

**Whatever  
happened to  
the Porsche we  
used to know?**



I recently talked with a Targa owner. Truly a Porsche aficionado—full of praise for the car, eager to talk of the modifications he had made to his Porsche and to suggest modifications we might want to consider.

Suddenly he began reminiscing about a red Speedster he'd owned in the late '50s. "Now there," he said, "was a Porsche. There will never be another like it."

It's true, of course, that products we remember from the past are rarely created again. It's especially true of fine cars.

Yet memory tends to be selective. To overlook the many improvements that the present has brought.

As you are probably aware, in 1969 a new organization came into being: Porsche Audi Division of Volkswagen of America. As the new importer, we've kept in mind all the good things Porsche owners have grown over the years to expect.

And Porsche has continued its development of racing cars—and its high standards of quality workmanship—for which it has always been known.

But there have also been a lot of improvements made in the production cars. And in the Porsche organization. To make sure that these times will be even better than the "Good Old Days."

After all, we want you, today's Porsche owner, to have many pleasant memories to look back on, too.

John A. Cook  
Vice President, Porsche Audi Operations

**Whatever happened to the Porsche dealer I used to go to? We finally got to the place where we understood each other.**

There's a good chance he's still a Porsche dealer—or soon will be one—in a new Porsche Audi dealership.

Most of yesterday's Porsche dealers were also Volkswagen dealers, operating out of one facility. We know how good they are, since we're now all part of the same family.

There were many excellent unaffiliated dealers too, and we've worked with many of them to get them to stay on with us.

And there are some new Porsche Audi dealers as well. Those with the special qualifications and commitment we look for.



Today's Porsche Audi dealership looks something like the picture shown here. We refer to this as our

**Whatever happened to the long wait to get a Porsche in the first place?**

"Type D" building. It has over 7000 square feet of space under its roof. With a larger showroom, better-equipped service area, and more storage room for parts and accessories than almost any Porsche dealer of years gone by.

It takes a big commitment by a dealer to go into a building like this. And he's not going to make that commitment unless he's determined to give you better service than you ever had.

There are now over 170 Porsche Audi dealerships in more than 70 major populated areas in the United States. In less than two years, we expect to pass the 300 mark.

This means we'll have more dealers than ever before.

Offering more convenient service for you.

## A report on today's Porsche

## and today's Porsche organization.

FOR THOSE WHO KNEW  
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BY JOHN A. COOK  
VICE PRESIDENT, PORSCHE AUDI OPERATIONS

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## Whatever happened to the long wait to get a Porsche in the first place?

There still is a short waiting period for Porsches in some parts of the country. But by and large, today's Porsche buyer does have a larger choice of models and colors, and a shorter wait (or no wait at all) than the buyer of several years ago.

There are two good reasons for this. First, there are more Porsches being made. Mainly because Porsche has expanded its line by adding new models.

Although this increase gives you a better selection to choose from, the total production is still small enough that Porsche remains a pretty exclusive car to own. It's also small enough that we can continue to put the hand craftsmanship and attention to detail into every Porsche we make.

The second reason for the shorter wait is that Porsches now get to America faster.

They used to arrive in freighters designed to carry general cargo. Now they're shipped on the Volkswagen merchant fleet. Modern ships designed just to carry cars. Their crews are especially trained to handle one type of cargo: automobiles. Each deck level is especially built to hold cars securely. Some of the ships even have special drive-on/drive-off ramps to make loading and

unloading faster and safer.

Moreover, these ships arrive on our schedule, not on an independent's schedule. They bring the Porsches to our distributors' ports in the quantities they need. When they need them.

This eliminates waiting time. By our dealers. And by you.



**Whatever happened to that great mechanic who used to tune my Porsche by ear? He was fantastic.**

Chances are that just like that great dealer, the great mechanic is still with us. Only now he's an even better technician. And he's working with modern equipment that's a lot more accurate than his finely-tuned ear.

We did our utmost to keep the great mechanics. And we're hiring new ones to keep pace with the ever-growing need for Porsche service. What we look for in the new mechanics is what sold you on the old ones. Skill, precision, pride and enthusiasm.

But good as they are when we hire them, they're a lot better after we've trained them.



Each of our 14 distributors has a specially-designated, fully-equipped training facility that

provides a conducive learning environment in classrooms and workshops. The total equipment and special tools alone have a value of over \$700,000.

The training program puts a technician through a tough schedule of 17 courses that takes 25 days to complete. But even after he graduates, he's still not done learning. He'll continue to receive regular training in his dealership. Filmstrips, audio-visual aids and data on product changes will keep him up to date on all improvements we make in the Porsche.

And after that he'll still be brought back to his distributorship for refresher courses.

All to produce the kind of mechanic you remember from the old days. Only better.

**Whatever happened to the long wait to get a part for my Porsche? Not that I really miss it.**

Waiting to get a critical part was one of those frustrations that early Porsche owners like to forget.

Now you can forget it. A part being out of stock is becoming rarer and rarer. And even then the waiting time is decently short.

But we won't be happy until there's no wait at all. Here's what we've done about it.

First of all, Porsche has built a new central parts depot in Ludwigsburg, Germany, which stocks just about any part that any Porsche will ever need. This 150,000 square-foot depot has a back-up inventory of over 20,000 different Porsche parts. (Inventorying spare parts is just one function of the special marketing organization in Germany which is devoted to serving the specific needs of Porsche's world-wide markets.)

As comforting as this may be to you, we're getting better and better at keeping a dealer from running out of a part in the first place.

For instance, there used to be seven parts depots in the United States. Now there are 14 depots, one at each of our distributorships. They can deliver parts quickly to dealers any place in the country, usually within 48 hours.

We're also getting better at predicting what quantities of what

parts our dealers will need next month. Or next year.



Through a combination of inventory standards and computerized inventory control, billing and reorder procedures, we're turning the forecasting of parts movement, trends and seasonal fluctuations into a science.

We're not 100% there yet.

But we're getting close.

# Whatever happened to Porsche's prowess in the great racing classics? And did they ever win at LeMans?

Talk about racing to any member of the Porsche Club of America and you'll see a man on top of the world. His car is now, more than ever, the one to beat.

Still, if you don't follow racing, or if you've been out of touch for a few years, here's what's been happening.

In 1969, Porsche took its first Manufacturers' World Championship. But that was just the beginning.

In 1970, the question became not "Can Porsche repeat this triumph?" but rather "Can this world champion win at LeMans?"

An overall victory at the 24-hour LeMans had eluded Porsche every year since it started entering cars in 1951. Porsche had won class victories there, of course, and even placed 4th overall with a Spyder in 1955. In 1958, a Porsche took 3rd place, but there it stopped for a decade. Finally, in 1968, a 907 took 2nd place, and a year later Porsche missed 1st place in this 24-hour event by one second.

You can imagine the excitement, then, as the tenth hour of the 1970 LeMans saw a Porsche 917 (Jo Siffert/Brian Redman team) several laps ahead of its closest contender. Suddenly it jumped out of gear, overrevving the engine and putting

it out of the race. It was then that a second Porsche 917 (with the team of Hans Hermann and Dick Attwood), which had finished its first hour in 9th place, pulled into the lead. And held it, finally winning the race.



In winning its second consecutive Manufacturers' World Championship, Porsche took a phenomenal nine 1st places out of the ten races. (And took 2nd place in the tenth one.)

But if we have placed undue emphasis on LeMans, perhaps you'll understand. It was the sweetest victory of all.

# Whatever happened to Porsche on the American racing scene?

Three of the 1970 Manufacturers' World Championship races were held in America: Watkins Glen and Daytona (Porsche placed 1st in both) and Sebring, in which a Porsche 908 driven by Steve McQueen and Peter Revson was able to take a close second, crossing the finish line 23.8 seconds behind the winner.



In 1971, we've won the 24-hour Daytona endurance race—and the 12-hour Sebring event. In the latter race, a 917 finished a full three laps ahead of its closest competitor.

But not all of our racing involvement is in the grueling endurance events. We've also established a special rally fund (totaling \$41,300) that

is offered to private Porsche owners who place in SCCA rallies, where the emphasis is on handling and navigational skills, rather than speed alone.

And what the Porsche 917 has done in international racing, the 914/6 and 911 have done in the States. The three 914/6 teams sponsored by us have placed 1st more than 20 times in 1970.

To help our efforts with the 914/6, we hired the services of Richie Ginther, internationally-known Grand Prix driver. In addition to managing one of our teams, Ginther also supervises setting up the cars for competition. And apart from the changes required by racing regulations, these models are identical to the ones you'll find in a Porsche Audi dealership.

Think about this the next time you take off in your Porsche. Because you're not only driving a winner. You're driving a car that's been proved on the toughest tracks in the world.

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