

FROM: Tom McDonald  
Porsche+Audi Public Relations  
Volkswagen of America, Inc.  
Englewood Cliffs, N. J. 07632  
Phone: (201) 567-7600  
(212) 524-8881

#### FACTS ABOUT PORSCHE

##### Porsche:

- is the name of both a family and a sports car; the automobile company is one of the last independent family-owned car manufacturers in the world.
- is located in Stuttgart, Germany and employs 3,980.
- produced 14,265\* sports cars in 1972 in addition to performing design consultant work for a number of companies at the Porsche Development Center in Weissach.
- has built nearly 175,000\*\* Porsches since the company was founded in 1949 by Professor Ferdinand Porsche, the engineer who designed the Volkswagen in the early 1930's. In its first year, only 298 were built.
- draws on its racing experience in building production cars, including the 914, the first high-volume production car with a mid-engine location.
- won the Can-Am series with a turbocharged Porsche 917 and also won the European Interserie, the European GT Trophy, the FIA Trophy for GT cars as well as eight European national championships in 1972.

Porsche was founded in 1949 when the late Professor Porsche and his son, Ferry, who is now chairman of the company's board of directors, produced a hand-built sports car based on VW components. Though small in size, the company has earned a world-wide reputation for hand-crafted quality and for performance.

Most Porsche production has traditionally gone to the United States. In 1972 about 40% of all Porsche 911's and 63% of all 914's were sold in the U.S. Porsches are sold in the U.S. by more than 250 franchised Porsche+Audi dealers who offer the mid-engined roadsters and 911 coupes and Targa convertibles along with Audi sedans.

\*Does not include 914 4-cylinder roadsters assembled by Karmann.

\*\*Does not include 4-cylinder 914.

CAPTIONS FOR 1974 PORSCHE 911 CARRERA

Photo #432 - #433

The Porsche Carrera, which has captured the Twenty-Four Hours of Daytona and other world famous races, is now being sold in a street version for 1974 by Porsche Audi dealers. The car is easily distinguished from the other Porsche models, the 911 and 911S, by a rear aerodynamic spoiler, "Carrera" side lettering and flared rear fenders. A 2.7-liter (164 cu. in.) engine developing 157 hp gives the Carrera a top speed of 140 mph.

The Porsche 911 Carrera, the ultimate sports car, joins the 911 and 911S models for 1974. Offered for sale by Porsche Audi dealers, the Carrera is available in a Coupe or Targa version with a built-in roll bar and a removable one-piece top that stores in the trunk. Equipped with a twin overhead-cam, 2.7-liter engine, the Carrera can be ordered with a 5-speed standard transmission or a 4-speed Sportomatic for clutchless shifting.

The Porsche 911 Carrera, a car which takes its name from the Carrera Panamerica Road Race of the 1950's, is now available in a street version from Porsche Audi dealers. Powered by an air-cooled, overhead-cam engine, the Carrera can be easily identified by its rear aerodynamic spoiler and "Carrera" side lettering.

# # #

FROM: Tom McDonald  
Porsche Audi Public Relations  
Volkswagen of America, Inc.  
Englewood Cliffs, N. J. 07632  
Phone: (201) 567-7600  
(212) 524-8881

CAPTIONS FOR 1974 PORSCHE 911's

Photo #420 - #421 - #422  
#423 - #430 - #431

A larger displacement engine with fuel-injection is standard on the Porsche 911's for 1974. Now rated at 2.7 liters (164 cu. in.) the six-cylinder overhead-cam engine develops 143 hp for the 911 and 167 hp for the 911S. Both models are available in a Coupe or Targa version with a 4-speed transmission as standard or a 5-speed or 4-speed Sportomatic as an option.

One-piece sports-type seats and a front spoiler are some of the numerous changes on the Porsche 911's for 1974. Heavier aluminum bumpers and a redesigned steering wheel add to the car's cosmetic looks while a larger displacement engine and an improved fuel-injection system maintains the performance level Porsche is known for.

Porsche's trim, aerodynamic styling has been retained for 1974. Redesigned front and rear bumpers made of heavy gauge aluminum conform to present safety standards and have added six inches to the car's overall length.

The Porsche 911 for 1974, available in a Coupe version or convertible Targa model, offers a choice of options including air-conditioning, electric windows and sunroof. A wide variety of colors are optionally available to compliment the hand detailed body work.

# # #

FROM: Tom McDonald  
Porsche Audi Public Relations  
Volkswagen of America, Inc.  
Englewood Cliffs, N. J. 07632  
Phone: (201) 567-7600  
(212) 524-8881

CAPTIONS FOR 1974 PORSCHE 914

Photo #434 - #436 - #437

The Porsche 914, the largest selling mid-engine car in history, is available with a 1.8-liter or 2-liter engine for 1974. The four-cylinder fuel-injected engine is located "midships" ahead of the rear axle for balanced handling. Designed for the sports car enthusiast, the 914 has a one-piece detachable top that can be stored in the rear trunk.

New for 1974 on the mid-engine Porsche 914 are stronger rear bumpers which conform to present safety standards, redesigned interior control knobs and new sport steel wheels. Available with a 1.8- or 2.0-liter engine, the 914's front and rear trunks have a total luggage capacity of 13.1 cu. ft.

# # #

FROM: Tom McDonald  
Porsche Audi Public Relations  
Volkswagen of America, Inc.  
Englewood Cliffs, N. J. 07632  
Phone: (201) 567-7600  
(212) 524-8881