



PORSCHE



December 2009

Porsche Club

News 5/09

Editorial

Dear Porsche Club members and Porsche enthusiasts

The past year has without a doubt been one of the most eventful in the 60-plus year history of Porsche. A lot happened all at once in 2009 — the slump in the global economy, the change in management at Porsche and finally the decision to create a new, integrated automobile group together with Volkswagen.

The fact that Porsche is in a better position than most other car manufacturers around the world at the end of this year of upheaval is not least thanks to the unwavering support of our Club members. I am certain that my father, Ferry Porsche, would have been enthused by your steadfast commitment to championing the fascination and uniqueness of the Porsche brand. Porsche Clubs around the world honoured his memory on his 100th birthday, which he would have celebrated this year. To name just one example, Porsche Club Great Britain organised a memorial visit to Zell am See, the ancestral home of the Porsche family.

During his lifetime my father often talked of a four-door Porsche sports car. Now his dream is finally being fulfilled in the form of the new Panamera, without doubt yet another milestone in the Porsche success story. This fascinating Gran Turismo, which combines uncompromised sporty driving dynamics with the luxurious ride comfort of a high-class sedan, sets new standards in its market segment. The new model also achieves exemplary consumption figures within its performance class thanks to the use of highly innovative technology and extremely efficient engines. The Panamera sparked huge interest and an overwhelmingly positive response among guests at our exclusive Club evening held during the International Motor Show (IAA) in Frankfurt, and went on to win the prestigious “Goldene Lenkrad” award from AutoBild, the “Most

Wanted Award” from the American online magazine Inside Line and the titles of “Car of the Year” and “Dynamicist of the Year” from UK specialist magazine Vehicle Dynamics International — all evidence that the engineers and designers at Porsche have scored a major hit with this latest model. It’s no coincidence that the 2009 US Porsche Parade has already been dubbed the “Panamera Parade”.

With its four series, Porsche is now excellently positioned to meet the challenges of the future. However, this does not mean that we have forgotten our roots and the proud tradition of the Porsche sports car brand. In January we celebrated the opening of the new Porsche Museum. This new building with its spectacular architecture is home to a wealth of historical and contemporary information relating to our brand and gives everyone the chance to experience the allure of Porsche at first hand. With around 80 vehicles on display from more than six decades, the museum has since become a place of pilgrimage for Porsche enthusiasts from all over the world. More than 450,000 visitors have been to see the exhibition so far — a number that has exceeded all our expectations.

The particular fascination that our brand inspires is also frequently reflected in our Club events. At the end of this year we can once again look back on many highlights. To name just a few, there was the big Porsche Club Deutschland meeting at the Hamburg fish market and the 54th US Porsche Parade in Keystone, Colorado, with 1700 participants. And it was fitting that on the 60th anniversary of the Porsche 356 world premiere in Geneva, the international Porsche 356 meet took place in Montreux on Lake Geneva. The list of events and parades goes on and on. I would like to thank all those who hel-



**Dr. Wolfgang Porsche,
Chairman of the Supervisory Board**

ped organise and run these meets and I am already looking forward to next year’s Club events.

Let us look to the future together. We have a lot more planned, but throughout all this Porsche will still remain Porsche. The fascination of the Porsche legend is here to stay. I can promise you that. It would give me great pleasure to be able to count on your continued support. For if true Porsche fans hold together in the future as they have up until now, we will see new chapters written in the Porsche success story. I do not just believe this; I know it to be true.

**Kind regards
Dr. Wolfgang Porsche
Chairman of the Supervisory Board
Dr. Ing. h.c. F. Porsche AG**



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To make it easier for us to produce the Porsche Club News, we ask you to let us have your contributions by E-mail. Please attach text contributions as a Word file. We prefer you to save your pictures in **Tiff format**, otherwise in JPEG format (minimum resolution **300 dpi**, at an actual size of at least **13 cm width**, as RGB or CMYK). Make sure there is **no "pixelation"** in the pictures and **do not** save the pictures as indexed colours (Web colour scale). We regret that we cannot process Word files or Powerpoint presentations containing embedded images to printable quality.

Your editorial team

Porsche Club News on the web:

The latest Porsche Club News and the archived back issues from issue 1/99 are available on the Internet under: www.porsche.com

Your team at Porsche Club Coordination:

Sandra Mayr
Alexander E. Klein
Claudia Schäffner
Mathias Menner
Paul Gregor

Tel.: +49 (0)711 911-7 80 14
Tel.: +49 (0)711 911-7 89 67
Tel.: +49 (0)711 911-7 83 97
Tel.: +49 (0)711 911-7 83 07
Tel.: +49 (0)711 911-7 89 68

Fax: +49 (0)711 911-7 89 89

E-mail: Sandra.Mayr@porsche.de
E-mail: Alexander.Klein@porsche.de
E-mail: Claudia.Schaeffner@porsche.de
E-mail: Mathias.Menner@porsche.de
E-mail: Paul.Gregor@porsche.de

Club E-mail: porsche.club@porsche.de

Editorial:
Alexander E. Klein, Club Coordination

Layout and design:
Büro Linientreu
Büro für Gestaltung, Stuttgart

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Authors of the contributions
Porsche AG

Dr. Ing. h.c. F. Porsche
Aktiengesellschaft
Porschestra. 15-19
D-71634 Ludwigsburg
Germany
www.porsche.com

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1. News from Porsche AG

New edition of the world's most successful racing car

World debut in Frankfurt: The new Porsche 911 GT3 Cup



**Honed for the 2010 season:
The new GT3 Cup**

Stronger, wider, faster – the new version of the Porsche 911 GT3 Cup offers its many customers the world over even greater value than ever before. The successor to the best-selling racing car of all time built in a production series of more than 1400 units is based for the first time on the 911 GT3 RS, with the weight of the racing model reduced significantly versus the lightweight road-going version. This is the first GT3 Cup to feature the 44-millimetre (1.73") wider body at the rear, providing sufficient space for even larger wheels. Wider wheel arches also at the front clearly show that the front wheels are likewise new. Engine capacity is up by 0.2 litres over the former model; engine output is 30 bhp more than before.

The most important facts and figures: 3.8-litre six-cylinder horizontally opposed power unit developing 450 bhp (331 kW), sequential six-speed manual gearbox, weight 1200 kg (2646 lb), racing version of the 911 GT3 RS.

The new GT3 Cup is clearly recognisable at very first sight through the special looks and design of the front end. The striking daytime driving lights come

straight from the current generation of the 911, the front body panels are the same as on the 911 GT3 RS. The front spoiler lip is however 15 millimetres or almost 0.6" lower to provide significantly more downforce on the front axle. Downforce on the rear axle is also increased by the rear wing extended in width from 1.46 to 1.70 metres (57.5 to 66.9") and fitted higher up as a feature carried over from the even faster 911 GT3 Cup S in international FIA GT3 racing. The rear air dam with its striking air vent openings as well as the rear lights in LED technology, in turn, come straight from the road model.

The power unit featured in the new 911 GT3 Cup is largely identical to the production engine in the 911 GT3 RS — same output of 450 bhp and same maximum engine speed of 8500 rpm. Capacity of the Cup engine, however, is up from 3.6 litres on the former model to 3.8 litres on the new car, helping to increase engine power by 30 bhp. A racing exhaust system with a fully controlled catalytic converter helps to reduce harmful emissions to a minimum.

As an exclusive feature in the Porsche Mobil1 Supercup held on the occasion of the FIA Formula 1 World Championship races, the new 911 GT3 Cup comes with a modified, special exhaust system offering an even more dynamic and muscular sound. Another feature exclusive to the Supercup version is PCCB Porsche Ceramic Composite Brakes also available on Porsche's road model. Compared with the composite cast brake discs featured on the Carrera Cup cars, this reduces the weight of the car by approximately 20 kg or 44 lb.

The wheel arches wider at the front and the flared wheel arches at the rear pro-

vide ample space for even wider wheels. Hence, the front axle comes with three-piece light-alloy rims measuring 9.5 J x 18 (previously 9 J x 18) and running on 24/64-18 Michelin racing tyres. The three-piece light-alloy rims on the rear axle are up by one inch in width, now measuring 12 J x 18 and running on 27/68-18 tyres. Additional Unibal joints are featured on the track control arms and the sword-shaped anti-roll bars front and rear are now adjustable to seven different positions on both sides, allowing an even more precise set-up of the car in accordance with the respective race track.

The cockpit of the new 911 GT3 Cup caters even more than before for the specific needs of the driver. An additional vent in the upper part of the front lid, for example, provides the driver with an even better supply of fresh air. The controls for the Info Display are now positioned directly on the steering wheel housing a total of six switches. And in addition to fore-and-aft adjustment, the steering wheel may now also be adjusted for height as on the regular production car. The new Porsche 911 GT3 Cup available exclusively in Carrara White will be delivered to customers as of the end of October. In the upcoming season it will be raced in no less than seven cup trophies — not only in the Porsche Mobil1 Supercup on the occasion of Formula 1 races, but also in the Porsche Carrera Cups in Germany, Asia, Japan and Italy, as well as the GT3 Cup Challenges in the USA and the Middle East. The Euro base-price is EUR 149,850 without value-added tax.

Public relations and press
Motorsport

Porsche Deutschland

Plenty of optimism following the IAA

A total of 1200 consultancy meetings resulting from genuine sales interest, 2200 VIP guests at eight exclusive evening events and a huge volume of positive feedback — the 63rd International Motor Show (IAA) in Frankfurt was a great success for Porsche Deutschland.



A real powerhouse: The Porsche exhibition team

It was all go at the Porsche stand in hall 5. The many visitors stood cheek to cheek around the 23 vehicles on show, with the Panamera, 911 Sport Classic, 911 Turbo and 911 GT3 RS receiving some particularly close attention as they made their exhibition debut. “We put on a truly cracking display of models for our guests and the interest from visitors was huge. It often seemed like every single one of the 850,000 visitors to the IAA wanted to catch a glimpse of the Porsche stand”, says Bernhard Maier. The Chairman of Porsche Deutschland GmbH summed up the IAA on a positive note: “If the market picks up then Porsche will be ready; both in Germany and across the rest of the world. I’ve got a good feeling about our current model range. In short, we are feeling optimistic.”

The Panamera provided the focal point at the IAA. The fourth model series made a fantastic start at its European premiere — more than 4500 orders have already

been placed across the globe. “We are incredibly pleased with this figure in these difficult times”, stresses Maier. The brand’s success at the world’s most important motor show was underlined by the number of visitors to the Porsche stand, which remained at the same high level recorded in 2007. Around 40 Porsche Deutschland employees were on hand to help in Frankfurt, conducting more than 1200 consultancy meetings with exhibition visitors who had expres-

sed definite sales interest. Our task now is to transform this interest into customers. “We will systematically contact each individual that showed interest in order to secure as many sales as possible. The German sales organisation has already been provided with the details of all interested parties and will use our qualification criteria to obtain the best possible results”, Maier continues.

The German dealer organisation made use of the extraordinary exhibition atmosphere to host eight exclusive evening events. These events provided around 2200 guests from all the Porsche Centres across Germany with the opportunity to experience the fascination of the Porsche brand as close as it gets. “Boosting the power output and performance of a vehicle, increasing its ride quality and suitability for everyday use while also reducing fuel consumption and emissions does not have to be a contradiction in terms”, says Maier, describing the Porsche philosophy. “It is a challenge that needs to be invested in. This means financially of course, but also more importantly investing one’s heart and soul, and having the courage to question the status quo”. This is Porsche’s lifeline, even when times are hard.

Carrera issue 10/09



Under the spotlight: Models make their world premiere

Porsche Service

Porsche Dynamic Repair — alternative repair methods for minor damage

Porsche Dynamic Repair is a new service product that has been available at Porsche workshops around the world since September 2009. The service covers the removal of dents, paint damage, scratches in the interior and on the alloy wheels, and windscreen chips.

You drive a Porsche, something that you have always dreamed of. A Porsche offers unrivalled design, driving pleasure and, of course, performance. Porsche Dynamic Repair from Porsche Service provides alternative repair methods to help you safeguard your dream. Whether a stone chips your windscreen, the bodywork is dented, the paint work scratched or the leather interior ripped — our specially trained staff will always try to repair parts instead of simply replacing them. This saves time and has less of an impact on your wallet and the planet's resources — after all minor damage can be enough of a nuisance in it-

self. Such damage is usually caused by external factors such as chips, hail and ordinary wear and tear, and not only tarnishes the appearance of the car, but also ruins the pleasure of driving and affects the vehicle's value. Porsche Dynamic Repair helps ensure that this value is maintained as much as possible and your Porsche contains all of its original parts. Thanks to the top-quality repair procedures used, any evidence of damage is kept to a minimum, if it can be seen at all! Your car will look almost as good as new — both inside and out. We hope that this will enable you to enjoy your vehicle for as long as

possible, right down to the very last detail. However, if you don't believe that these methods will be suitable for your car, we will be happy to perform repairs using Porsche original parts.

After Sales Marketing
Porsche AG

Links:

www.porsche.com > **Country Selector Portal > Personalization and Service > Porsche Service > AfterSales Service > Dynamic Repair**



The Porsche Centre will happily provide assistance even for trivial damage

Porsche Service

New approved winter tyres for Classic vehicles and Youngtimers

Porsche is one of only a few car manufacturers to carry out intensive tyre development and testing and regularly issues lists of manufacturer-approved summer and winter tyres for all new vehicles.

However, tyre design as well as tread patterns and rubber compounds change over time, and certain types of tyres are discontinued, while new tyres come on the market.

In order to recommend tyres for drivers of Classic Porsche cars, Porsche also issues lists of approved tyres at regular intervals for Classic vehicles and youngtimers.

The main objective here is to ensure that drivers of a Classic Porsche always get the very best from their car in all weather conditions and are not "left stranded" on ice and snow.



A Classic 911 on the test track in Rovaniemi

For the 2009/2010 winter tyre season, we have therefore updated the list of approved winter tyres for the 914,

924, 944, 968, 928, 911, 964, 993 and 996.

For this purpose, more than 100 different sets of tyres were tested in the most varied disciplines on the relevant original vehicles at wintry outside temperatures in snow as well as on wet and dry roads.

The results of the tests are listed as approved winter tyres on the Porsche homepage at www.porsche.com > Country Selector Portal > Personalization and Service > Porsche Service > Tire and wheel approvals



Porsche tests a wide array of winter tyres

After Sales Technical Services
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Please visit www.porsche.com/service for further information.

Centre of Excellence

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2. News from the Club Coordination team

Porsche Club of America

Monterey Historics 2009

For one week each year, the beautiful area around Monterey, California, becomes the centre of the car enthusiasts' universe for the Monterey Classic Car Week. The wide array of events held during the course of the week culminates in the world-famous Pebble Beach and the Monterey Historic Races.

While the Concours d'Elegance at Pebble Beach has become a set date in the calendar of all Classic enthusiasts who like to see exquisite vehicles being judged by an outstanding jury, the Monterey Historic Automobile Races have become something of a Mecca for fans of historic motorsports. Even more so this year, as Porsche was the featured marque in the Monterey Historic Race and the entire motorsports event was swathed in the logo of the Stuttgart-based sports car manufacturer.

As such it was only fitting that Porsche Cars North America (PCNA) should choose this opportunity to organise the first public presentation of the new



The first public unveiling of the Panamera in the USA

Panamera to US sports car fans. Club members had already had a sneak preview back at the Porsche Parade in the USA. A purpose-built Porsche Centre was constructed by PCNA on the event

area, where 150 Porsche Club members received a warm welcome from racing legend Hurley Haywood and Porsche chief designer Michael Mauer, who was on hand to explain all the technical innovations and the new design concept of the fourth Porsche series to the excited members.



Four's a winner: The presentation tent for the four-door fourth series

Following this, the guests were free to inspect the various Panamera models and take the vehicles for a 30-minute test drive. The ensuing waiting time provided the perfect opportunity to ask the "Panamera Ambassadors" a whole host of questions, ensuring that the Club members were well-prepared to enjoy their drive along the picturesque coastline to the full.

The following day, the Porsche Club of America threw a welcome party for around 600 of its members who spent a very enjoyable evening with an array

of Porsche exhibitions and vehicles on display. Kurt Gibson (Club President), Detlev von Platen (Chief Executive of PCNA), Michael Mauer (Porsche Chief Designer) and George von Gehr (Monterey Bay Region President) thanked the Club members for turning up in force and their continued support for the Porsche brand.

The weekend saw Porsche Club members converge on the special parking area at the Laguna Seca Raceway to showcase their cars.

This event proved immensely popular, with over 600 Porsche cars carefully parked by model surrounding the Porsche Hospitality tent. In addition to the impressive collection of Porsche sports cars on display, Club members were also treated to a truly fantastic array of historic Porsche racing cars in the pit lane and on the track.

The Porsche Museum alone contributed showcased models from Germany and Porsche Motorsport North America (PMNA) put on an impressive display of current racing cars and interesting technical exhibits.

A total of 230 Porsche Club members who displayed their cars at the special parking area were given the opportunity to round off the weekend in glorious fashion by driving around the Laguna Seca Raceway in their own cars — leaving many with a lasting memory of taking the infamous “corkscrew” under their own steam.

None of the above would have been possible were it not for the tireless efforts of Prescott Kelly, Angie and Kurt Gibson, Ginger Mutoza, Sharon Neidel and countless volunteers who all wor-



ked together to make the Monterey Classic Car Week an unforgettable event for Porsche Club members from all over the world.



**Porsche AG
Paul Gregor
Club Coordination**



The Panamera brings smiles all round at Porsche and among Porsche Club representatives (from left to right: Paul Gregor, Michael Mauer, Kurt Gibson)

Porsche Club Great Britain

Porsche Early Years Tour 2009

This is the third time that the Porsche Club Great Britain has organised this special touring event for its members — a real opportunity to drive your Porsche along some beautiful roads and to enjoy the company of other Porsche members. The tour takes members to some of the places associated with the Porsche legend. 2009 was a special year being the 100th anniversary of the birth of Ferry Porsche.

Our tour started at Dunkirk, France and took us to the Nürburgring Nordschleife, where all Porsche chassis are tested. From here, we drove to the Allgäu region and then on to Zell am See in Austria, where the Porsche Design Studio opened its doors to showcase the wonderful things they design there. We then continued on to the Porsche family home in Schüttgut, where we had arranged to hold a short ceremony and to lay a wreath on the tomb of Ferry Porsche in the family Mausoleum on behalf of Porsche Club Great Britain.

The next day we drove along the Großglockner mountain road, where Porsche cars used to be tested for their climbing ability and braking performance. This year with no early snowfall, we were able to scale the Edelweißspitze and left a Porsche Club Great Britain emblem to join the other stickers there. Arriving in

Gmünd—the birthplace of the Porsche No. 1—we continued our Porsche tour and stayed at the venerable Gasthof Kohlmayr, where many Porsche workers and the Porsche family stayed when production took place in Austria. The Pfeifhofer Porsche Automuseum, which is housed in one of the last buildings of the first Porsche plant, proved well worth a visit.

The following day saw us drive back to Stuttgart to meet up with the second Porsche Club Great Britain group, who had been on a tour of the factory and driven directly to Stuttgart. Together we went to Schloss Solitude for a gala dinner, with honoured guests the likes of Hans Mezger, Peter Falk, Herbert Linge, Manfred Jantke and Norbert Singer. The real highlight of the evening was the new Porsche Panamera, presented by Porsche Club Coordination.

Saturday, 19th of September 2009 being the actual day of the anniversary was our day to visit the new Porsche Museum for the first time and the special exhibition in honour of Ferry Porsche. The museum had a total of seven cars owned by Ferry Porsche on display, including three “birthday cars” given to him as a present by his employees on anniversaries. Forming part of this special exhibition was a Porsche 356/2 “Keibl Cabriolet”, never before displayed in public. This car heralded the start of series production of Porsche sports cars in 1948. Never-before-seen photos and personal documents and belongings from the company’s archives provided us with a glimpse into the business and personal life of Ferry Porsche. So much contemporary architecture, so much history and so many legendary exhibits concentrated in one place left us speechless. The day was rounded off with a detour via the Porsche Villa to the former Solitude Grand Prix race track, providing us with us even more lasting impressions of Porsche. The last night was spent in Rheims, France, another location specifically chosen for its Porsche associations. This is where the high-quality Porsche Champagne is pressed and we were able to sample the exquisite bubbly during the course of the evening. We toasted not only the superbly organised tour steeped in history, but also our Classic Porsche cars that had taken us all those kilometres without a single complaint.

Robin Walker, Tour Leader
Porsche Club Great Britain

Contact:
Porsche Club Great Britain
Martyn Molyneux
chairman@porscheclubgb.com



Porsche Club members at the Porsche Design Studio in Zell am See, Austria

3. Club Management

New member joins Porsche Club Coordination team



Claudia Schöffner

We are delighted to introduce a new member of the worldwide Porsche Club Coordination team. Claudia Schöffner joined Sandra Mayr's team on 1st of November 2009 and will be taking over from Andrea Hickethier, who has moved to the Porsche Sport Driving School.

The enthusiastic golf player has always had a soft spot for sports cars, particularly those from Zuffenhausen. Even as a child, Claudia Schöffner remembers playing more with her brothers' cars and their Carrera race track than with her

dolls. "I loved the fact that the cars could be controlled remotely. Driving on long journeys with my dad, another keen driver, I experienced the fascination with cars first hand. I used to stand between the rear seats and begged him to put his foot down! And one day when I was six, I announced that I wanted my own Porsche when I was older..."

In her role as project manager, Claudia Schöffner organised driving courses on national and international race tracks for the Porsche Sport Driving School for 29 years. She was also responsible for organizing large events such as the Tennis Cup or the Porsche Golf Cup.

Many of the events put her in regular contact with the Porsche Club scene, something that will stand her in good stead for her new position.

In total, Claudia Schöffner has greeted over 20,000 clients in person. She is keen to apply this level of client proximity and her wealth of experience in customer service to her new role, which will see her take over responsibility for the co-ordination of Porsche Clubs in Europe, South Africa and the Middle East.

Together with the Porsche Club Coordination team, she is very much looking forward to sharing her enthusiasm for Porsche with the Porsche Club world.



New editor for Porsche Club News

At the same time that Claudia Schöffner started her new role, we saw a change in editorial responsibility for the Porsche Club News. Alexander E. Klein will be taking over as editor from this issue onwards. He will of course also remain responsible for the worldwide coordination of all Porsche Classic Clubs.

Porsche Club evening at the 63rd International Motor Show — 21.09.2009

The International Motor Show (IAA) in Frankfurt has always been the motor show for car enthusiasts. Premium manufacturers regularly use the biennial event to pull a rabbit or two out of their hats, regularly surprising visitors with impressive exhibitions stands and a cracking display of fascinating new vehicle models. This heady mix of innovation, technology and performance, all with a focus on safeguarding natural resources, generates a very unique “IAA” atmosphere that attracts visitors from across the globe. Knowing full well that their customers will be interested, Porsche Club Coordination offers members of official Porsche Clubs an exclusive opportunity to marvel at all the Porsche products on display at first hand, away from the usual hustle and bustle of the motor show. The IAA Porsche Club evening shows off highlights in more intimate surroundings — without the jostling and standing around and with plenty of space to linger, take a seat behind the wheel, absorb information and enjoy the products.

Presenter Eve Scheer opened this year's Porsche Club evening in grand style, introducing the two hosts for the evening, head of International Porsche Club Coordination, Ms Sandra Mayr, and head of Marketing at Porsche Deutschland, Mr Klaus Zellmer. In her speech, Sandra Mayr expressed her pleasure at the high level of interest in the Porsche Club evening and revealed that the maximum number of guests had been limited by the motor show to 350 for safety reasons. She added that Club members from six different countries had applied — among them members from the USA. After announcing another highlight in the international Porsche Club calendar—the Porsche Parade Europe, which will take place from 3rd to 6th of June 2010 in Vienna—Sandra Mayr finished by thanking the Porsche Club members for their commitment and loyalty around the world.

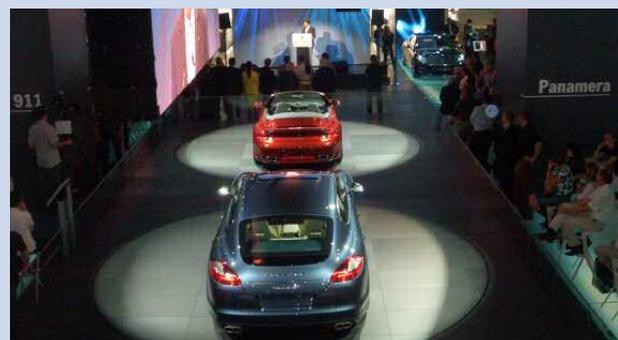
Following a multimedia-based light and sound show starring the Porsche Panamera, Porsche 911 Turbo and Porsche 911 GT3 RS, Klaus Zellmer reported that sales figures at Porsche Deutschland were showing a moderate recovery and described the impressive technical data and developments in the new models. The Club members were then able to sample the delights of the Porsche catering before talking shop among the various vehicles with the sales advisers.

The impressive evening was rounded off by a rousing live band who lured many of the Club members onto the dance floor (without disrupting any shop talk of course), providing an exhilarating end to the IAA Club evening.

Porsche AG
Alexander E. Klein
Club Coordination



Sandra Mayr opens the IAA Club evening



The highlight show put on exclusively for Club members

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.

www.michelin.com





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 design

A truly sporty affair



Harmonious total concept: All parts in the SportDesign package for the Boxster models are finely tuned to each other and reduce lift

As the sports car among the roadsters, the Boxster provides pure driving pleasure — with its nimble mid-engine, it conquers both the road and the hearts of Porsche fans. And it's been this way since 1996.

Now you can turn your dream of a Boxster with even more character and sportiness into a reality. Available from Porsche Tequipment as of January 2010, the new SportDesign package is a true highlight and has been developed, tested and configured by Porsche

engineers and designers with an eye on the whole vehicle. Kitted out with the new package, the Boxster is even more striking. And even more unmistakable. The SportDesign package encompasses a self-contained front trim that includes extra spoiler lip, plus a new rear spoiler that extends automatically and is even visible when retracted. This spoiler not only enhances the sporty character of all Boxster models, but also reduces the lift on the front and rear axles. As well as being visually stunning, all products in the Porsche Tequipment range



Striking design: The self-contained front trim with all-round spoiler lip

are technically impressive too, so you can be sure that these are far more than just accessories. And perhaps most importantly, they form part of a harmonious total concept that meets the Porsche quality standards in terms of both functionality and durability.

Drivers will also be pleased to hear that the warranty remains fully valid, whichever Tequipment parts they have retrofitted by their Porsche partner.

Exclusive & Tequipment Sales
Porsche AG

Even sportier: The new automatically extending rear spoiler



Further information on the complete Porsche Tequipment product range and the current Tequipment catalogues can be obtained from your Porsche partner or on the Internet at www.porsche.com. Please also visit our online shop at this address for a choice of selected Tequipment products.



Please visit www.porsche.com for further information.

**You know one of the interior designers very well.
It's you.**

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

The winter highlights of the 2010 Porsche Driving Experience: Fancy driving your Porsche in the snow at minus 15°C? We warmly recommend it.

Porsche Camp4 Finland

Take this opportunity to practise techniques for ice and snow driving under controlled conditions at the Arctic Driving Centre test track in Rovaniemi. After being briefed on the basics of vehicle 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 driving techniques, which you can then try for yourself.

Dates

January and February 2010

Contact

Tel.: +49 (0)711 911-78155

E-mail:

travel.club@porsche.de

Camp Austria

Are you a winter sports enthusiast? Then why not try manoeuvring a Porsche across snow and ice? Discover how to remain in full control while driving across snow and ice as part of a two-day training course led by instructors from the Porsche Sport Driving School. Experience the thrill for yourself — at the Alpine Driving Centre in Lungau, Austria. You'll be staying at the cosy 4-star Hotel Steiner in Obertauern.

Dates

15–17/01/2010, 17–19/01/2010
19–21/01/2010, 21–23/01/2010

Contact

Tel.: +49 (0)711 911-78683

E-mail:

sportdrivingschool@porsche.de



Driving pleasure and safety: The Porsche Sport Driving School

Classic restoration seminar at the Porsche Museum

Restoring a Porsche Classic in the museum workshop

For the first time ever, the Porsche Museum is offering visitors the opportunity to come and experience motoring history in person by helping to restore a historic Porsche car.

Workshops will provide participants with an in-depth understanding of professional maintenance and repair work on a rare Porsche 911 Clubsport produced in 1985. Under the supervision of a Porsche expert, visitors will even be given the opportunity to screw together and fit parts of the 231 bhp pre-production car themselves. Following the restoration, the Porsche Classic car will be unveiled as part of the museum's exhibition and showcased in the "rolling museum".

Dates

Anyone interested in witnessing the step-by-step restoration of the Porsche 911 Clubsport can do so by attending all of the courses. Participants can also sign up for individual courses.

Assembly course

Wednesday 24/02/2010 or
Sunday 28/02/2010
from 4:00 PM to 6:00 PM.

Participants will work alongside the Porsche experts to restore the car. This course will introduce participants to the most exciting step in the automotive production process — uniting the body sheet metal and the drive to form a single unit.

Complete production course

Wednesday 21/04/2010 or
Sunday 25/04/2010
from 4:00 PM to 6:00 PM.



Improve your eye for detail at the Porsche Museum workshop

During this course, participants will check their restoration work under the supervision of a Porsche expert. We will also demonstrate how all the parts are tested for functionality. Following installation of the seats, the engine will be started for the first time following restoration.

Price

Per course:
EUR 80 per person

Maximum number of participants:

10 people per course

Duration:

120 minutes per course

Minimum age:

18 years

Note:

An exhibition visit is included in the price. Workshop overalls are not provided. We recommend that participants wear durable clothing such as jeans and sturdy shoes.

Contact and registration

The Porsche Museum visitors' service will be happy to take registrations and answer any questions you may have:

Tel.: +49 (0)711 911-20911
or E-mail:
info.museum@porsche.de

When registering, please do not forget to state which Porsche Club you are a member of.



Home, Stuttgart-Zuffenhausen.

Porscheplatz.

That says it all.

The Porsche Museum.

More info at www.porsche.com/museum



PORSCHE

Porsche Classic

New Porsche original parts

We currently offer over 35,000 Porsche Classic original parts and this stock is continuously checked and updated. Porsche Classic constantly strives to bridge gaps in its spare parts range.

This process involves continuously monitoring the market and determining the need for reissued parts. A team of experts sifts through relevant documentation in the Porsche archive and checks the condition of the original tools required to manufacture the reissued parts.

This is where Porsche Classic benefits from its close relationship with outside suppliers. Producing Classic original

parts is a costly process for outside suppliers (as it involves storing, maintaining and operating old, large and complex tools) and the volumes required are small.

All this highlights the effort that goes in to the reissue of parts. And yet Porsche Classic takes this process one step further. The Porsche Classic original parts must fulfil the same quality standards as the spare parts for current cars. All safety-relevant parts undergo extensive tests at the Porsche Development Centre in Weissach. Only once a reissued original part has passed these tests is it added to the Porsche Classic range and made available via the global Porsche dealer organisation.

The full list of reissued Porsche Classic parts is available online at www.porsche.com/classic.

Model	Year of manufacture	Part description	Part no.
911	1965–1989	Various camshafts	-
911	1974–1986	Rear lights end trim	91163143203
911	1975–1986	4-speed turbo gearshift knob for 911	93042406901
911	1973–1977	4-speed 915 gearshift knob for 911	91142406901
911	1974–1986	5-speed 915 gearshift knob for 911	91142407101
911	bis 1969	Gearshift knob without symbols for 911	90142410401
911	1965–1976	5-speed 901 gearshift knob for 911	90142401400
911	1965–1971	4-speed 901 gearshift knob for 911	90142401300
911	1969–1972	Headlamps glass for 911	91163111100
911	bis 1973	Upper steering column trim for 911	90161331101
911	bis 1973	Lower steering column trim for 911	90161331201



Please visit www.porsche.com/classic for more information.

**We can't prove that a car has a soul.
But we can treat it like it has.**

Porsche Classic.

Maintenance, Restoration and Genuine Parts for your Classic Porsche.



PORSCHE

5. Reports

Porsche Club France

Second Porsche Club Festival at Paul Ricard race track in Le Castellet

The Porsche Club Festival is the biggest festival in France's sports car calendar, with passionate Porsche enthusiasts, classic sports and racing car lovers as well as fans of the brand all flocking to the event.

From 18th to 20th of September 2009, around 900 Porsche models of all types and with all different engines could be seen lining the race track.

The Porsche Clubs played a central role in this weekend event: a total of 13 Clubs were represented and 800 Club members took part, providing a unique forum for meeting like-minded people and building on friendships. Club members from all four corners of France took advantage of this opportunity and enjoyed the program on offer. The Clubs teamed up with Porsche France to offer an appealing and inviting area for Club members to enjoy refreshments or a short break in the lounge or on the terrace above the gateway to the track. Those interested were also able to take a look round the Porsche Club Boutique.



The passion for the Porsche brand unites generations

The Porsche Parade at the race track was without a doubt one of the highlights of the event. A total of 300 different Porsche sports cars paraded along the beautiful track at Le Castellet, led by the head of the rolling Porsche Museum, Klaus Bischof. As well as taking part in various training courses designed to hone participants' driving skills (including in wet conditions), many Porsche Club mem-

bers jumped at the opportunity to accompany racing driver Christian Lavielle on a maiden spin in the brand new Porsche Panamera Turbo. The exciting program also included two races in the Porsche Carrera Cup and the historic endurance racing series.

The Paul Ricard circuit once again proved to be a godsend at Le Castellet. It doesn't often happen that a race track combines quality, internationality and high safety levels to such a degree that the resulting event platform meets even the most exacting of standards.

The Federation of Porsche Clubs France is already looking forward to the next Porsche Club Festival, which will take place in 2011.



Happy faces among the organisers

Porsche Club France
www.porscheclub.fr

Porsche Sports Cup Suisse

Glittering finale at Magny-Cours



Taking the racing line: The Porsche Sports Cup Suisse

The tension was high at the sixth and final race of the Porsche Sports Cup Suisse, held at the Magny-Cours Grand Prix track in Burgundy, France.

Once again, intense concentration was the order of the day as the drivers battled their way through four categories in their efforts to be crowned champion. The first day of training brought with it the first signs of winter and, having been used to considerably higher temperatures, the tyres performed poorly in the cold conditions. On Sunday, there was a delay of over an hour due to thick fog before the track management team gave the go ahead for the race to continue.

Unperturbed by all these events, Rolf Ineichen took the lead on the Sunday of the Supersports Cup in his 997 Cup, closely followed by Richard Feller and old hand Jean-Paul von Burg, both of

whom were also behind the wheel of a GT3 Cup. Reto Steffen experienced renewed success in the Sports Cup, driving his 997 GT3 RS across the line a good seven seconds in front of Serge Torracca in his 996 GT3 RS. Aldo Piffaretti took third place, reaching the finish in his 7e class 997 GT3 just ahead of Max Degiovanni, who put up a strong fight.

In the Porsche Drivers' Challenge, the regularity challenge with no classification, Tim Mes held his ground and collected the fewest penalty points, taking him straight to the top of the podium. Michel Porret and Martin Schneider were hard on his heels, gaining second and third position respectively.

Carlo Lusser enjoyed his hour of glory in the closing endurance race. Having been knocked back to eighth place after spinning out in the first round of the Sports Cup, everything went smoothly

this time and at the end of 37 laps he was first across the finish line. Raffi Bader, leader for most of the race, was pushed back to the middle of the field after spinning on oil and causing the safety car to be deployed for four laps. Even achieving the quickest lap time couldn't take him back to the front. Rolf Ineichen took second place instead after pulling away from third-placed Jean-Paul von Burg up to the finish line.

We would like to thank all participants for a successful season and are already looking forward to an exciting 2010.

Ernesto Mancosu
Association of Swiss Porsche Clubs
www.porsche-club.ch

Porsche Club Singapore

A day with Walter Röhrl

In September 2008, Porsche Asia Pacific offered Porsche fans the chance to win a one-day driving course with rally legend and Porsche ambassador Walter Röhrl to mark the first race of the Porsche Carrera Cup Asia ahead of the Formula 1 in Singapore.

Having won this wonderful opportunity, I felt very lucky and more than a little excited in May 2009 as I sat with my wife on an aeroplane en route to Porsche in Leipzig, where we were going to meet Walter Röhrl. He was going to teach us the fine art of controlled drift during a “G-Force training” session at the Porsche Sport Driving School.

We met up with Walter Röhrl for dinner together with other members of Porsche Club Singapore. A number of interesting facts emerged during our conversation with Röhrl. He has an absolutely natural talent and has never undergone any driver training. He puts his considerable

fitness down to regular cycling, but the thing that impressed me most was his fantastic memory. Not only can he recall the finest details of rallies dating back a good 30 years, but his photographic memory still allows him to leave the competition standing in foggy rally stages. He imprints the track so well on his memory before the race that he can practically drive blindfolded. An impressive achievement!

On the driving day itself, we completed a few guided laps in the 997 Carrera S to discuss driving physics and techniques on different curves. Walter Röhrl then took us out for five laps in the 997

GT3 RS. I can't emphasise enough how perfect his driving style is. There was barely a curve where he really had to steer; he simply controlled the car with the accelerator pedal. Interestingly, he is very relaxed in the car and chats to his passengers, even in really fast sections that require a lot of concentration.

We then took to the wheel ourselves and our driving was filmed. When we returned to the paddocks, we analysed the video together with Röhrl and noted that our poor cornering at the apexes was the main thing costing us valuable seconds. While lap by lap we missed the apex by approximately 10 centimetres, Röhrl remained consistently within a maximum of one centimetre.

We could then take this experience and put it to use in more driving practice.

The day was topped off with the opportunity to drive some “Hot Laps” in the Carrera Cup racing car with Walter Röhrl — as a co-driver mind you!

We enjoyed a very exciting and informative day that we will certainly never forget. Many thanks, Porsche Sport Driving School, and many thanks, Walter Röhrl!



A unique experience: The Porsche Sport Driving School with Walter Röhrl

Howard Delaney
Porsche Club Singapore
www.porscheclubs.org.sg

Porsche Club Federazione Italiana

First Porsche Parade Italia in Riccione

The first national Porsche Parade Italia was held in Riccione from 25 to 27 of September 2009. A total of 220 teams from various Italian Porsche Clubs completed a three-day tour along the beautiful and well-known Riviera Romagnola in their own cars.

All types of Porsche models were represented, including the historic 356 Speedster, Boxster, Cayman, 911, Cayenne and even the sport models GT2, GT3 and Carrera GT. On the first evening, participants were treated to a surprise cabaret performance. The social programme for the rest of the event was equally impressive and included a golf tournament at a renowned golf club, go-karting and a city tour taking in the cultural highlights of Rimini. A particular highlight was the visit to the Comunità di San Patrignano, where wine famous throughout Italy is produced.



The first Porsche Parade Italia: A well-rounded event

With such an abundance of stunning vehicles, we couldn't miss the opportunity to organise a Concours d'Elégance. The sea front with its beautiful sea views and breathtaking panoramas provided a perfect setting for the around

100 polished cars taking part in the competition.

Anyone who believed that this couldn't be beaten was in for a surprise on the Saturday night. The new Porsche Panamera was exclusively unveiled to the excited participants at one of the most famous clubs on the Riviera, where the rousing celebrations continued long in to the night.

The finale of the first Porsche Parade Italia also proved unforgettable: The Delfinarium Parco Oltremare in Riccione provided the setting for the prize-giving ceremony and farewell brunch. The Federazione Italiana Porsche Club thanked all of the Porsche Club members with a traditional "Arrivederci" and announced that the next Porsche Parade Italia would be held in 2011.



Porsche by the sea: A sparkling scene

**Porsche Italia
Enza Scarafia
Club Coordination**

Porsche Club Deutschland

Porsche Club Deutschland “Jahrestreffen” meeting in Hamburg

Welcome to the beautiful Hanseatic city of Hamburg. With a population of around 1.8 million, Hamburg is known for its cosmopolitan spirit, tolerance and high standard of living — the perfect place to hold a major Porsche Club Deutschland meeting.

The event kicked off in Hamburg's famous warehouse district where Henning Wedemeyer, Treasurer of Porsche Club Deutschland and President of Porsche Club Hamburg, welcomed his guests with a witty speech. Car lovers from all across Europe, including Italy, Switzerland, Austria, Luxembourg, Belgium and France, enjoyed the next few days in the company of the large Porsche Club family. For many of the guests, and this year there were over 350, this was their eighth Porsche Club Deutschland “Jahrestreffen”. Porsche Club Coordination was also on hand, represented by Anke Brauns from Porsche Deutschland and Andrea Hickethier from Porsche AG.

In his welcome speech, Wedemeyer particularly thanked the sponsors, Porsche AG, Porsche Deutschland, Porsche Centre Hamburg, MICHELIN, VELITINS and Bose and Geldermann for helping to make the event such a success by providing financial and material support.

The sun was reluctant to show its face the following morning, scared to compare itself against the spotlessly clean Porsche cars making their way to the fish market for the Concours d'Elégance where the expert jury was ready and waiting to cast a critical eye over the quality of the cars and single out the best of the best.



Concours d'Elégance at the fish market



The weather brightened up later to provide a wonderful evening atmosphere for the guests as they prepared to take a tour of the harbour on the MS Hamburg. Many of the Club members took advantage of this opportunity to enjoy the view of the classy residential areas

and working docks against the backdrop of a setting sun, until night-time Hamburg welcomed them back again with an impressive sea of lights.

The atmosphere on board improved with each passing hour and the luxury li-



With sponsor Veltins at the home stretch

ner resonated with enthusiastic “petrol-head” discussions. At about 11 PM, everyone made their way back to the waiting coaches for the journey back to the hotel, where several continued their discussions way in to the night in the hotel bar.

It turned out be a short night for many, but the next day held a 160-kilometre journey in store. This section of the trip took the participants alongside fields of cows rather than the Reeperbahn, with the organisers keen to show the participants the idyllic life in the country as well as the city charms of Hamburg. The joint meeting point was the ADAC Travering practice circuit where the task was to turn in the most consistent laps. After some food and refreshment at Gut Basthorst, participants were tasked with driving straight down the

middle of a covered passageway. The new Veltins reusable crates designed by the Porsche Design Studio provided handy barriers in this pursuit.

Back at the hotel, jeans were replaced with dark suits as everyone got ready for the gala evening. Bernhard Maier, Managing Director of Porsche Deutschland GmbH, was also in attendance with his wife Susanne to celebrate this major Club event. His address looked to the future as he talked about positive sales figures in Germany and above all the new Porsche Panamera, which was on show bathed in light in the banqueting hall.

The new sports car was quickly surrounded by fans, who seized the opportunity to sit in the front and back of the car and marvel at the superior interior



of the fourth Porsche series. The superb musical entertainment presented many of the guests with a difficult situation: either party through until breakfast or get to bed early so as not to miss the farewell brunch and the awards ceremony the following morning.

The awards ceremony signalled the approaching end of this successful event. Participants can now start looking forward to the next “Jahrestreffen” meeting, which will be held from 1st to 4th of September 2011 in Berchtesgaden Land. We look forward to seeing everyone there!

**Porsche Deutschland
Anke Brauns
Club Coordination**

Schön frisch

Frisches VELTINS im neuen Design



Design by
PORSCHE DESIGN
STUDIO

IRGENDWANN ERFRISCHT ES JEDEN.
FRISCHES

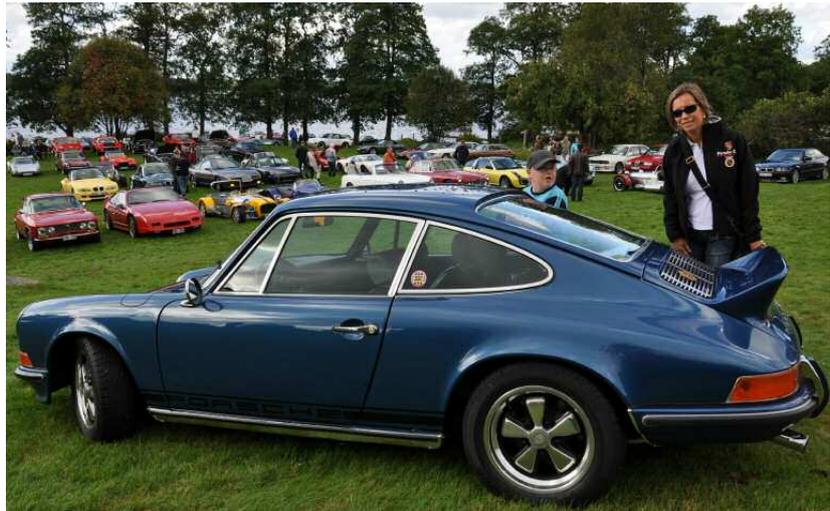


Porsche Club Sverige

**Sports Car Club of the year —
Porsche Club Sverige**

To mark the sports car meet at Hofsnäs Herrgård on 28th of August 2009, the Swedish Sports Car Academy chose Porsche Club Sverige (Sweden) as the Sports Car Club of 2009.

The Sports Car Academy was established a couple of years ago with a view to encouraging and honouring the idealism of all the voluntary work that goes into the motor clubs in Sweden. According to the Academy, the decision in favour of Porsche Club Sverige—one of the largest and most well-known brand clubs in the country—was made on the basis that particularly great importance is attached to satisfaction among the members and Club commitment. Only a few Clubs organise as many events for their members as Porsche Club Sverige: These events include trips, to the



Porsche Club Sverige stands out from the crowd

factory in Stuttgart for example, or regular visits to other international Porsche events. Over the years the Club has

also been involved in motorsport nationally and internationally, always with the full backing of its members.



Peter Vestergren receives the award (centre)

Club president Peter Vestergren received the award from the founder of the Swedish Sports Car Academy Roland Haraldsson and the well-known Euro-sport commentator Jan Tromark.

Peter Vestergren
Porsche Club Sverige
www.porsche.nu

Porsche Club Zürich

**Anniversary event in Stuttgart:
55 years of Porsche Club Zürich**

Following a short journey in a double-decker bus, the 51 expectant participants arrived for the anniversary event in Sachsenheim, where we were greeted heartily by Porsche Club Coordination.

As the planned tour of the factory had fallen through due to reduced working hours, we were given a unique opportunity to look around the gigantic new logistics centre for the spare parts storage facility. Having been divided up into two groups, we were given a tour of the existing hall as well as the extensive building site opposite.

At lunchtime we found ourselves in the “Casino” staff canteen at Zuffenhausen, where we enjoyed a delicious meal. Of course, we couldn’t leave without a short detour to the baroque castle in Ludwigsburg. Following this, we found our rooms at the Hotel Adler in Asperg

and prepared ourselves for the gala dinner at a local gourmet restaurant by donning the new Porsche Club Zürich outfit, which had been bought especially for the anniversary celebrations.

The second-oldest Swiss Porsche Club accepted congratulations from Porsche representatives Claudia Zeller and Matthias Menner during the course of the evening.

On Saturday morning an ample breakfast prepared us for a tour of Stuttgart. Our group leader introduced us to the city’s attractions with such humour and gusto that we could have listened for hours more — but it was soon time for lunch. The cellar of the town hall in the centre of the old town provided the venue for a buffet packed with Swabian specialities for the hungry guests, who had plenty to talk about.



The tour of the construction site in Sachsenheim

Our anniversary trip was rounded off with a real highlight — an afternoon visit to the new Porsche Museum. Even the outside of the imposing new building on Porscheplatz is dynamic and yet mysterious at the same time. The actual journey of discovery into the history of Porsche began in the foyer. Under expert leadership, we immersed ourselves in the fascinating Porsche philosophy; however, a single visit was simply not enough to take everything in.

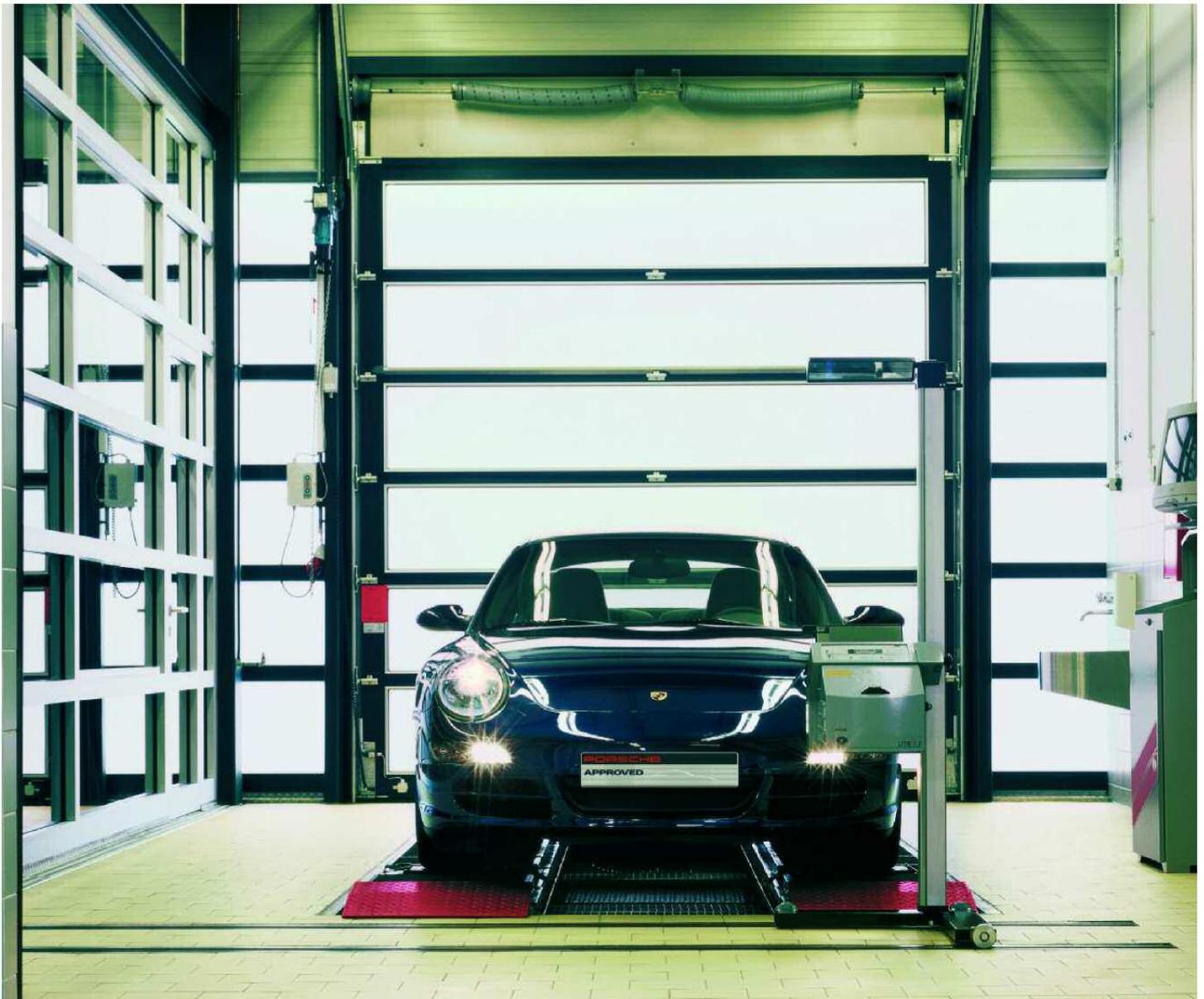
Overwhelmed by the experiences of the past two days, we lined up for the journey back to Zurich, tired but happy and content.

On behalf of all the participants I would like to thank Porsche AG sincerely once again for the terrific support provided before and during the occasion.



The Porsche Museum skilfully combines tradition with modernity

Esther Longa
Porsche Club Zürich
www.porscheclubzuerich.ch



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

Porsche Approved Pre-owned Cars.

At Porsche Approved, every used Porsche has passed 111 check points.

Under strict quality criteria. Using only Porsche Original parts.

We guarantee this high standard worldwide. So there's a lot of love gone
into a used car – and that keeps it young.



PORSCHE

6. Classic reports

Porsche 356 Club Deutschland e.V.

34th national annual meeting – “Rheingold”

The Porsche 356 Club Deutschland invited around 120 teams to bring their Classic Porsche models to Stromberg near the beautiful Hunsrück mountain range from 18th to 20th of September this year.

The event was organised by its particularly dedicated section from the Rhein-Nahe region and participants were treated to an exciting programme of events with plenty of regional touches in and around the idyllically situated hotel. On the Friday, participants took in the stunning scenery of the Rhine valley during a boat trip from Bingen to St. Goar. The skies were blue and the sun shone as the participants enjoyed both the beautiful surroundings and some excellent wines served up as part of a wine tasting activity. Getting back to the hotel was no problem as five coaches were waiting to collect the guests who had travelled from many different countries across Europe. At the hotel they were greeted by a plentiful and varied buffet and the sociable evening provided plenty of “petrol head talk”.

Those who love driving through picturesque countryside were well catered for the next day as 230 km of the most beautiful country roads stretched out before them, ready to be conquered by

their glittering chrome wheels. A detailed road map made sure that no team lost their way while allowing them to enjoy the route to the full. There was a special surprise waiting at lunchtime in Neuerkirch: the entire historical town centre had been blocked off to give the participants and their vehicles everything they needed for a proper break. A traditional half-timbered bakery and a local museum provided the venue for a hearty meal. The organisers had yet another highlight in store for the afternoon break too. At Urbar, one of the hill-top villages directly opposite the Loreley statue on the other bank of the Rhine, the Loreley herself was waiting to greet the surprised participants “in person”. This legendary figure sat in a red Porsche 356 Cabriolet combing her blonde hair; a welcome photo opportunity that captured the memory of a unique trip.

The celebratory evening gala event honoured the organisers and their helpers. Alexander E. Klein from Porsche Club Coordination paid tribute to the company founder Ferry Porsche, who would have been 100 years old on the very same day — 19th of September 2009. To mark this anniversary, Diane Morill from the Porsche 356 Registry (USA) presented Club president Ralf Dobro with a commemorative plate that the largest Porsche 356 Club in the world had commissioned especially for the occasion. Following the announcement that the next annual meeting (10th–12th of September 2010) would be held in Timmendorfer Strand, the evening was rounded off in impressive style with live music and dancing.

**Porsche AG
Alexander E. Klein
Club Coordination**



A whole street conquered by the Porsche 356



Legendary figures including the “Loreley” share the fascination of the Porsche brand

Porsche 356 Club Japan

Porsche 356 Holiday 2009 in Japan

Every two years, the Porsche 356 Club Japan organises a “Porsche 356 Holiday” in different regions of Japan.

This year, the event took place in the Shiga prefecture, right next to the large and famous “Biwa” lake and in the midst of some beautiful countryside and mountains. The “Holiday” is without doubt the highlight of all the Porsche 356 Club Japan events, a wonderful mix of impressive landscapes, diverse driving activities and some classy social festivities.

Despite the fact that a typhoon was approaching Japan and the weather reports were not good, the event organisers decided that the meet would still go ahead on 3rd and 4th of October. And rightly so: the pouring rain suddenly stopped on the first morning and wonderful weather prevailed from that point onward, inviting the participants to gather for the start of the event in the traditional Japanese city of Omi-Hachiman. Nearly 65 historical Porsche models with their drivers and co-drivers were enticed by the good weather and travelled to the city from all areas of Japan.

The carefully maintained vehicles were lined up in a “Concours d’Elégance” and admired by the many enthusiastic spectators. It is not often that you get such a rich and diverse collection of Classic Porsche models with so many different engine types and body varieties in Japan. Speedsters, Coupés, Roadsters and Convertibles all lined up together, with other Porsche Classics such as the 904 Carrera GTS and the Porsche 911 Carrera RS 2.7 joining them here and there.



Among giants: The Porsche 904 in Redwood Forest



A colourful team: The Porsche 356 Club Japan

Back at the Laforet Biwako Hotel, the start of the dinner party was heralded by the screening of the trailer for the new Porsche Panamera. The organiser, Mr Takayuki Kasai, greeted all the participants warmly and presented Mr Teruki Aoyama, Chairman of Porsche 356 Club Japan, who gave the opening speech. Following a dinner of regional specialities, the evening was rounded off with an awards ceremony and an auction of rare automobilia.

The next day the participants were up early for a beautiful drive along the “Metasequoia road”. Lined by more than 500 massive redwood trees, this road leads to the idyllically situated “Biwa” lake, where the “2009 Porsche 356 Holiday” came to its official close.

Porsche Club Coordination and Porsche Japan would like to extend their sincere thanks to all the participants for coming and for their generous support. Special thanks go to Mr Takayuki Kasai, the primary organiser of this very successful event. Porsche Japan is already looking forward to seeing everyone again in 2011 for the next “Porsche 356 Holiday”!

**Porsche Japan
Noriko Takeda
Club Coordination**

Porsche Diesel Club Europa e.V.

Red convoy travels through the Dolomites

Club members from across Germany, France and Switzerland brought a total of 82 Porsche diesel tractors over the Brenner Pass to Pfalzen in South Tyrol. Most were transported by trailer or special transporter, but some were actually driven the whole way. Three day excursions were planned between 17th and 20th of September in addition to the impressive supporting programme.

The event officially started on Thursday. Once the tractors had all been lined up, participants were invited to enjoy a regional "Brettljause" buffet in the marquee, where President Harald S. Stegen gave a welcoming speech and announced the event programme. The mayor and head of tourism greeted the participants and wished everyone good luck and a good journey. Following morning refreshments, 135 people took up their positions in the driver or passenger seat and chugged through the mountain landscape. The convoy started off with the Junior, followed by the Standard, then the Super and finally the Master, with our 50-year-old T1 club bulli acting as a broom wagon.

As required by the local police, a Porsche Cayenne with flashing light was driven at both the start and end of the convoy to make the procession more visible, for example when crossing large roads. Helpful carabinieri stood guard and stopped the main flow of traffic — co-operation scarcely imaginable in Germany.

The first day was spent travelling through the enchanting Taufertal on a 50 km tour along rural roads. A world away from the traffic chaos in the city, the red convoy meandered through the beautiful countryside, past idyllic farms and pictu-

resque towns and villages. Friendly people stopped by the roadsides and looked on in amazement as the red tractors drove by.

The route often took the convoy up to altitudes ranging from 1500 m to 2100 m and was "heavenly" in the truest sense of the word. At the end of the first day trip, the fun continued into the evening at the Hotel Jochele, where delicious specialties were served and the cosy evening

provided the perfect setting to talk shop. The hours soon passed — so much so that people nearly forgot to go to bed early to prepare themselves for the next day's travel.

The next tour took the participants along a stretch of almost 100 km through the stunning Dolomite mountains. The route climbed steadily to the Passo delle Erbe before reaching the "Albergo Alpino Ütia de Börz", an inn situated at an altitude of



Long-distance journeys by tractor — no problem for the Porsche Diesel Club Europa

2006 m which had been booked for lunch. The participants marvelled at the rugged mountains surrounding them, which are said to have been mountaineer Reinhold Messner's training ground. The route home led the participants through some blocked off sections of road where vehicles are not normally permitted — the barriers were only lifted for the Porsche Diesel convoy, and then put down again after it had passed through ...

The last tractors reached Pfalzen at dusk, by which time a 5-course meal was awaiting the participants at Hotel Jochele. The decorated hall welcomed everybody with regional music and a warm atmosphere.

On Saturday, the participants recovered from the two touring days with a more relaxed programme and a chance to indulge in the local cuisine. Following a final round of driving, the president thanked all the participants and in particular the primary sponsor Porsche Italia, represented by Mr Tissi.

The mandatory Sunday brunch traditionally marks the end of the annual Porsche Diesel Club Europa e.V. meet. The meal provides an opportunity to thank the helpers and organisers and also reveal the details of next year's meet. The tractors face another long-distance journey in

2010, with the meet taking place in Riga, Latvia.

Harald S. Stegen
Porsche Diesel Club Europa e.V.
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