a range of banquets, to mark the jubilee this year's programme will feature some additional highlights. For example:

- There will actually be a parade through Hershey, which is expected to include more than 500 Porsche vehicles from all eras. This is something that is very rare at Porsche Parades worldwide these days for logistical reasons.



Midnight Sun Rally, Hummerlund, 1955



23rd USA Parade, Aspen, Colorado, 1978

- A special 21,000m² “Porsche Club of America” exhibition, which will revive the history of the Porsche Club of America, the Parade and the Club magazine “Panorama”, decade by decade. Porsche will be contributing several museum vehicles to the special exhibition, and they will be shipped from Stuttgart to the USA just to mark this celebration.

In addition, on the first evening of the Parade, Porsche is inviting all visitors to the “Porsche Anniversary Night”, which will have the theme “Porsche in the 1950s”. Visitors will be able to celebrate into the small hours with live entertainment and numerous guests of honour. However, the absolute highlight of the evening will definitely be the two surprises that Porsche has prepared for the Porsche Club of America as a fitting way to mark the golden jubilee of the world’s largest Porsche

Club. We will report on this further in the Porsche Club News at a later date.

Porsche will also be supporting the organisers of the Parade in setting up the Concours d’Élégance, which will be held on 26.6.2005.

This year, the Clubs are once again planning a comprehensive entertainment programme for children and families at the Parade. The Porsche Club of America is a global pioneer in this area, looking after not only its own future but also the future customers of the Porsche company.

The Club’s dedication is also reflected in the participation of the Porsche family and high-ranking representatives from the Porsche company. This year, the Porsche family will be represented in Hershey by Peter Porsche, his son Daniell and wife Aglaia, Dr. Wolfgang Porsche and his wife Prof. Susanne

Porsche and Oliver Porsche and his wife Claudia. At this point, we ought to mention the fact that over the years the Porsche family’s participation in the Porsche Parade has become a tradition that is highly prized by the Club. For example, Dr. Ferry Porsche attended a USA Parade for the first time back in 1960, Peter Porsche has now been a guest at 27 of the 49 Parades and Dr. Wolfgang Porsche can also look back on 13 visits.

At this year’s event, the Porsche board is expected to be represented by Hans Riedel, Director of Marketing and Sales, while Chief Executive Peter Schwarzenbauer will represent the American subsidiary.

Despite the scale of the event, the Porsche Club of America has no intention of limiting its jubilee celebrations to the Porsche Parade. The Club Committee has prepared an extremely pro-



47th USA Parade, Boise, Idaho, 2002



49th USA Parade, Fort Worth, Texas, 2004

professional "Tool Kit", which will be provided to the 139 regional Clubs to help them and motivate them to organise their own regional festivities.

The "Tool Kit" contains:

- A CD-ROM with the artwork for the jubilee logo the Club has developed (see picture on page 15).
- A DVD with an impressive 35-minute jubilee video, documenting all the important stages in the development of the Club and the Parade.
- A brochure of special jubilee merchandising items.
- An offer for one year's free membership of the International Motor-sports Association (IMFA).
- The 2005 America Le Mans Series (ALMS) racing calendar.

Of course the Club magazine "Panorama", which is also celebrating its 50th anniversary, will be involved, with regular jubilee reports during the year.

Likewise, Porsche itself is not just getting involved in the showpiece Parade. For months, both the national Club Co-ordination at the American subsidiary "Porsche Cars North America" and the central Porsche AG Club Co-ordination have been working closely with the PCA jubilee committee, headed by Ruben Ledesma. As a result, the Porsche PR department will be actively supporting the Club in its publicity efforts relating to the jubilee activities, to increase awareness of the Porsche Club among Porsche owners in the USA and, if possible, to entice them to become members.

Porsche is also developing a special jubilee website for the Club, which will be accessible from the end of April 2005 via a banner on the Porsche homepage at www.porscheusa.com. This website will carry up to date reports on the jubilee activities in the USA and thus provide interesting news for Porsche enthusiasts all over the



49th USA Parade, Fort Worth, Texas, 2004

world. The site will include reports about the jubilee programme, detailed information about the history of the Club and the Parade and a multimedia section with video clips, screensavers, wallpapers etc. After the Parade in July



38th USA Parade, Cincinnati, Ohio, 1993



Children's slalom at the USA Parade

2005, a picture gallery will also be set up, which will contain pictures of the Parade and the museum (virtual museum) for download. It will also be the first place to report on the additional surprises that Porsche has prepared for the Club. So make sure you take a look regularly!

We would like to take this opportunity to offer our sincere congratulations to the Club and its members on their jubilee and thank them for the loyalty to the Porsche marque. We look forward to the next 50 years with all the PCA members and wish them every success with all their activities and of course continuing pleasure with their Porsche vehicles!

At the same time, we should not forget to thank our colleagues at our American subsidiary and here at Porsche AG, who have allowed us to support the Porsche Club of America with their jubilee activities in such a fitting way.

Jutta Aldenhoff
Manager, Worldwide Club Co-ordination, Porsche AG

Porsche Club of America
President: Tom Bobbitt
Tel.: +1 757 259 78 23
E-mail: tom.pca@cox.net

Porsche Design Driver's Selection

For Sport and Fun in the Snow

The piste is laughing. With the versatile Mocean® board and aluminium sledge from the Porsche Design Driver's Selection, every hillside provides pure enjoyment. And skiers can execute fearless downhill turns. The sporty and high quality ski outfit means that you are perfectly equipped for all weather conditions – while retaining the necessary freedom of movement for sport and fun in the snow.

A wild ride on snow and water: Mocean® board

Versatile leisure enjoyment: The Mocean® board, with its high-performance thermoplastic shell can be used for tobogganing in the winter and (without the two detachable aluminium brakes) as a body board for riding the waves in the summer. The inlaid foam fibre ensures optimum damping. The TÜV tested board (up to 90 kilograms body weight) includes a cord and leash and has an anti-slip surface for a safe ride. Dimensions: 110 x 50 x 8 cm.



Further information about the full range of products from the Porsche Design Driver's Selection and our current catalogue are available from your local Porsche partner or on the Internet at www.porsche.com

Not just when it's icy cold: Ski Techno Windstopper

The right clothing makes a great day of skiing absolutely perfect. The black and yellow Ski Techno Windstopper provides optimum comfort. The hood, which can be stored inside the collar, and the fleece scarf – both detachable – protect you against inclement conditions. Thanks to the innovative mix of nylon and polyester materials, the elastic high-tech ski jacket defies the wind and is water-resistant and breathable. The polyester inner lining includes Schoeller ComfortTemp® for temperature regulation. Practical accessories: The adjustable sleeves and waistband and the four outside pockets including a sleeve pocket for your ski pass.



Every turn feels perfect: Ski Jeans GORE-TEX®

Leisure look for the mogul slopes: The modern jeans-look ski trousers with high waistband at the back are perfect for any slope. The high quality material with GORE-TEX® membrane is breathable as well as being wind and water-

proof. Schoeller ComfortTemp® is partially used for temperature regulation. The pre-formed knees guarantee optimum freedom of movement and ensure that every turn feels perfect. The elastic braces are detachable. The elasticated snow trap on the legs means that the feet stay dry. A zip fastening allows you to comfortably put the trousers on over ski boots. The fleece inner trousers can be worn on their own, giving you the ultimate in variety and choice.

Perfect for downhill: Porsche aluminium sledge

The TÜV tested aluminium sledge with steel runners provides high-speed enjoyment on any slope – up to a body weight of 120 kg. It consists of three main sections, which can easily be dismantled using quick release clamps and transported in the carrying case supplied. The seat is made of fabric and the Porsche lettering is embossed on the central bar. Dimensions: 102 x 30 x 46 cm.



Porsche Tequipment

Complete Summer Wheel Sets

Constructed to provide extreme agility and safety and designed for high speeds: the wheel and tyre combinations from Porsche Tequipment. They are only sold after extensive testing. The tyres from all Tequipment complete wheel sets are marked with an "N" on the sidewall of the tyre, the so-called N specification. This denotes tyres that are produced to Porsche specifications and specially adapted for the driving properties of Porsche vehicles. Tyres of the same dimensions without the N specification will not necessarily offer optimum driving properties.

19 inch Carrera Classic Complete Summer Wheel Set for 911 (997) and Boxster (987)



Part number for Boxster (987): 987 044 602 01
 Part number for 911 (997):
 Without TPMS*: 997 044 602 01
 With TPMS*: 997 044 602 02

More power, more performance, more driving pleasure: For the new generation of the Porsche 911, matching tyres with a larger rolling circumference have been developed. For the first time, 19-inch wheels are now available for the 911 and the Boxster. The 19-inch Carrera Classic complete

summer wheel set has an attractive traditional five-spoke design.

19 inch SportDesign Complete Summer Wheel Set for 911 (997) and Boxster (987)



Part number for Boxster (987): 987 044 602 03
 Part number for 911 (997):
 Without TPMS*: 997 044 602 03
 With TPMS*: 997 044 602 04

The four-spoke construction of the 19-inch SportDesign complete summer wheel set for the new 911 and the new Boxster is a clear link to the world of motorsport.

18 inch GT3 Complete Summer Wheel Set for 911 (996)



Part number: 000 044 602 01

The extremely sporty, weight-optimised design of the 18-inch GT3 wheel has outstanding strength properties. With 295 tyres, the 11-inch wide rear axle rim ensures total exterior compactness on the 911 Carrera and 911 Carrera 4.

20 inch SportTechno Complete Summer Wheel Set for Cayenne



Part number
 Without TPMS*: 955 044 602 13
 With TPMS*: 955 044 602 14

The 20-inch SportTechno complete summer wheel set with 10-inch rear axle rim is notable both for the SportTechno rim design and for the broader dimensions on the rear axle. This is a combination that underlines the powerful look and high demands of the Cayenne.

*TPMS: Tyre pressure monitoring system, 433 MHz

Further information about the range of complete summer wheels from Porsche Tequipment is available from your Porsche partner or on the Internet at www.porsche.com