

Editorial

Dear Porsche Club Presidents, Dear Porsche Club Members,

To drive a Porsche is to live and experience the Porsche brand. And where better to do just that than at the large number of Porsche Club events held all over the world.

Thinking back over the events of the summer season 2008, the significance of the Club events for the Porsche brand becomes abundantly clear. No other platform brings so many Porsche lovers and brand enthusiasts together to indulge their passion for Porsche products.

Porsche Club Coordination not only helped organize many of the national and international events, but was also represented in person by Porsche Club Coordination employees. The "head office" in Ludwigsburg was deserted for a time, as all our Club Coordinators were out and about all around the world.

The moments we shared with you at these events were as diverse as the character of the events themselves. The memories of Le Mans Classic, organized with the help of Porsche Club Coordination, will be with us for many years to come. We can also look back on fond

memories of the Porsche USA Parade in Charlotte, North Carolina, where the streets of the city were completely taken over in the truest sense of the word. Hans-Peter Porsche celebrated his 30th visit to the Porsche USA Parade this year, proving that Porsche Club members are not the only loyal fans of the brand. Hans-Peter Porsche won an astoundingly high level of support for the Porsche Club of America at the event. Together with a team comprising the Managing Board of Porsche Club of America, representatives of Porsche AG and Porsche Cars North America, he took his position in the race simulator for the "Zone Challenge".

Mathias Menner and Sandra Mayr describe the Porsche Parade in Suzuka as a truly amazing experience. The Porsche Club of Japan invited a real "Geisha" to join in the celebrations – a unique experience even for our Japanese friends. Alongside the museum vehicles brought from Zuffenhausen by Klaus Bischof, the Geisha was without a doubt one of the most photographed attractions at the event. As the celebrations drew to a close in a karaoke bar, the Club Coordi-



nation team were called on to sing a repertoire of German songs together with their Japanese hosts way into the night.

The 2008 season has proven once again how valuable and unique the Porsche Club world is. Nowhere else do so many dedicated enthusiasts meet up for the good of the group and allow others to take part in the fun as a matter of course.

We would like to take this opportunity to thank all organisers, helpers, collaborators and participants once again for this exciting and jam-packed summer and the wide range of unique experiences.

We wish you success for the rest of the season!

Your Worldwide Porsche Club Coordination Team

Sandra Mayr
Alexander E. Klein
Anne Philipp
Mathias Menner
Paul Gregor

