



Home, Sweet Home – The International Porsche Days Zell am See–Kaprun

The International Porsche Days in Zell am See-Kaprun took place this year for the second time. Based on the big European Parades, they are held under the patronage of Dr. Wolfgang Porsche at the home of the Porsche family. Also the delivery tour of the “GTS Club Coupe – 60 Years Porsche Club of America” took their owners to this year’s International Porsche Days.

The region around Zell am See-Kaprun is closely linked to with Porsche. Zell am See is home to the Schüttgut estate, where the children of Ferry Porsche grew up. The estate also has a chapel, where the family are laid to rest. It is only 100 kilometres from Gmünd, the first production site of the Porsche 356. Not only is the area excellent for skiing, but its mountain passes are ideal for glorious car trips, and Porsche vehicles used to be raced on the ice on Lake Zell in winter. The Porsche Design Studio is also at Zell am See. The region’s links to Porsche and its closeness to the Porsche family make it the ideal place for an international Porsche Club event.

Club members and Porsche enthusiasts come there from all over the world. The event is organised by Karl Steiner and his team from various Porsche Clubs in Austria. In 2012, Karl Steiner took up an idea from Dr. Wolfgang Porsche and the tourist board of Zell am See-Kaprun, and, based on experience from the European Parade in Vienna, planned an event by Porsche Clubs for Porsche Clubs at the home of the Porsche family.

The patron of the International Porsche Days is Dr. Wolfgang Porsche. The organiser Karl Steiner is delighted at his commitment: “Dr. Wolfgang Porsche has been really enthusiastic. He’s simply glad to be among Porsche enthusiasts, and especially in his home region. And his son Ferdinand Porsche also enthusiastically took part again this year.”



Dr. Wolfgang Porsche is an excellent host. Every day he was right among visitors. And an evening at the “Areitalm”, above the Schüttgut, was one of the items on the programme. The Schüttgut was open for visitors, as was the family chapel. Even the venue for the awards has links to Porsche: Prielau Castle is owned by Dr. Wolfgang Porsche.

The hospitality was also enjoyed by the American owners of the “GTS Club Coupe – 60 Years Porsche Club of America”, who visited the Porsche Days in Zell am See-Kaprun at the end of their “European Delivery” event. Dr. Wolfgang Porsche welcomed them personally at breakfast at the excellent “Tauern Spa”, and Porsche Community Management had also organised a meeting with Dr. Wolfgang Porsche and the Head of Sales, Bernhard Maier, at the Schüttgut. Dr. Wolfgang Porsche insisted on showing the group around the Schüttgut. The visit to the Schüttgut was an absolute highlight of the trip to Europe for all those taking part. “It was cold and rainy,” remembers Manny Alban. “Dr. Wolfgang Porsche took one look at us and immediately invited us in. Those are things you can’t plan on any tour.” And Dr. Wolfgang Porsche also said goodbye to the American guests on the last day. The GTS Club Coupe owners were very taken by Dr.

Wolfgang Porsche and his generous, open personality. “It was the absolute highlight. A very special experience. The hospitality, warmth and courtesy with which we were received here. All in all, the feeling of being part of the Porsche family,” said one member of the group. “Unforgettable and uniquely Porsche.”

The GTS Club Coupes were not only welcome guests at the Porsche Days – naturally, the anniversary editions received a great deal of attention and praise. “The GTS Club Coupes and their American owners greatly enhanced the event,” says Karl Steiner. “It was great to see how everyone has got the same bug.” Past President Manny Alban of the Porsche Club of America describes it as the “Porsche bug”:

“We’re all infected. And you never get over it. But whatever language we speak, we all share the same enthusiasm. There’s the same friendship here that we have at home. And we were treated and welcomed so pleasantly. All we can say is ‘thank you’, it was really lovely to experience Zell this way.”

It was not only the guests from the United States were able to enjoy the special atmosphere of the

International Porsche Days. The event had a very special atmosphere due to the fact that it was held right in the middle of the birthplace of Porsche. The visitors from the Porsche Clubs, their Porsche vehicles, the Porsche Club community, the Porsche family and company history – they all merge together here to form something you cannot put a price on. “Of course, the international guests were very interested in the Porsche family home and the Schüttgut with the family chapel,” says Karl Steiner, describing the atmosphere of the event. “What we wanted to do was to hold an event where the Porsche community comes here to the region every few years and enjoys its links to the Porsche family and their roots at the Schüttgut and the chapel. Porsche right up close, so to speak.”



Head of Sales Bernhard Maier then provided a very special moment of “Porsche right up close” at the evening gala event. As a surprise for the International Porsche Days, Bernhard Maier had brought the

winner's trophy from the 24 Hours of Le Mans with him, and unexpectedly brought it out during his speech on the podium at the Ferry Porsche Congress Center. "Porsche and the Porsche Club members have always pulled in the same direction, with the same goal: success. This evening I've brought our pride and joy, the trophy from the 24 Hours of Le Mans, so that we can celebrate together." And the Club members also celebrated the blue GTS Club Coupe, which was also on the stage at the Congress Center to get right up close to.

For the Porsche Club members from the United States, the awards ceremony on Sunday was the final event in their "European Delivery" tour. "This delivery event and the weekend in Zell were fabulous. Our Club members feel like they're in Wonderland," says Manny Alban, summing up. "Everyone had that special smile on their lips, even if the days were quite exhausting. But what great timing it was to be able to celebrate the International Porsche Days in Zell am See and our anniversary edition together with other Club members."

For Karl Steiner, the next event begins as soon as the last one ends. "I hope we'll be able to be able to do something similarly successful and maybe include some new items in the event. There's always room for improvement, but I think that the meeting was quite a success for us." Then he remembers the American guests. "Their appearance with the blue GTS Club Coupes was something wonderful. Or as our American Club members say: the icing on the cake."

"Exceeding expectations," is how Manny Alban succinctly sums it up at the end. "Everything that Porsche does exceeds our expectations." That goes for the vehicles, the programme of the "European Delivery" tour, the International Porsche Days, and the solidarity of the worldwide Porsche family. That's how it is in the Porsche world: exceeding expectations.

Read the interview with [Karl Steiner](#), organiser of the International Porsche Days Zell am See–Kaprun. Here you find the article – [The "European delivery" of a very special anniversary edition](#)





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📌 Porsche Club Singapore Drive of the Year (DOTY) | 📌 A very British celebration

📌 “Porsche is a fascinating brand. It inspires people.” | 📌 Bavarian standards

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* These data were obtained using the Euro 5 measurement method (715/2007/EC and 692/2008/EC) in the NEDC (New European Driving Cycle) with standard equipment. The information does not refer to an individual vehicle and is not part of the offer, but is simply provided so that comparisons can be made between different types of vehicle. Further, up to date information on the individual vehicles can be obtained from your Porsche Centre.

Consumption figures were obtained on the basis of standard equipment. Special equipment may affect consumption and performance.