



Mourning "Rico" Steinemann



>> Hans Heinrich "Rico" Steinemann has died. The Zurich native and former racing and PR chief at Porsche passed away a short time before his sixty-fourth birthday in Russikon, where he lived. The car journalist launched the motor sports magazine *Power-Slide* in 1962, but his passion was always racing cars himself. He finished second in the Overall class at the Twenty-Four Hours of Le Mans in 1968, and he won the Prototypes Championship in a Porsche 907 Langheck.

In 1969, at thirty, Steinemann succeeded the legendary Huschke von Hanstein as Racing and PR Director. It was under Steinemann's stewardship that Porsche celebrated its first victories in the overall world championships and at Le Mans. After a short stint in advertising, he returned "full of remorse," as he put it, to the automotive world and became editor-in-chief of Porsche's *Christophorus* magazine. In 1979 he returned to Switzerland, where his activities included working as a radio commentator. He remained a true sportsman—the former racing driver became an avid mountain climber and yachtsman. Steinemann internalized and helped shape the spirit of Porsche. Porsche will always remember him with fondness and respect.

Christophorus Porsche Magazine

Magazine for Porsche enthusiasts

52nd year, No. 303, August/September 2003

ISSN 0412-3417

Yearly subscription rate €21.50/\$28

The magazine is published bi-monthly in five languages (German, English, French, Italian and Spanish).

Published by Dr. Ing. h. c. F. Porsche AG

Public Relations Director: Anton Hunger

Editor-in-Chief/Managing Director: Karen Schulze

Editors: Simone Kühner, Ingrid Schmid

Editorial Consulting: Head-Line, Stuttgart

Graphic Design: Visuelles, Stuttgart

International Editions: RWS Group GmbH, Berlin

Cover Photo: Christoph Bauer

Editorial Photo: Aleksander Perkovic

Send correspondence to the following address:

Dr. Ing. h. c. F. Porsche AG

Redaktion *Christophorus*

Porscheplatz 1

70435 Stuttgart, Germany

Tel.: +49-711-911-5024 or -911-5278

Fax: +49-711-911-5208

www.us.porsche.com/english/usa/news/christophorus

Advertisement Marketing:

Z & S Mediateam GmbH

Marktplatz 30

91207 Lauf a. d. Pegnitz, Germany

Advertising Director: Petra Sindel

Tel.: +49-9123-962-3011

Fax: +49-9123-962-3050

E-mail: sindel@zs-mediateam.de

Advertising Coordinator: Alfred Zügner

Tel.: +49-9123-962-3012

Fax: +49-9123-962-3050

E-mail: zuegner@zs-mediateam.de

Production:

heckel GmbH, Nürnberg

A member of the schlott group

Printed in Germany

All rights reserved. Reprint of articles or portions thereof only with permission of the publisher. We are not responsible for the return of any unsolicited photographs, slides, films, or manuscripts.

Subscriptions:

Christophorus can be obtained directly from Porsche or through your local Porsche dealer.

Other subscriptions:

Christophorus-Abonnement-Service

Ingrid Meister

P.O. Box, 90327 Nürnberg, Germany

Tel.: +49-911-9841-325

Fax: +49-911-9841-326

E-mail: porsche.abo@sebaldu.de

The subscription runs for at least a year and is also billed for this period. Please make payment only upon receipt of the bill.

Bank information subscription service:

Dresdner Bank, Nürnberg

Bank code number: 760 800 40

Bank account: 130 278 400 400

Swift-Code: Dres de ff 760

Payment in US \$ or €