



PORSCHE



**March 2010**

# **Porsche Club**

**News 1/10**

## Editorial

**Dear Porsche Club Presidents,  
Dear Porsche Club members,**



When we look back on 2009, it is fair to say that it was a very eventful year for all Porsche enthusiasts. A year that brought many changes and new developments for Porsche. This not only means that Porsche – on its way to being an integrated corporation with Volkswagen – will always remain Porsche, but also that it will emphasize its chosen path with an impressive range of new models. Despite difficult economic times, the launch of the new Porsche Panamera proved a global success. Not only did the fourth Porsche series receive great praise from the international automotive press, but it also appealed to a very specific target group: customers who had been searching for a thoroughbred sports car with four doors, four full-size seats and a spacious interior, but had so far failed in their efforts. By the middle of December 2009, Porsche Leipzig GmbH had received more than 9000 orders for the Porsche Panamera, which has thus successfully claimed its own market segment. Porsche Club Coordination is very much looking forward to welcoming the new “family member” at the Porsche Clubs and numerous Porsche Club events in the coming years.

2010 is set to be another very exciting year, with many highlights featured on the international Porsche Club events calendar. By way of example, we would like to draw your attention to the international Porsche 356 Meeting. At this event, which will take place at the Porsche plant

in Leipzig between the 13th and 16th of May, fans of the classic Porsche 356 sports car will be able to enjoy a varied and attractive support programme in addition to driving activities on the Porsche race track. Shortly thereafter, Porsche Club members from all over the globe will be invited to the European cultural metropolis of Vienna for the spectacular Porsche Europe Parade, to be held between the 3rd and 6th of June. We are looking forward to the presentation of participating vehicles at the Concours d'Elégance in Vienna's Prater Park, an excursion into the enchanting Wachau Valley and, of course, the “Porsche Night” in the orangery of Schönbrunn Palace. The response to the event has been magnificent – with 350 teams and 700 guests, this will be the biggest Porsche Europe Parade so far.

However, passion for the Porsche brand reaches far beyond the borders of Europe, a fact that is proven by the many thousands of large and small events to be held throughout the world. In the USA, for example, some 800 Porsche sports cars, representing all models and generations, are expected to arrive in St. Charles, Illinois, between the 3rd and 9th of July. The Porsche Clubs in Japan and South Africa will also be repeating their major parades. The active enthusiasm shown by our customers is not something we take for granted and it never ceases to amaze us. On behalf of the entire Porsche AG, and in anticipation of the

exciting calendar ahead, the Porsche Club Coordination team would like to take this opportunity to thank you sincerely, the organisers and participants, for your great voluntary commitment and your many years of loyalty to the Porsche brand.

Following the arrival of Claudia Schäffner (as reported in issue 5/09), who is looking after the Porsche Clubs in Europe, the Middle East and South Africa, we hope to be able to attend as many events as possible in order to express our personal thanks and offer our active support.

We will of course publish full reports of the most important events in subsequent issues of Porsche Club News.

In closing, we would like to announce a new feature of Porsche Club News.

Starting in this issue, you will find regular contributions on the facts, figures and personalities of our company, which have previously remained relatively unknown but will be of particular interest to you as Porsche enthusiasts.

We are looking forward to continuing our cooperation with you!

**Your  
Porsche Club Coordination team**

## **In-house business:**

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.

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## **Porsche Club News on the web:**

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# 1. News from Porsche AG

Pure-bred, mid-engine roadster is lightest Porsche model

## Light, topless, efficient: Boxster Spyder celebrates world premiere in Los Angeles



The new Boxster Spyder: A unique, open-air driving experience

Dr. Ing. h.c. F. Porsche AG is launching a new top model in the Porsche Boxster series. The Boxster Spyder, the lightest model in the Porsche range at just 1275 kg, was making its world debut at the Los Angeles Motor Show in December. The fact that this new mid-engine roadster represents the true, puristic form of the Porsche sports car is clear to see – light, powerful, consistently open and highly efficient. This is precisely the formula used in the creation of Porsche's most successful road-going sports and racing cars, ranging from the legendary 550 Spyder to the current motorsport success that is the RS Spyder. The Boxster Spyder now continues this clear-cut philosophy with

full approval for road use, thus answering the cries of Porsche customers the world over. The car has been launched in February 2010, joining the Boxster and Boxster S as the third model in the series.

At first glance, the new member of the Boxster family clearly distinguishes itself from its siblings. This is because the Boxster Spyder was developed first and foremost for open-top driving – the low-slung, light soft top extends far back, merely offering the driver and passenger protection from wind and sun. The closed roof, in conjunction with the lower side windows and the two striking bulges on the single-piece rear flap, lends the Boxster Spyder a

stretched and sleek silhouette reminiscent of the Carrera GT. The combination of significantly less weight than the Boxster S, a lower centre of gravity and all-new sports suspension ensures that the Boxster Spyder delivers on the road what it promises in appearance.

In front of the rear axle of the Boxster Spyder is a 3.4 litre six-cylinder engine with direct fuel injection, which produces 320 HP – ten more than in the Boxster S. Equipped with the Porsche Doppelkupplung (PDK) and Sport Chrono Package, the new car's Launch Control function ensures acceleration from 0 to 100 km/h in 4.8 seconds. With the optional PDK, fuel consump-



**Focus on maximum driving pleasure**

tion is a mere 9.3 litres per 100 kilometres in the New European Driving Cycle (NEDC). Maximum speed is 267 km/h – with the top down.

In terms of its basic concept, the entire Boxster family acts as a successor to the legendary 550 Spyder from 1953, with both models sharing the same mid-engine roadster concept, low weight, back-to-the-roots lifestyle and supreme agility combined with outstanding driving pleasure. The two-seater was the first sports car from Stuttgart-Zuffenhausen to be developed specifically for racing, but it was still also approved for road use. In the years following its production, the lightweight 550 kg Spyder scored numerous victories on race circuits and in the road races so popular at the time. The type 550 was followed by other extremely successful Porsche Spyderys such as the 718 RS 60 in 1960. In homage to these legendary



racing cars, Porsche released a limited edition Boxster model bearing the Spyder name in 2004 and 2008. By contrast, the new Boxster Spyder is a regular, specially developed and upgraded production model with far-reaching modifications over the Boxster and Boxster S.

The global market launch of the Porsche Boxster Spyder began in Feb-

ruary 2010, with a base price of 53,100 euro. The German market price, including 19 percent VAT and country-specific equipment, is 63,404 euro.

**Public relations and press  
Technology press**

## New light-weight battery option for Porsche 911 GT3, 911 GT3 RS and Boxster Spyder

### World debut: Starter battery in lithium-ion technology



Dr. Ing. h.c. F. Porsche AG is the first car maker in the world to offer a starter battery in lithium-ion technology. Weighing less than 6 kg or 13 lb, the new battery is more than 10 kg or 22 lb lighter than a conventional 60 Ah lead battery.

The new lithium-ion battery will be available as of January 2010 for the 911 GT3, 911 GT 3 RS, and Boxster Spyder as an option delivered with the car, selling at a price in the German market of Euro 1,904 including 19 per cent value-added tax.

The battery is delivered as a separate unit together with the car and may subsequently be fitted as an alternative to the regular, conventional starter battery. The cars are delivered with both batteries, therefore they are ready for use throughout the whole year. Since, while the lightweight battery offers a very high standard of everyday driving qualities, its starting capacity is limited at temperatures below 0°C or 32°F due to its specific features.

The primary reason for developing and introducing the new battery was its lower weight. In sports cars built consistently for superior driving dynamics such as the two versions of the 911 GT3 and the Boxster Spyder, less weight naturally means even greater agility and driving dynamics.

In its length and width the lithium-ion battery comes in the same dimensions as the regular battery, but is approximately 70 millimetres or 2.8" lower. The fastening points, electrical connections and voltage range are fully compatible with the respective models, allowing simple and quick replacement of the standard lead battery by the lightweight unit, for example when racing on the track.

With its nominal capacity of 18 Ah, the lithium-ion battery, through its specific features, offers a level of practical output and performance not only comparable to that of a 60 Ah lead battery, but rather even better in many cases.

On a conventional car battery only about 30 per cent of the total capacity is actually available for practical use due to the configuration of the system, while this restriction does not apply to the lithium-ion battery. On the contrary, through its characteristic structure – and, in particular, the independence of the chemical composition of the electrolytes from the charge status – a lithium-ion battery consistently offers almost 100 per cent of its capacity.

Delivery of power by the lithium-ion battery throughout its useful charge range is likewise significantly better, providing its full power, for example, when starting the engine almost independently of the current charge level.

After the engine has started, the new Porsche battery shows further benefits in the charge process, being able through its smaller internal resistance to take up more power than a conventional battery and thus re-charge more quickly. Yet a further benefit is that a lithium-ion battery allows a significantly greater number of charging and discharging cycles,

plus the two further advantages that the self-discharging effect is lower and the service life of the battery longer. The lithium-ion battery being introduced by Porsche as the pioneer in this area is made up of wound film of carbon and iron phosphate with a ceramic film moistured by the electrolyte serving as a separating layer in between. Compared with other types of lithium-ion batteries using a combination of manganese oxide, cobalt oxide or nickel, this lithium-iron-phosphate battery, as it is called, offers advantages when used as a starter battery. It is robust and consistently guarantees the usual voltage of 12 V in the car's on-board network.

The lightweight battery is made up of four cells and integrated control electronics. This battery management system protects the battery from major discharge and guarantees a consistent charge level within the individual cells. Once battery voltage drops below a certain threshold, a warning signal reminds the driver to re-charge the battery either simply by driving the car through the power of the engine running or by means of a conventional battery charger.

The new lithium-ion battery will also be available for retrofitting from February 2010 on the three models mentioned from Porsche Tequipment. The sales price in Germany when retrofitted after delivery of the car is Euro 2,499 including 19 per cent value-added tax.

**Public relations and press  
Technology press**

Sunday, 31st of January 2010

## Porsche Museum celebrates its first birthday

Over 530,000 visitors from across the globe, 2555 guided tours and 14,326 grilled steaks in the “Christophorus” restaurant – on the 31st of January 2010, the museum of Dr. Ing. h.c. F. Porsche AG could look back on a very positive first year. As Achim Stejskal, Director of the Porsche Museum, explains: “In its first 365 days our Museum has developed into a truly dynamic and living enterprise. In many respects we have significantly exceeded even our own ambitious expectations.”

The first birthday celebrations served as an ideal opportunity to grant visitors a first glimpse behind the scenes. The glass doors to the museum factory were therefore opened, allowing guests

to watch the team of mechanics working on the restoration of historic Porsche vehicles. The event area of the building, which is normally inaccessible to visitors, was also included in the birthday celebrations. In addition to a specially erected Porsche Cinema, crafts tables offered children the chance to show their creativity. Visitors were also given the opportunity to be photographed in a 911 Speedster.

Motor racing enthusiasts were well catered for in an autograph session with Porsche works driver Marc Lieb, who answered questions on the subject of motorsport and introduced the equipment and clothing used by racing drivers. Using a Porsche 911 GT3 R

from the current 2010 season, a race engineer demonstrated how valuable race data is read from a laptop. The staff also regularly started vehicles in the exhibition hall and the museum factory, offering visitors a true aural delight.

Additional information can be found on the Internet at:  
[www.porsche.com/museum](http://www.porsche.com/museum)

**Public relations and press  
Porsche Museum**



HAPPY  
BIRTHDAY  
PORSCHE  
MUSEUM



Please visit [www.porsche.com/service](http://www.porsche.com/service) for further information.

**Centre of Excellence**

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**PORSCHE**

**Tribute**

**Turbo innovator Hans Mezger honoured**

One man, one racing car, one symbol of success: Hans Mezger and a legendary 956 (right). To mark the 80th birthday of the successful engine designer in November of last year, Porsche Development Chairman Wolfgang Dürheimer proclaimed: "Hans Mezger is one of the most important engineers in our company's history. For four decades, our racing cars won with engines designed by Hans Mezger and made the Porsche name a synonym for sports performance around the world."



In addition to Dürheimer, the long overdue celebrations in Weissach were attended by Porsche CEO Michael Macht and fellow board members Klaus Berning and Wolfgang Leimgruber. Mezger was also able to reflect on past racing glories with motorsport legends Herbert Linge and Hans Herrmann. Over a period of 15 years starting from 1965, he was in charge of many legendary racing cars, and his engines brought Porsche

five brand and team world championships, five driver world titles, 43 victories in world championship races, four IMSA titles and 52 individual successes. Series production cars also felt his magic touch. At the beginning of the 1960s, he put the finishing touches to the first 911 engine and, most importantly, he brought the successful turbo technology to our roads – in the legendary 911 Turbo. In the 1980s, he fur-

ther substantiated his reputation as the "turbo man", when Porsche developed a 1.5 litre engine for the TAG McLaren Formula 1 team. The 1000 HP powerhouse propelled Alain Prost and Niki Lauda to three consecutive world titles between 1984 and 1986. Today, Mezger still enjoys telling museum visitors the secrets of history's great racing cars.

**Carrera February 2010**

**Porsche numbers games**

**Top 10.**  
The corners of the Porsche test track in Leipzig.

- Models:**  
Suzuka S,  
Sebring,  
Loews,  
Victoria Turn,  
Mobil 1 S,  
Curve di Lesmo,  
Bus Stop,  
Suntory Corner,  
Laguna Seca,  
Parabolica.





**Home, Stuttgart-Zuffenhausen.**

**Porscheplatz.**

**That says it all.**

**The Porsche Museum.**

More info at [www.porsche.com/museum](http://www.porsche.com/museum)



**PORSCHE**

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 CO<sub>2</sub> 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](http://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

### 3. Information exchange

## Porsche Tequipment Accessories for individual design

### Taking a load off



**Twice the fun:**  
The ski and snowboard carrier is available in two versions

The new Panamera. Four doors, four seats. That is a lot of space and comfort for a thoroughbred sports car – enough for four adults and their luggage. The practical roof rack systems, developed by Porsche Tequipment to accentuate the harmonious overall con-

cept of the Gran Turismo, can accommodate even the bulkiest of luggage.

The base carrier of the roof rack system, which can be used with all transportation mountings offered by Porsche Tequipment, can carry loads

of up to 70 kg. Secure locks and safety latches ensure effective theft protection. The ski and snowboard carrier is available in two versions: for up to four sets of skis or two snowboards, and for up to six sets of skis or four snowboards.

The bicycle carrier can be used to transport up to three bicycles. Alternatively, the foldable rear-mounted rack system, which is made of aluminium, can carry up to two bicycles. It is simply mounted on the trailer tow bar, while an extension set offers space for a third bicycle.

The plastic roof box with its integrated ski carrier is also available in two versions: narrow (310 litre capacity, silver grey) and wide (520 litres, high-gloss black). There is no easier or safer way of transporting your holiday luggage.

#### Exclusive & Tequipment Sales Porsche AG

**Secure hold:**  
Roof rack base carrier for Tequipment transportation systems



**The choice is yours:**  
Bicycles can be transported on the roof or on the rear-mounted rack system



**Two versions:**  
The roof box is available in wide and narrow versions



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](http://www.porsche.com). Please also visit our online shop at this address for a choice of selected Tequipment products.



Please visit [www.porsche.com](http://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**

## Porsche at the Techno Classica in Essen

**Every year, the Techno Classica is a firm fixture on the calendars of classic car enthusiasts. Between the 7th and 11th of April 2010, vintage and classic cars from all over the world will be on display — and Porsche will once again be showing off the highlights of its illustrious sports car history.**

### **Porsche fascination in many facets**

At the 22nd Techno Classica in Essen, visitors will once again have the opportunity to plunge themselves into the fascinating history of the Porsche brand. In Hall 3, for example, eight German Porsche Classic Clubs will be presenting classic Porsche vehicles which you are very unlikely to encounter on today's roads. In the Porsche Clubs exhibition area, interested visitors will be able to do far more than simply gaze in and at these classic vehicles — they will have the opportunity to discuss the active Club scene and its varied programme with like-minded enthusiasts.

### **News and celebration at the Porsche Classic stand**

One particular highlight of the exhibition is the Porsche Classic stand, which this year celebrates the 40th anniversary of Porsche's overall victory at Le Mans. The original winning car from 1970, the Porsche 917, will be on display at the stand and will be given the limelight it rightly deserves.

Representatives of the Porsche Classic Customer Centre will also be on hand to offer advice on the restoration, maintenance and repair of historic Porsche vehicles. Porsche Classic will also be happy to answer questions on technical literature and the availability of Porsche original parts.

Porsche's presence at the exhibition will be completed by a mobile bou-

tique of the Porsche Design Driver's Selection, where Techno Classica visitors will be able to peruse the current collection of attractive Porsche products – from fashion and accessories to calendars and model cars.

## AMI Leipzig 2010

From the 10th to the 18th of April 2010, the AMI Leipzig is once again opening its doors to visitors from across the globe. At the production location of the new Cayenne and the Panamera, Porsche will again be present with an exciting exhibition stand, where enthusiastic visitors will be able to enjoy the current model range and numerous other highlights.

Unlike in previous years, our stand will now be in Hall 3. The exhibition will be open daily between 9 am and 6 pm. Advance tickets are available as of March 2010 at a cost of 7.00 euro (concessions: 5.00 euro). Tickets on the day will be priced at 10.50 euro (concessions: 7.00 euro).

**Additional information is available at [www.ami-leipzig.de](http://www.ami-leipzig.de)**



**The Porsche Classic team with a classic Porsche sports car**



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**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.



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## Nürburgring 24-hour race

### Walter Röhrl competes in standard Porsche 911 GT3 RS

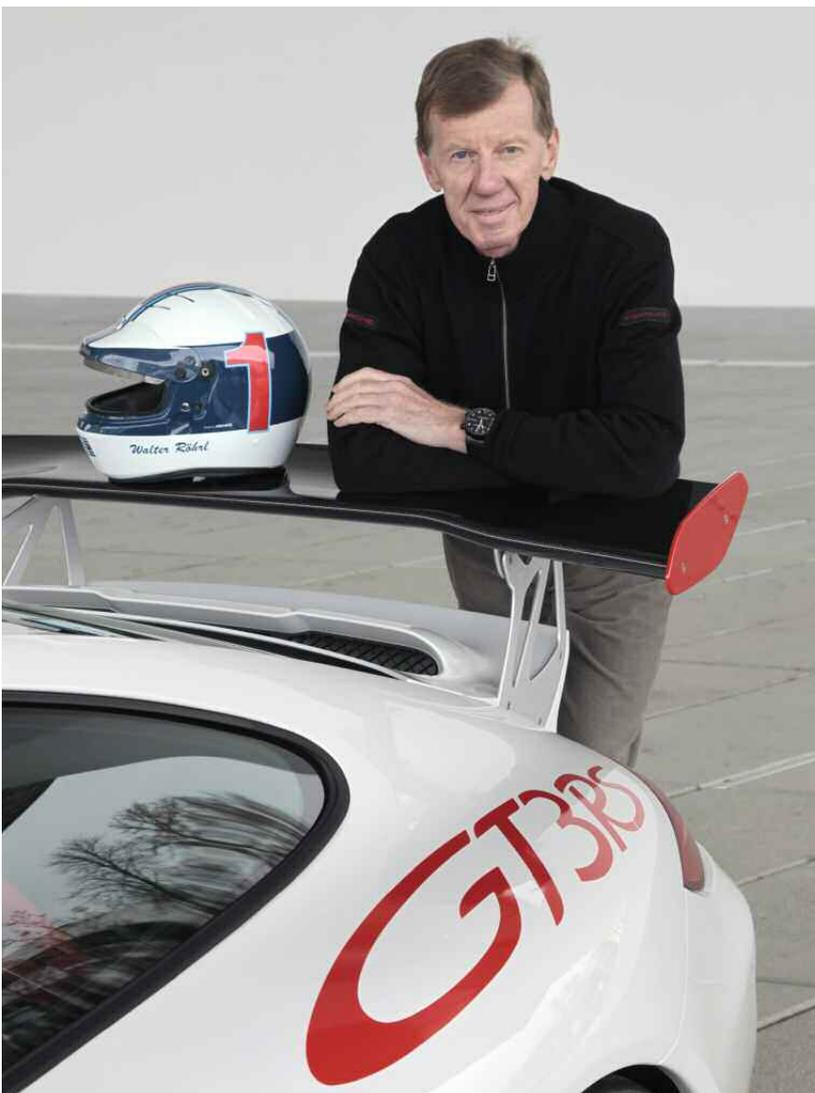
**Porsche ambassador and test driver Walter Röhrl (62) will be entering the Nürburgring 24-hour race in May 2010. The double world rally champion will pilot a standard Porsche 911 GT3 RS along with three other drivers, making it the first time since 1993 that Röhrl has competed in Germany's biggest motor racing event.**

Since 1993, Röhrl has conducted test drives in every standard Porsche vehicle on the Nürburgring Nordschleife. "Right from the word go, the new 911 GT3 RS reminded me of a race vehicle", says Röhrl. "No other road-going 911 has ever been as close to a race car as this current GT3 RS. That's why I'm thrilled to be able to prove that this sports car is up to the challenge of the 24-hour race."

The new Porsche 911 GT3 RS is powered by a 3.8 litre, six-cylinder boxer engine producing 450 HP. The high-revving unit reaches a specific power output of over 118 HP per litre. Developed by the motorsport department in Weissach, the 911 GT3 RS features particularly short, race-ready transmission ratios as standard. The dynamic engine mounts – another standard feature – offer improved driving dynamics. The mounts alter their rigidity and damping effect to suit the driving situation, thus improving the connection between the engine and body on the race track. The aerodynamics are designed to offer greater downforce, which also benefits the car's intended purpose.

"In recent years, Porsche racing vehicles have performed brilliantly at the 24-hour race on the Nürburgring with their speed and extraordinary reliability", explains Hartmut Kristen, head of Porsche Motorsport. "Four times straight, it was the Porsche 911 GT3 RSR that was the vehicle to dominate the overall classification. I'm very pleased to see one of our Weissach-developed road-going vehicles competing alongside the thoroughbred racers and proving its suitability for long-distance competition."

The 38th Nürburgring 24-hour race will take place on the 15th and 16th of May 2010. Every year, the event attracts more than 200,000 spectators to the Nordschleife.



**Porsche legend: Walter Röhrl is the man for fast laps on the Nürburgring**

**Public relations and press  
Motorsport press**

## “Porsche Intelligent Performance” makes racing cars more efficient

### World premiere for 911 GT3 R Hybrid in Geneva

**Exactly 110 years after Ferdinand Porsche developed the first vehicle with hybrid drive, the Lohner Porsche Semper Vivus, Dr. Ing. h.c. F. Porsche AG is once again taking up this visionary drive concept in production-based GT racing.**

On the 4th of March, a Porsche 911 GT3 R with innovative hybrid drive made its debut at the Geneva Auto Salon. This represents a brand new chapter in the illustrious racing history of the Porsche 911, having already achieved more than 20,000 victories over 45 years.

The innovative hybrid system was developed specifically for use in racing cars and is very different to conventional hybrid systems with regard to its structure and components. The six-cylinder boxer engine at the rear of the 911 GT3 R Hybrid, which produces 480 HP from its four-litre capacity, is supplemented

by two electric motors at the front axle, each generating 60 kW. Instead of the usual batteries employed in hybrid road vehicles, the energy for the electric motors is provided by an electric flywheel storage system located inside, next to the driver.

The flywheel generator itself is an electric motor with its rotor spinning at speeds of up to 40,000 rpm, storing energy mechanically as rotation energy. The flywheel generator is charged whenever the driver applies the brakes, with the two electric motors reversing their function on the front axle and acting themselves as generators. Then, whenever necessary, that is when accelerating out of a bend or when overtaking, the driver is able to call up extra energy from the charged flywheel generator, the flywheel being slowed down electromagnetically in the generator mode and thus supplying up to 120 kW to the two electric motors at the front from its kinetic energy. This additional power is

available to the driver after each charge process for approximately 6–8 seconds.

Energy formerly converted – and thus wasted – into heat upon every application of the brakes, is now highly efficiently converted into additional drive power.

Depending on racing conditions, hybrid drive is used in this case not only for extra power, but also to save fuel. This again increases the efficiency and, accordingly, the performance of the 911 GT3 R Hybrid, for example by reducing the weight of the tank or making pit-stops less frequent.

After its debut in Geneva the 911 GT3 R Hybrid will be tested in long-distance races on the Nürburgring. The highlight of this test programme will be the 24 Hours on the Nordschleife of Nürburgring on May 15th and 16th. The focus is not on the 911 GT3 R Hybrid winning the race, but rather serving as a spearhead in technology and a “racing laboratory” providing know-how on the subsequent use of hybrid technology in road-going sports cars.

The 911 GT3 R Hybrid is a perfect example of the Porsche Intelligent Performance philosophy, a principle to be found in every Porsche: More power on less fuel, more efficiency and lower CO<sub>2</sub> emissions – on the track and on the road.



Porsche Intelligent Performance: The electrifying new GT3 R Hybrid

**Public relations and press  
Motorsport press**

## Le Mans 24-hour race: Exclusive offer for Porsche Club members



**On the 12th and 13th of June 2010, you can experience the legendary 24-hour race of Le Mans up close and personal, in the “Club Village” of Porsche Club Great Britain.**

For the first time, Porsche Club Great Britain (PCGB) – in conjunction with the Automobile Club de L'Ouest – is offering motorsport enthusiasts in the official Porsche Clubs a spectacular camping area on the infield by the Porsche Curves.

From Wednesday the 9th to Monday the 14th of June 2010, the PCGB “Club Village” is opening its doors to members of authorised Porsche Clubs.

**The “Club Village” package is only available to Porsche Club members and comprises the following:**

- Generous 7 x 5-meter camping bays for caravans and camper vans
- Availability of pre-erected tents
- Separate sanitary facilities
- 24-hour security
- Excellent overview of race track with direct view of entrance to Porsche Curves
- Optional tickets for grandstand
- Marquee with live TV broadcast of 24-hour race in Le Mans and the Canadian Formula 1 Grand Prix on Sunday evening

- Bar with affordable prices
- Full catering with various menus offered by different caterers

The PCGB “Club Village” offers guests a unique opportunity to enjoy the twin legends of Porsche and Le Mans in the company of like-minded individuals from international Porsche Clubs. Porsche Club Great Britain is proud to be able to offer this incredible package to Porsche Club members around the world and is looking forward to receiving your application.

We can safely say that Le Mans will be a riveting, unforgettable experience for everyone. Whether it is your first time or a repeat visit – no other racing event in the world offers a greater spectacle. And what better way to experience Le Mans than in the company of Porsche Club friends?

Applications can be submitted via the PCGB homepage:  
**[www.porscheclubgb.com](http://www.porscheclubgb.com)**

By selecting the option “Le Mans 24 hour Race”, you can easily register online or download a fax application form.

Porsche Club Great Britain will be happy to answer any questions. Please send your queries to the following E-mail address:  
**[lemans@porscheclubgb.com](mailto:lemans@porscheclubgb.com)**



**Porsche Travel Club**

## What is the best way to travel into the past? At the wheel, of course.

**Our subject today: Porsche up close.**

Upon your arrival at the Porsche Museum in Stuttgart-Zuffenhausen, you will be met by a Porsche tour guide. This marks the beginning of your journey through automotive history – one that is certainly not lacking in highlights. Some 80 vehicles are on display in the unique atmosphere of the new Porsche Museum. During the subsequent factory tour, you will gain a fascinating insight into the production of our sports cars.

After lunch, you will be transferred by bus to Porsche AG in Ludwigsburg. Following a brief vehicle instruction, you will set off on your journey towards Heilbronn. Traveling along the autobahn, you will drive into the beautiful, hilly Hohenlohe region, past Jagsthausen and Götzenburg Castle, made famous by Goethe's drama "Götz von Berlichingen". Your return journey to Ludwigsburg will take you past the Neckar Odenwald nature park.

**Dates:**

22/04/2010  
27/05/2010  
24/06/2010  
22/07/2010  
09/09/2010

**Price:**

555.00 euro per person

**More information is available  
from the Porsche Travel Club:**

Tel.: +49 (0) 711/ 911 – 78155  
or at:  
[www.porsche.de/travelclub](http://www.porsche.de/travelclub)  
E-mail: [travel.club@porsche.de](mailto:travel.club@porsche.de)



On the right track: A journey with the Porsche Travel Club

**Porsche Sport Driving School**

## **Porsche Classic Car Training 2010 for vehicles up to year 1993**

### **Special offer for Porsche Clubs**

**Porsche Classic Car Training is aimed at sporty drivers and passionate owners of classic Porsche vehicles up to year 1993. Enthusiasts and connoisseurs of these classic vehicles are brought together for a very special experience.**

**What you will learn:**

This training will teach you how to safely employ the classic technology – with no modern safety systems such as ABS, PSM, power-assisted steering or traction control. Step by step, our Porsche instructors will take you and your vehicle to the physical limits of the technology. But there is no need to worry; our instructors will ensure that your pride and joy comes out of the session unscathed.

**Special offer for Porsche Clubs**

We are delighted to be able to offer Porsche Clubs an exclusive opportunity to participate in the Porsche Classic Car Training 2010. If your Porsche Club books ten places for the Porsche Classic Car Training, you will receive an additional place for a Porsche Club member free of charge.

**Price per person:**

790.00 euro (incl. catering)

**Companion:**

125.00 euro

**Date:**

Friday, 6th of August 2010

**Venue:**

LuK Driving Center, Baden-Baden, Germany

**Conditions:**

Vehicles built before 1993

**Further information and bookings**

Tel.: +49 (0) 711 / 911 – 78991  
or at:

[www.porsche.com/germany/sportandevents/sportfahrschule/reservations/](http://www.porsche.com/germany/sportandevents/sportfahrschule/reservations/)  
E-mail: [Sabine.Sinn@porsche.de](mailto:Sabine.Sinn@porsche.de)



**Hone your skills with the Porsche Sport Driving School Training for classic cars**

Powered by the Porsche Model Club Europe

## Porsche Collectors Swap at Porsche Museum “A major Porsche fair on a small scale”

**On Saturday the 24th of April 2010, the 12th International Porsche Collectors Swap will be hosted by the new Porsche Museum in Stuttgart for the very first time!**

This collectors' meet has been organised by the Porsche Model Club Europe since 1994. “If a Porsche collector tells you it is the best swap meet in Europe, you can take their word for it”, proclaims organiser Henk H. Koop.

Every year, collectors, enthusiasts and exhibitors from all over Europe and beyond come together at the International Porsche Model Club Swap to share their common passion: collecting and trading Porsche miniatures and literature. And in 2010, the event will take place in the perfect surroundings, with the unique Porsche Museum making the day an even greater pleasure for Porsche aficionados. Collectors and exhibitors from Europe and further afield will fill the 600-square-meter exhibition space.

For Henk H. Koop, the organiser of the spectacle, Porsche was love at first sight. While in holiday at Lake Wörthersee in Austria in 1978, a black 911 Turbo almost ran over his foot. “Despite the scare, I never forgot the engine noise”, explains the Dutchman from Emmen when asked what started his passion. Today, Koop is the proud owner of what is probably the world's largest Porsche book collection – comprising over 850 titles – and has also accumulated some 1000 model sports cars, most of which are handmade.

Since 1993, Koop has been the president of the Porsche Model Club Europe (PMCE), which was founded in 1978. The first model swap meet took place

in Stuttgart-Degerloch in 1994, and the event has been growing ever since. As well as enjoying the social aspects of the event, meeting like-minded individuals from all over Europe, the enthusiasts flock to the meet for one main reason: “It is practically eBay live; and it is much better when you can touch and talk about everything to your heart's content.”

After 12 years, the world's largest swap meet and exhibition for Porsche miniatures in scales from 1:1 to 1:220 and Porsche automobilia such as books, posters, brochures, badges, art, design, gadgets, accessories, promotional material, magazines, calendars, telephone cards and stamps, is finally returning home!

The 12th International PMC Porsche Collectors Swap 2010 opens on Saturday the 24th of April 2010, between the hours of 10 am and 4 pm.

**Address:**

Porsche Museum  
(Third floor)  
Porsche Platz 1  
D-70435 Stuttgart-Zuffenhausen  
Germany

**Admission price for visitors:**

5.00 euro. PMCE members and children under 10: free of charge.

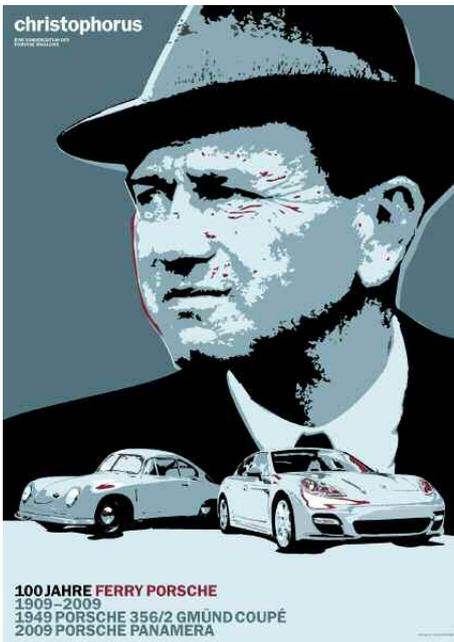
Ample parking is available to Porsche AG visitors in the underground car park. Bus parking is available just a few metres from the museum. Please follow the signposts.

Additional information on the Porsche Collectors Swap is available from the office of the Porsche Model Club Europe, address:

PO Box 2, 7800 AA Emmen,  
The Netherlands  
Tel.: +31 (0) 522-246101  
Fax: +31 (0) 522-245919  
E-mail: info@koop-co.nl



The wonderful world of Porsche automobilia



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**1909-2009**

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**All issues from 2008 and 2009**

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**100 Years of Ferry Porsche**

High-quality men's T-shirt with discreet Ferry Porsche emblem (screenprint).

Sizes: S, M, L, XL, XXL  
 Colours: asphalt, light grey  
 Price: 25,00 euro\*



# Christophorus Edition

## Special gifts for all Porsche enthusiasts

The Edition made its debut in Christophorus issue 341 – to an overwhelming response. For Christophorus, such great interest confirms that these exclusive gifts for Porsche aficionados are a big success. If you are interested in something from our range, please write to us. All items are available for home delivery.

**Women's T-shirt**  
**Christophorus Number 1**

Intricately decorated T-shirt featuring an artistic interpretation of the cover of the first issue of Christophorus. Screenprint on high-quality T-Shirt.

Sizes: S, M, L, XL, XXL  
 Colours: light-pink, light-blue  
 Price: 25,00 euro\*



**Christophorus Mug**  
**The best covers from past issues**

Elegant coffee mug, ideal as a collector's item or for the office.

Four-colour print on white porcelain.  
 Price: 10,00 euro\*



**Christophorus Edition products are available from:**  
**Dr. Ing. h.c. F. Porsche AG**  
**Christophorus Editorial Office**  
**Porscheplatz 1**  
**70435 Stuttgart, Germany**  
**Fax: +49 (0) 711-911-25208**  
**E-mail: cpm@porsche.de**



Find out more here – [www.porsche.com/sportdrivingschool](http://www.porsche.com/sportdrivingschool) – [sportdrivingschool@porsche.de](mailto:sportdrivingschool@porsche.de).

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Become an even safer driver and explore the complete performance potential of a Porsche. Taught by qualified Porsche instructors in controlled training environments. Nationally and internationally.



**PORSCHE**

## 4. Reports

Porsche Club Holland

### New Porsche Mobil 1 Supercup Champion honoured by Porsche Club Holland



Henry de Vaal, President of Porsche Club Holland, presents Jeroen Bleekemolen with a gift from Porsche Club Coordination



Welcome to the Club: Resie Blijleven, secretary of Porsche Club Holland, bestows Bleekemolen with the Club badge

**Just one day after Porsche AG had congratulated Jeroen Bleekemolen on winning the Porsche Mobil 1 Supercup at the Porsche Museum in Zuffenhausen, the new champion attended the annual gala evening of Porsche Club Holland.**

**To mark the occasion, Bleekemolen was presented with a very special gift, donated by Porsche Club Coordination on behalf of all Porsche Clubs worldwide.**

The item in question was a rare original racing poster from 1994 – when the Porsche Supercup was still in its infancy – which was presented by Club President Henry de Vaal along with a personal let-

ter from Porsche Club Coordination. Bleekemolen was visibly moved and thanked everybody for the warm welcome – not just as the reigning champion, but as a brand new member of Porsche Club Holland.

Porsche AG thanked the Supercup champion for his successful season by gifting him the best possible means of joining the Porsche Club scene: a brand new Porsche GT3. Only as a Porsche owner you can enjoy the benefits of the global Porsche Club network – in Bleekemolen's case, as an honorary member of Porsche Club Holland for the year 2010. The Club is rightly very proud of this achievement: in Jeroen Bleekemolen, they not only welcome a very congenial new member to their midst, but also one

of the fastest Porsche drivers in the world.

We wish you all best for the next season, Jeroen!

**Henry de Vaal**  
**Porsche Club Holland**  
[www.porsche-club-holland.nl](http://www.porsche-club-holland.nl)

## Porsche Club Südtirol

### Hilly excursion for Porsche enthusiasts



A sight to behold: Over 3000 HP parked in front of the Gompf Alm

**Porsche Club Südtirol came up with something very special to mark the end of the 2009 season by moving its traditional annual “Törggelen” event to the 1800-meter high “Gompf Alm” alpine hut in the Passeier Valley.**

When implementing this unusual undertaking, the greatest problems were not posed by the off-road abilities of the Porsche sports cars, but rather by the Club’s efforts to obtain the necessary permission to travel across a forest road some 20 kilometres from the town of Meran.

No fewer than 18 special permits were required before the numerous Porsche models were able to traverse the dizzy heights.

All vehicles were equal to the challenge

posed by the rough terrain and emerged from their journey through nature completely unscathed.

The drivers, on the other hand, were fairly shaken up, which only heightened their anticipation of a pleasant and entertaining evening. As well as the folk music, food and drink involved in the traditional “Törggelen” festivities, the Gompf Alm is most famous for its annual blues and music festival.

During the “Porsche Evening”, the Club members were treated to a delicious five-course menu by head chef Othmar, which naturally included the chestnut dishes that are a speciality of the region. Looking forward to an exciting 2010 Club season, the members toasted their successful adventures of the day and an unforgettable evening at the Gompf Alm.

**Franz Wimmer**  
Porsche Club Südtirol  
[www.club.it.porsche.com](http://www.club.it.porsche.com)



**Porsche Club Baden**

**Porsche Club Baden introduces its new Club sports car**

Porsche Club Baden has something very special to offer: its own Club sports car, financed by members and sponsors. In December 2009, the Club unveiled the second Club sports car in its 25 year history, a Porsche 968 with sporty modifications that is available to all members for slalom trials. The car accompanies the PC Baden on many of its excursions, acting as a mobile business card. With its 240 HP engine and eye-catching new design with the Club colours and logos of all the sponsors, the 968 is bound to arouse interest wherever it goes.

Porsche Club Baden is the only regional Club in Germany with its own Club sports car. The members appreciate the opportunity to park their own cars and tackle the slaloms in the Club vehicle. With its sports suspension, 17-inch Michelin Cup tyres, sports seats and sports steering wheel, the car delivers a highly dynamic driving experience. Slaloms can be contested by beginners

or advanced drivers in the form of regularity or time trials. The results are classified in the annual Club Championship.

After contesting numerous slalom events in recent years with the first Club sports car, a 944 S2 created in 2003, the members are now feverishly awaiting the start of the 2010 season. A number of drivers from Porsche Club Baden are entering the German Slalom Trophy organised by Heinz Weber as well as the slalom events of Porsche Club Ortenau. New talents discover their interest in slalom races and that the "old dogs" can still teach them some new tricks when it comes to racing lines and driving ability. The combination of motorsport and social gatherings full of petrolheads helps to create the unique atmosphere of these events.

The season of the new Club 968 sports car starts on the 28th of March 2010 at the German Slalom Trophy on Stuttgart's Solitude race track. For

more information, contact sports director Kurt Schaber by telephone on +49 (0) 721 468952 or by E-mail at [kurt.schaber@porsche-club-baden.de](mailto:kurt.schaber@porsche-club-baden.de).

Porsche Club Baden would like to thank its sponsors and members for their support, sports director Kurt Schaber, Rudolf Scheipers and Julie Schaber for their commitment to the implementation of the project, as well as Frank Meinzer for his marketing concept and the labelling of the 968.

The vision has become a reality. The togetherness of the Club has been strengthened. The members of Porsche Club Baden have achieved their goal and are delighted with their new pride and joy. We wish you every success for the future!

**Marita Kunzmann**  
**Porsche Club Baden**  
[www.porsche-club-baden.de](http://www.porsche-club-baden.de)



New addition to the Porsche Club family: The Porsche 968 in the Club colours

**Porsche Club Tirol**

**The Porsche Karwendel Trophy of Porsche Club Tirol**

**The main event on the calendar of the Porsche Club Tirol is the international Karwendel Trophy, at which drivers from all over Europe pilot their Porsche vehicles across annually changing and partially closed routes through the mountainous Tyrolean landscape.**

Since 2006, members of the Tyrolean Association for the Blind and Visually Impaired (TBSV) have been participating in the Trophy as co-drivers.

The idea was born of the desire to give our event a greater sense of social purpose. After due consideration, we contacted the Blind Association, which welcomed our proposal with open arms – after all, who would be better suited to feel, sense and hear a drive in a Porsche than a blind person with a highly developed sense of sound and touch. To make the task more interesting, the road book was translated into Braille so that the blind passengers could give the drivers, some of whom are familiar with the region, reliable directions.

“We read the drivers the route description from the roadbook and it is an indescribable and intense feeling when the car or driver responds directly to your instructions”, explains co-pilot Bernhard Tschulnigg, who has been blind since birth. Experienced co-drivers, like Bernhard Tschulnigg, can recognise most Porsche models by their sound or by touching the car.

In 2007, Porsche Club Tirol gave 13 blind and visually impaired people an unforgettable experience by allowing them to get behind the wheel of a Porsche. At the ÖAMTC test track in Innsbruck, they were able to pilot a driving school Porsche Boxster round the circuit following the directions of a driving instructor. It was without a doubt a

once in a lifetime event for the participants and laid the foundations for a long and fruitful collaboration.

At this year’s 5th Karwendel Trophy, no fewer than 12 blind co-pilots guided their drivers along the race route. Over the years, this cooperation has given rise to a number of well attuned teams – many months before the start of the Trophy, we receive the first requests from our blind friends asking whether their favourite driver still needs a co-pilot.

As a memento, the Hall Mint has produced a coin according to the Club’s instructions, which of course features a raised Porsche motif specifically for the blind participants.

**Herbert Demanega**  
**Porsche Club Tirol**  
[www.porschclubtirol.at](http://www.porschclubtirol.at)



**Masterful performance: The blind drivers prove a dab hand at the wheel**





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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**

## 5. Classic reports

### Porsche 356 Registry

## West Coast Holiday in Sedona, Arizona

**A typical October in Arizona: the sun is shining, the Red Rocks are more than living up to their name and the roads are begging to be driven in a very special vehicle — and the Porsche 356 Registry, the largest Porsche 356 Club in the world, is more than happy to oblige! Particularly when the drivers are on their “West Coast Holiday”.**

No fewer than 402 participants from 35 states and 7 countries attended the event in 189 sparkling Porsche 356s. The group included drivers from South Africa, Japan, Belgium, France, the Netherlands, Sweden and, last but not least, a very enthusiastic member from Denmark, who had travelled to the USA for the Concours d'Elégance.

The 2009 event centred around the Poco Diablo Resort, a reliable venue which the organisers, the “Arizona Outlaws 356 Club”, had already used in 1989 and 1999. As you would expect from a Porsche 356 Registry Holiday, there was no shortage of things to do and see. The event kicked off on Wednesday with the “Gimmick Rally”. This was followed by a “warm-up” party at the Hilton Hotel, where Sedona’s

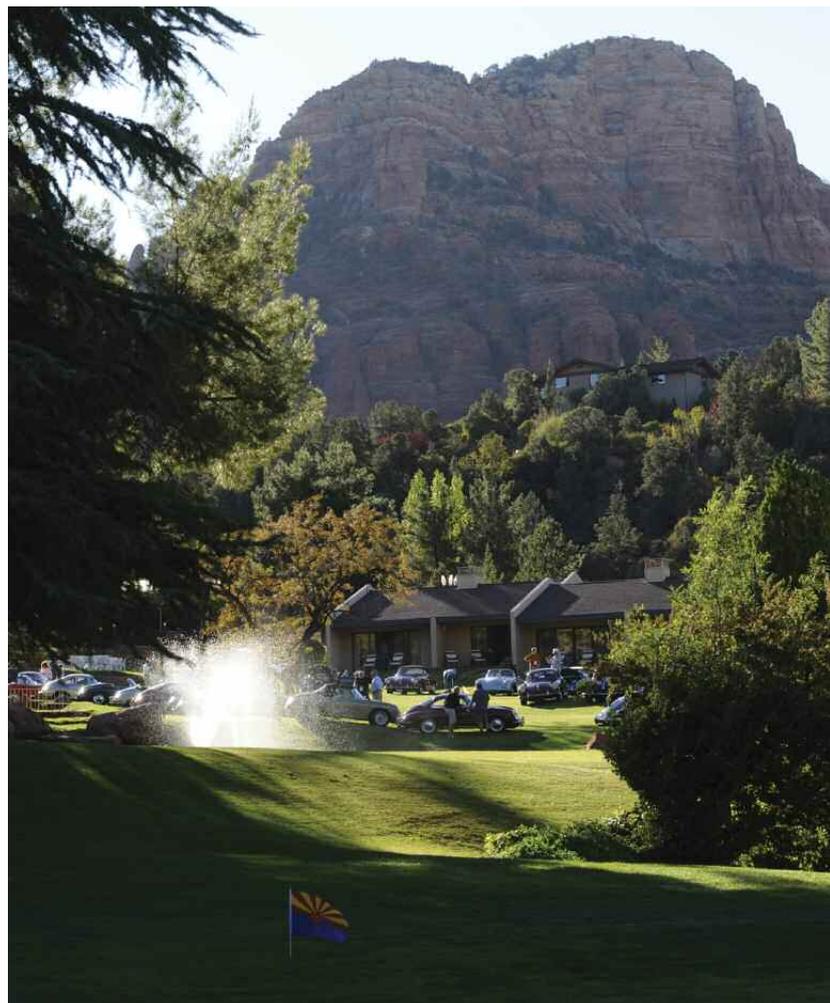


**Deep insight: Porsche America Roadster**

mayor, Rob Adams, welcomed the participants to what would become a highly enjoyable evening – one that would not have been possible without the support of Porsche AG.

The next day was dedicated to Native American culture and led the group via the ruins of the Tuzigoot National Monument to Montezuma’s Castle. After lunch, there was a choice of two very in-

teresting activities: the participants could either travel to the vineyards of Javelina Leap and Oak Creek to sample the well-known Pillsbury wines, or they could visit the Walnut Canyon National Monument. Back at the resort, the early evening began with a cocktail reception, followed by a house party on the Oak Creek River, where the participants sat on a giant terrace and watched the sun set over Sedona.



**Wide perspective: The beautiful Sedona landscape**

The Friday kicked off with one of the typical traditions of the Arizona Outlaws: the October excursion “Javelina 100”. For the first time, the participants were able to choose between two different routes. The first covered a distance of almost 200 miles from Sedona via the Oak Creek Canyon and Lake Mary Road into the highlands of Arizona – the perfect journey for “hardened” Porsche 356 drivers.

The second option, which was deliberately kept a little shorter, led the teams to the former Arizona capital of Prescott before surprising the participants with one of the most impressive routes in the country. On their return journey through the old mining town of Jerome, the drivers enjoyed an exhilarating drive through wide, sweeping curves and tight serpentine corners. And after each turn, drivers and passengers alike were captivated by the beautiful panorama.

Until late in the night, the teams shared their experiences of this unforgettable day and enjoyed a relaxing “Oktoberfest” in the Oak Creek brewery, which was organised by the Porsche dealer Stoddard.

Despite the manifold activities of the previous day, the next morning started early and with great eagerness – it was time to get the vehicles ready for the Concours d’Elégance. It was only 9:30 am when over 150 washed, cleaned and polished vehicles took their positions on the adjacent golf course to face the public vote.

A very special honour was bestowed upon Bill and Connie Collins from Windham, New Hampshire, who had travelled no less than 5775 miles via

Canada and Seattle in order to bring their 1965 Coupé to Sedona. The fact that their car also won third place at the Concours d’Elégance was just the icing on the cake.

At Saturday's closing gala, Club President Chuck House lauded the commitment and dedication of the organisers and the ongoing passion of all the members for their Club and the Porsche brand. Together with all participants, he toasted a successful West Coast Holiday 2009 and looked forward to the next event of this type in Arizona – even though everyone will have to wait until 2019. But as we all know, anticipation is the greatest form of pleasure!

**Gordon Maltby**  
**Porsche 356 Registry**  
[www.356registry.com](http://www.356registry.com)



**Still life: A classic 356 basking in the evening sun**



**Club life: The Concours d’Elégance was full of highlights**

## 6. An interview with Harald Wagner

Based on the model of Marcel Proust, we put 20 questions to Harald Wagner, former head of sales for Porsche Germany and the man who named the Porsche “Targa”.

Where would you like to live?

In Stuttgart.

What is your idea of perfect happiness?

Healthfulness.

Which faults are you most likely to forgive?

All those that are forgivable.

What do you regard as the lowest depth of misery?

When you have lost all trust.

Your favourite historical figure?

Frederick the Great.

What traits do you most appreciate in a woman?

Those of my wife.

What traits do you most appreciate in a man?

Directness.

Your favourite virtue?

Serenity

Your favourite occupation?

Porsche.

Who or what would you have liked to be?

If I came back to this earth again, I would do everything the same.

What is the Porsche legend?

The Porsche legend is characterised by solidity, humanity and an open ear for the customer.

What makes a Porsche sports car?

Porsche sports cars are unparalleled – they always have been and always will be.

What does the Porsche of the future look like?

Built to the highest technical standards, a Porsche will always be recognisable as a Porsche while distinguishing itself from all other cars.

If you could choose just one car, what would it be?

A Porsche 911 Targa.

Your main character trait?

Reliability.

Your greatest mistake?

I wish I had had more time for my family.

Who are your heroes in real life?

Theodor Heuss most closely matches the description of an outstanding personality.

What do you despise the most?

Empty promises.

What natural talent would you most like to possess?

That which I already possess: serenity.

Your motto?

“In peace lies strength”.



### Curriculum vitae Harald Wagner

**28th of August 1923:** Born in Stuttgart as the first of five children.

**1936:** First drive in VW Beetle prototype with Ferry Porsche.

**Summer 1945:** Escapes from Russian captivity to Öhringen, where he undertakes a commercial apprenticeship at a car dealership.

**January 1954:** Starts at Porsche as an assistant to the head of domestic sales.

**From March 1954:** Head of sales for Porsche Germany

**Since 1988:** Retired, but still affiliated with Porsche as a special representative of the board of directors.



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