

Enduring Passion.

70 Years of Porsche Clubs Worldwide

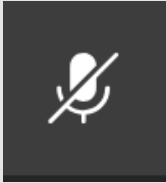
Welcome to our 2nd Virtual Town Hall meeting!



Virtual Town Hall Meeting – Housekeeping Rules



During our meeting, we would like to ask you to:



Please make sure that your microphone is muted.

If you have any questions?

Feel free to submit your questions via this Teams meeting's "**Chat**" function.

We will also have a **live Q&A discussion** at the end of the meeting.

AGENDA



- 01** **Welcome & Introductions**
- 02** **70th Anniversary Campaign Review**
- 03** **70th Anniversary Highlights**
- 04** **Outlook 2023**
 - » GP Ice Race
 - » Porsche AG 75th Anniversary
 - » International Presidents Meeting (IPM)
 - » Global Community Council (GCC)
 - » Community Outlook
- 05** **Questions / Next steps**



#THANK YOU TO EVERYONE!!

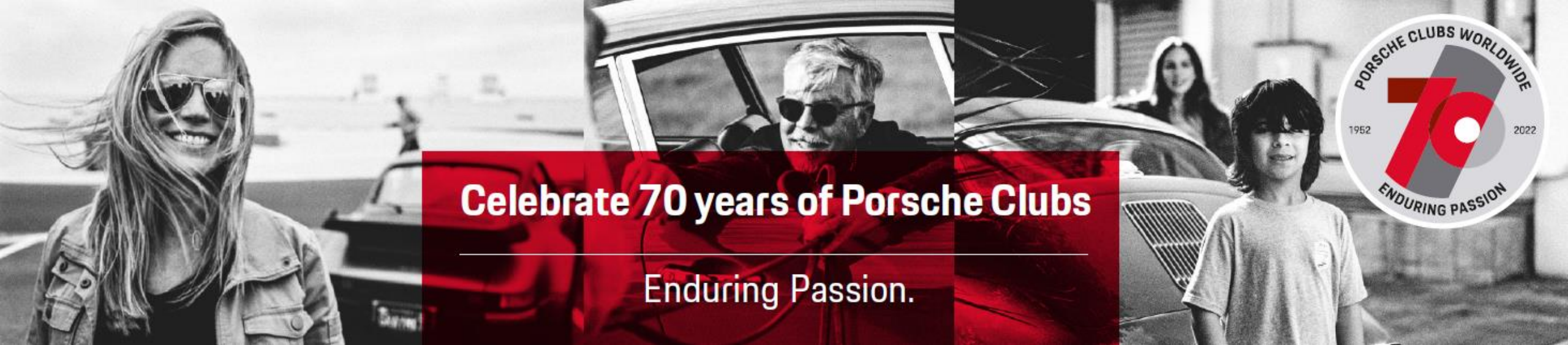
Our journey around the world



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Celebrate 70 years of Porsche Clubs

Enduring Passion.

**PASSION.
YESTERDAY, TODAY
AND TOMORROW.**

**IT'S NOT THE CARS.
IT'S PEOPLE'S PASSION.**

We **celebrate** people
and the connections they share.

We **celebrate** stories
and **visions**.

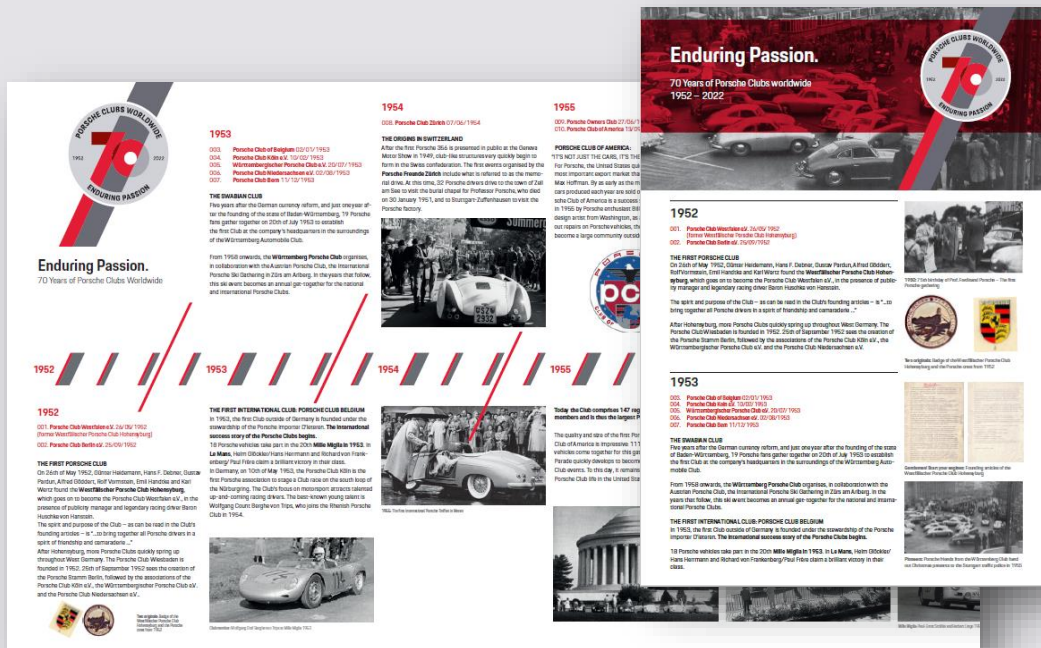
We **celebrate** one
never-ending **passion**.

**ENDURING
PASSION**

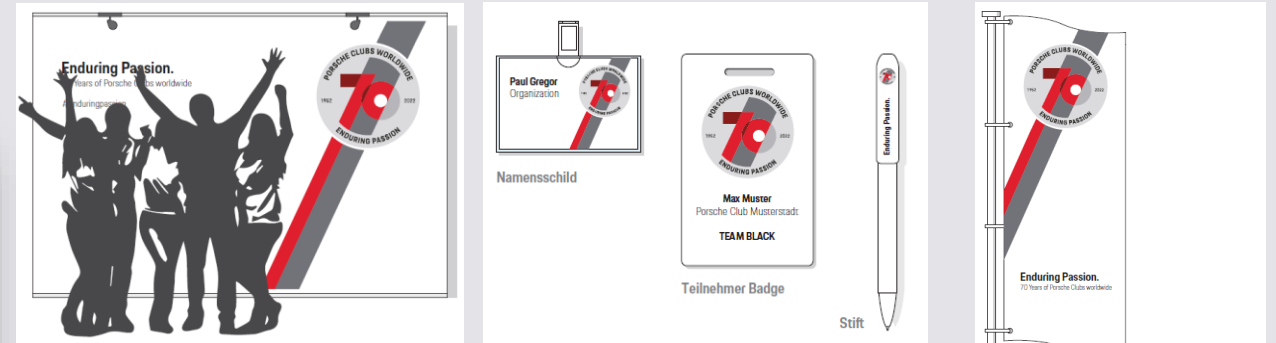
PORSCHE

70th ANNIVERSARY SUPPORT MEASURES

1. History Kit: Info's per decade and timeline with milestones



2. Graphic kits & templates



3. Merchandise




PORSCHE

CLUB MEMBER STORIES

Club Member Stories:


Your Story



This could be your story

We would like to hear the personal stories from Club members around the world – sharing the "enduring passion" that you have for the Porsche brand.

[Submit here](#)




Alejandro Escallon, Panama

We are Panama's fastest family

With his 33 years of age he is one of the youngest Presidents in the global Club community. And the driving force behind Porsche Club de Panamas success story.

[Read Story](#)




Robert Warren Hess, USA

Porsche With a Purpose

Robert Warren Hess is a member of the Porsche Club of America, in the Los Angeles-based Grand Prix Region. His 2001 Boxster was given a new livery and helps prevent veteran suicide at Cars & Coffee and track day events.

[Read Story](#)




Jim Hemig, USA

My Porsche Bike Life

Jim Hemig is member of the Porsche Club of America, Chesapeake Region. The devoted Porsche bicycle enthusiast is also Marketing Director of PCA.

[Read Story](#)




Philip Schudmak

A family affair

The world's first two production right hand drive Porsches arrived in Australia in late 1951. Porsche Club member Philip Schudmak recalls their turbulent history and the challenges of their restoration.

[Read Story](#)




Rong Xu and Bruce Wang

A different kind of clubhouse

Hardly any other metropolis is developing as dynamically as Shanghai. Often referred to as the "other China", Shanghai is always a few steps ahead of the rest of the country in its development.

[Read Story](#)




The Guzman Brothers

Two Brothers, two stories – one passion.

Francisco "Pancho" Guzman founded the Porsche Club Mexico in 1987. His brother, Juan-Pablo Guzman, is today's President and the driving force behind the Club. Now they are both passing the spirit on to the next generation.

[Watch Now](#)



Dave Rodenroth

Road to Amelia Island

Joining the Porsche Club of America in 1978 Dave soon started to build his own racing Porsche and became a passionate Club racer. We join him on the way to Amelia Island where he met with his Club friends.

[Watch Now](#)

Porsche Prepared Stories:

EVENT REPORTS

Event Overviews & Reports

Events



Carrera 2.7 RS Celebration
Double Victory

Le Mans, France
26/5 – 29/5/2022



International Porsche 356
Meeting

Hup Holland Hup!
Bilderberg/Arnhem, Netherlands
26/5 – 29/5/2022



The Porsche 914 International
Chasing Dragons

Llandrindod Wells, Wales, Great Britain
10/6 – 12/6/2022



Porsche Parade USA 2022
"It's not just the cars...it's the People"

Pocono, Pennsylvania, USA
12/6 – 18/6/2022

Event Report

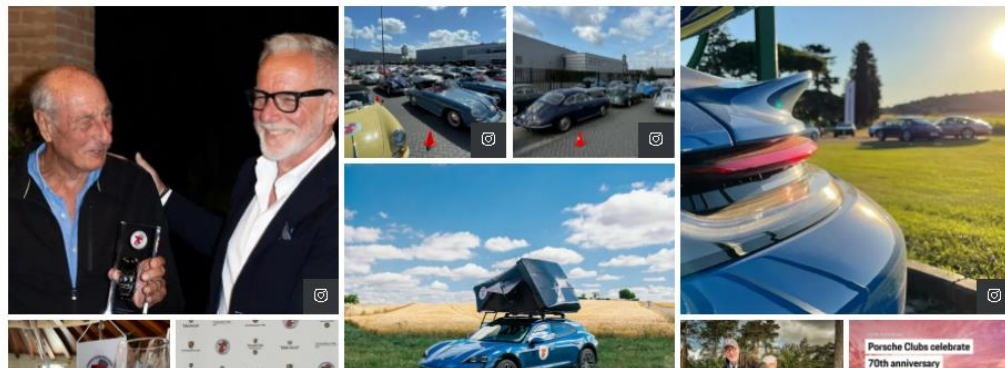
Event Report

Event Report

Event Report

These are not the only Club events that are being organized around the world. Further information on international Porsche Club events can be found in [here](#).

#EnduringPassion



Social Media Posts

PORSCHE

SNAPSHOT RESULTS

On **the Porsche Club News Online (PCNO)** portal ...

- Currently over **8.700 visits**
- **50 people** per day who stayed an average of **11 minutes** per visit
- Over **2.570 downloads** from the graphic kit
- **1.000's of stories & videos** were downloaded

Top 5 Videos:

- Flora Hahn & Janina Jelken (Diesel Tractor Ladies)
- Porsche 914 International Event (Llandrindod Wells, GB)
- International Porsche 356 Meeting (Bilderberg, NL)
- LeMans Classic (LeMans, F)
- Porsche Parade USA (Pocono Manor, USA)

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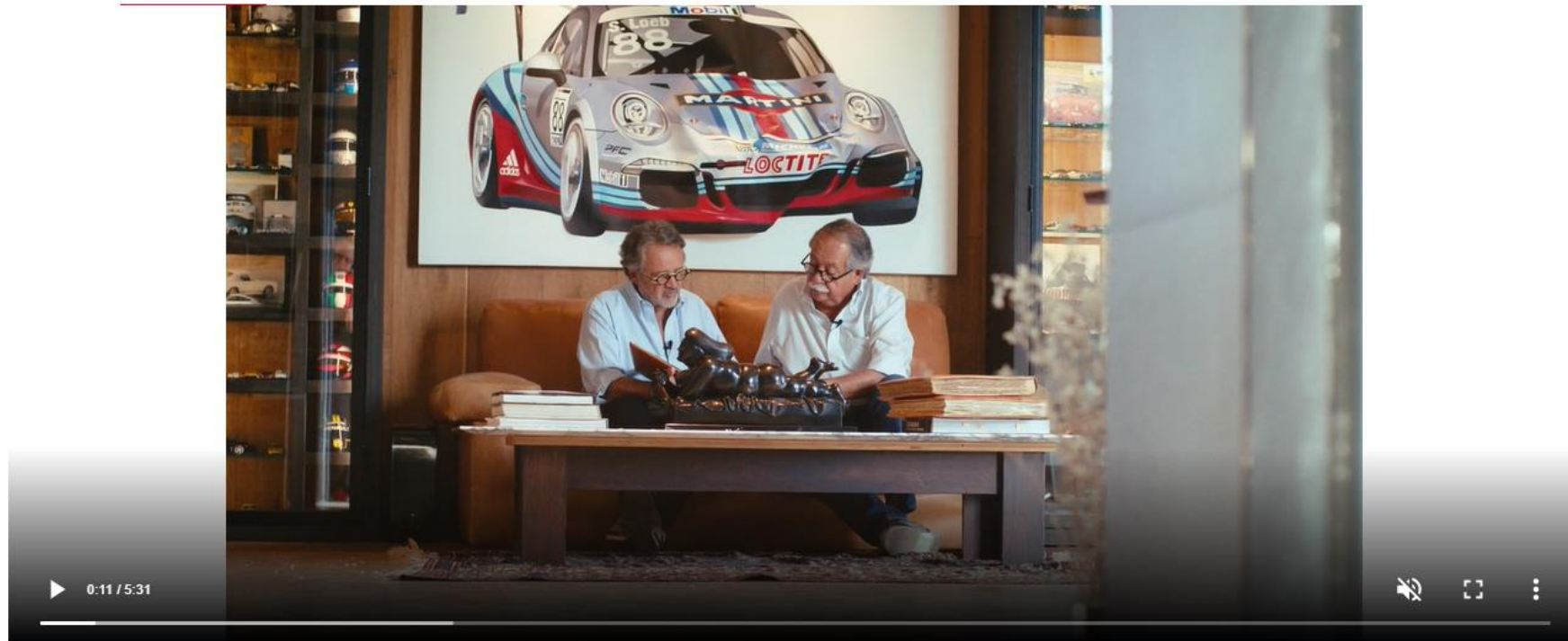


Robin and Jo Walker, Great Britain



Our time as members of Porsche Club Great Britain.

Robin and Jo Walker have been active members of Porsche Club Great Britain for 40 years. For their services to the Club, Robin and Jo were awarded honorary life membership of the Club. Robin is currently the Register Secretary of the Early 911 Register.



The Guzman Brothers



Two Brothers, two stories – one passion.

Francisco "Pancho" Guzman founded the Porsche Club México in 1987. As a dedicated racer driver he successfully raced the "Carrera Panamericana". His brother Juan-Pablo Guzman is today's President and the driving force behind the Porsche Club México and an absolute Porsche aficionado. Now they are both passing the spirit on to the next generation: Francisco's son Bernardo will race his father's 356 in this years "Carrera Panamericana".



Philip Schudmak



A family affair

The world's first two production right hand drive Porsches arrived in Australia in late 1951. However by the mid-1980s, both were wrecks in need of total restoration. Philip Schudmak, Porsche Club member and co-founder of the Australian 356 Register, recalls their turbulent history and the challenges of their restoration, which simply would not have been possible without the dedication of a number of Porsche Club members around the world.

STORIES PANAMA



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[Events](#)

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Alejandro Escallon, Panama



We are Panama's fastest family

My name is Alejandro, I live in Panama and have the honor to be the current President of the Porsche Club de Panama. I am currently 33 years old, but my passion for this brand began long ago thanks in big part to my dad, who has always been a petrolhead and Porsche fan.

PORSCHE



Henk Koop / Billy Karam



The Porsche Model Club Europe does not just devote itself to taking care of the smallest vehicles featuring the Porsche Crest. It also acts as a strong bond that links many passionate collectors worldwide.

47th INTERNATIONAL PORSCHE 356 MEETING

MAY 26TH TO 29TH – OOSTERBEEK, HOLLAND

#FACTS AND FIGURES

- 143 cars with approx. 280 people
- One of the 70th Anniversary kick off events





Enduring Passion.

70 Years of Porsche Clubs worldwide

#enduringpassion



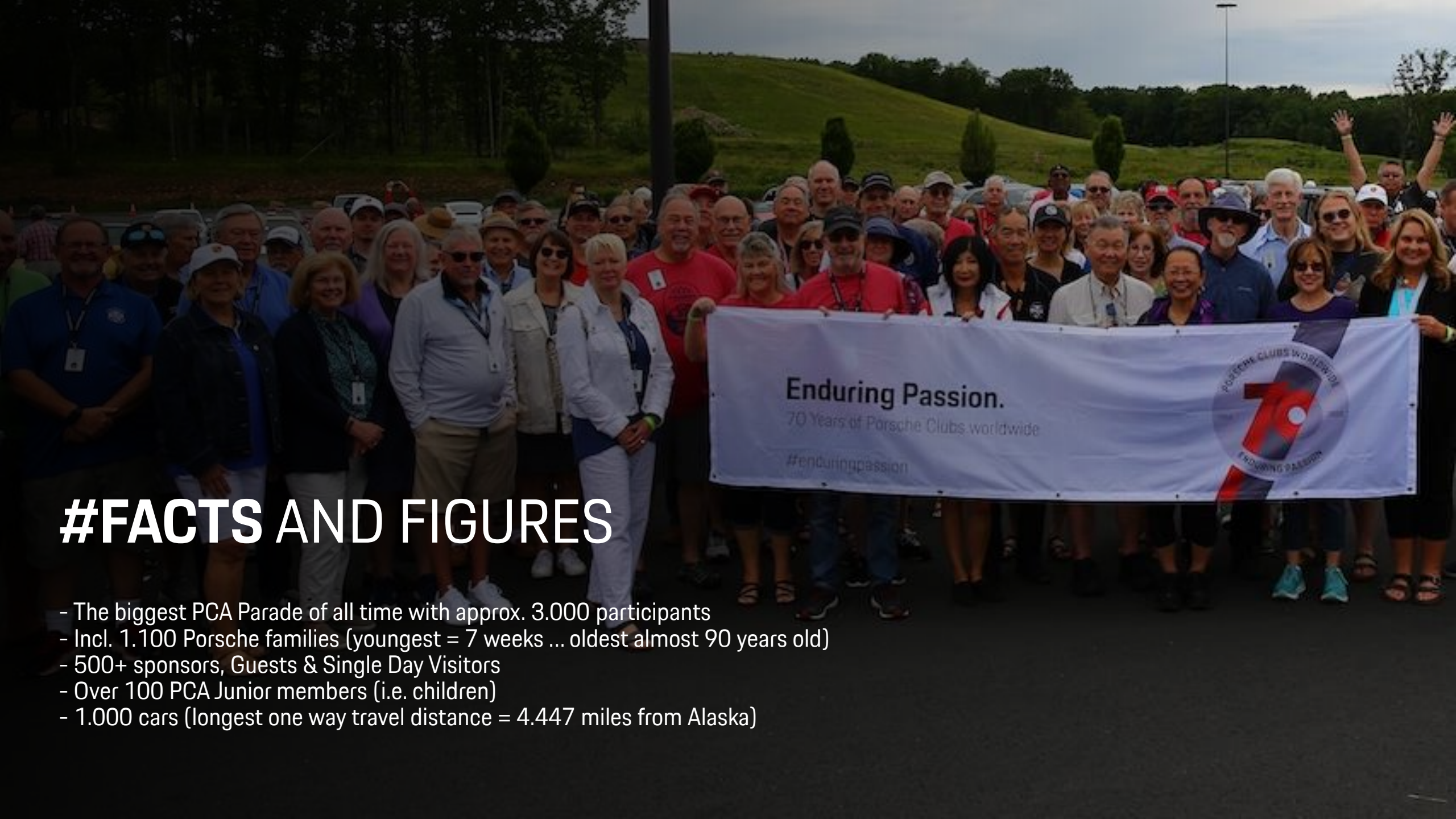
66th PCA PARADE

JUNE 12TH TO 18TH - POCONO, USA



1952 • PORSCHE CLUBS WORLDWIDE • 2022

ENDURING PASSION



#FACTS AND FIGURES

- The biggest PCA Parade of all time with approx. 3.000 participants
- Incl. 1.100 Porsche families (youngest = 7 weeks ... oldest almost 90 years old)
- 500+ sponsors, Guests & Single Day Visitors
- Over 100 PCA Junior members (i.e. children)
- 1.000 cars (longest one way travel distance = 4.447 miles from Alaska)

#PORSCHE ACTIVATION:

996 ROADTRIP DISPLAY



#PCA
IT'S THE PEOPLE



GOODWOOD FESTIVAL OF SPEED

JUNE 23RD TO 26TH, CHICHESTER, UK

HE



PORSCHE

COME TO GOODWOOD FESTIVAL OF SPEED



#FACTS AND FIGURES

- Over 180.000 visitors (75.000 on Saturday alone)
- Approx. 1.000 Porsche Club GB cars in parking area over 4 days
- Premium event across all brands
- In 2023 – featuring LeMans



LEMANS CLASSIC

JUNE 30TH TO JULY 3RD, LEMANS, FRANCE







Enduring Passion.
70 Years of Porsche Clubs worldwide
#enduringpassion



#BROCK KEEN ROAD TRIP

ZUFFENHAUSEN - LEMANS



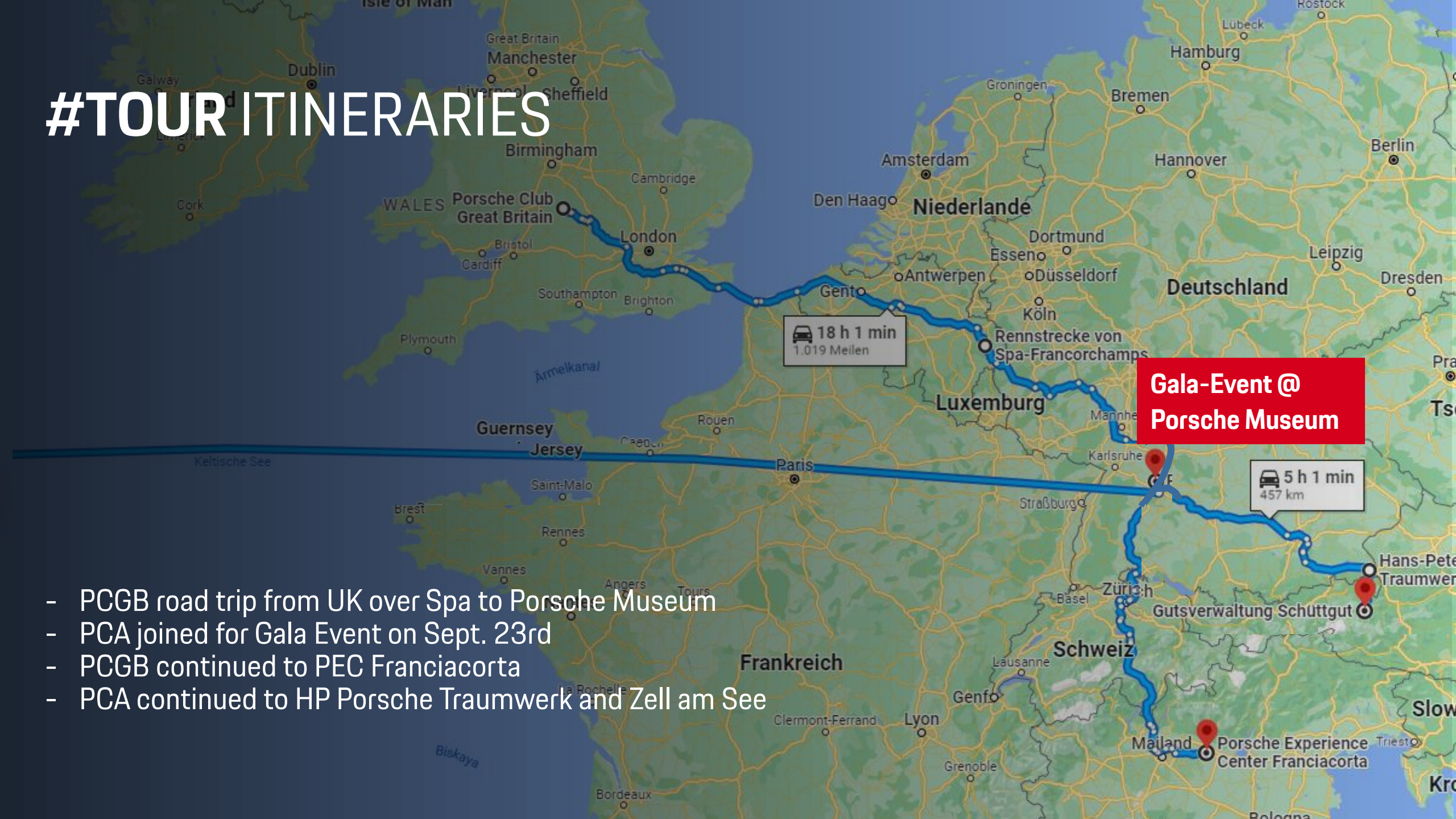
70 YEARS PORSCHE CLUBS

PCGB/PCA TOURS TO STUTT GART

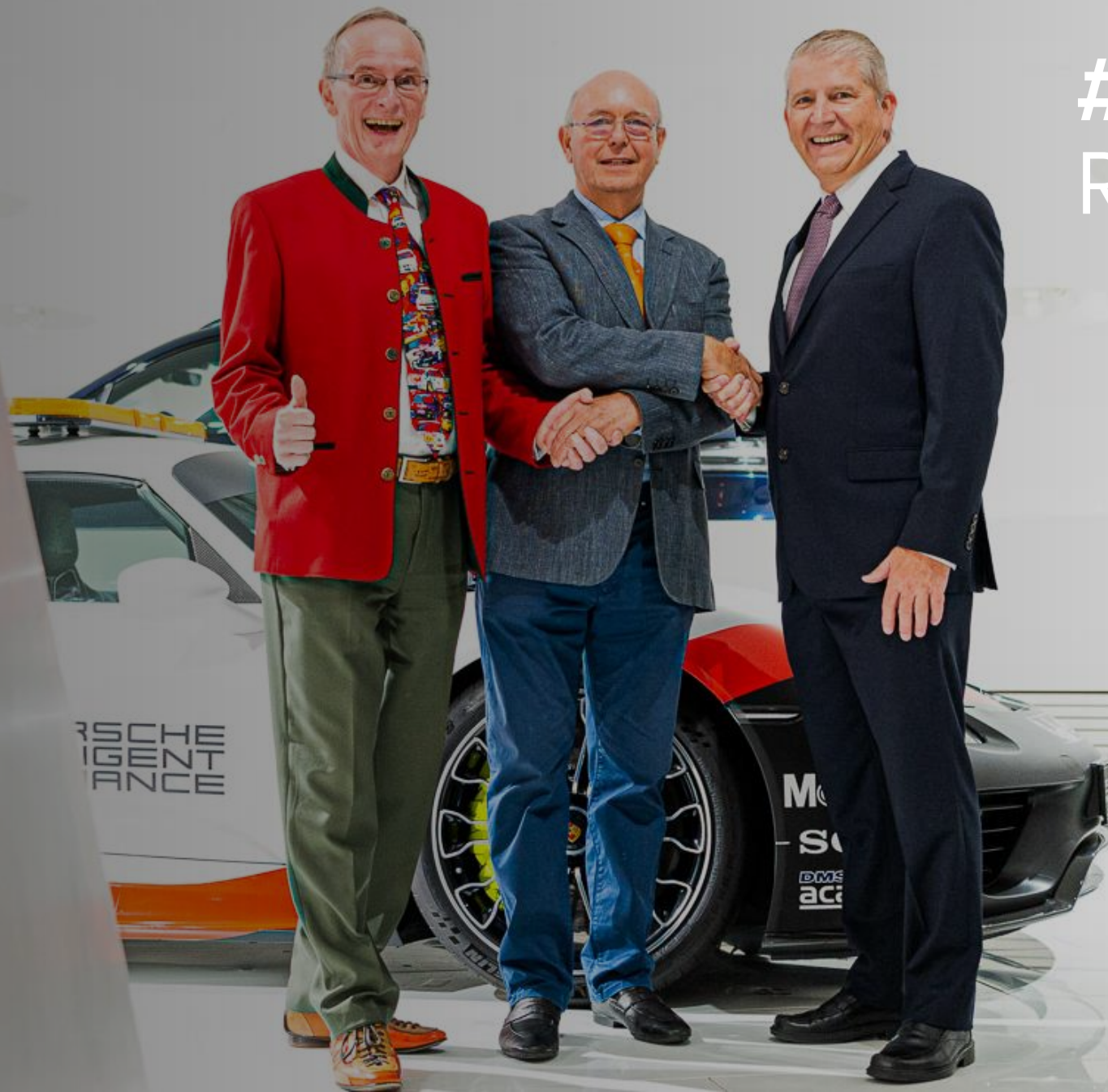


#TOUR ITINERARIES

- PCGB road trip from UK over Spa to Porsche Museum
- PCA joined for Gala Event on Sept. 23rd
- PCGB continued to PEC Franciacorta
- PCA continued to HP Porsche Traumwerk and Zell am See



#PRESIDENTS REUNION



Porsche Cayenne GTS
Coupé
973



#ANNIVERSARY GALA



PORSCHE CLUB OF AMERICA

SCHÜTTGUT, ZELL AM SEE



PORSCHE DIESEL CLUB EUROPE

CHIEMSEE, GERMANY



PORSCHE DIESEL CLUB EUROPE

25th ANNIVERSARY, ZELL AM SEE



PC PORTES DE PROVENCE RALLYE LADIES

OCTOBER 5TH TO 9TH, FRANCE









CARS & COFFEE – RED BULL RING

70 YEARS PORSCHE CLUBS



#PETROL HEADS



#AMBASSADOR "MEET & GREET"



#1ST IMPRESSION





PORSCHÉ

ENDURING PASSION.



ENDURING PASSION

Celebrating those who are driven by their dream

70 YEARS PORSCHE CLUBS

SOUTHEAST ASIAN PORSCHE CLUB MEETING, SINGAPORE



#CLUB FAMILIES

NEW OFFICIAL RECORD #204 PORSCHE CARS IN SINGAPORE





Porsche Club
China



2022 保时捷中国车主俱乐部会员赛道日 - 宁波站

2022 Porsche Club China Track Day - Ningbo

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保时捷中国车主俱乐部
2017-2022







PORSCHE

PORSCHE
SPORTS CUP
SUNSHINE



PORSCHE



PORSCHE

PORSCHE
SPORTS CUP
SUNSHINE



PORSCHE

70th ANNIVERSARY DOCUMENTATION

70 YEARS OF PORSCHE CLUBS WORLDWIDE | ENDURING PASSION

MY STORY:
KARL STEINER, AUSTRIA

A STORY OF GREAT PASSION FOR PORSCHE IN AUSTRIA

Karl Steiner is President of the Porsche Club Graz and organizer of the "International Porsche Days Zell am See – Kaprun".

Many years of experience in organizing Club events created a deep relationship with the Porsche brand and the people who make up the spirit of the Porsche Clubs.

GRAZ

507km

ZUFFENHAUSEN



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A boy's dream came true when I was able to pick up my first Porsche 911 from Porsche Center Munich over 20 years ago. Before that, other things had been of greater importance, but by the time I was forty, the 911 was a decision that was also supported by my family.

Driving a Porsche can be even more exciting within the setting of a group of people who all share the same passion. Hence, the community of a Porsche Club is simply the most rewarding way of connecting with like-minded people. As I love to organize events, I was quickly appointed to the board of my Club and hosted many since. A key experience was taking part in the "International Porsche Club Presidents Meeting" in Berlin in 2006 and realizing that the members of the Porsche Clubs around the world pursue their hobby with great passion and that the Porsche AG very much supports this commitment of the Clubs.

Therefore, within the framework of the Austrian Porsche Club Association, we had the idea of bringing the "Porsche Parade Europe" to Vienna in 2010. Shortly after, the Porsche Community Management gave us the go-ahead. We formed a collaboration of five Austrian Porsche Clubs and together with Richard Purtscher, President of the Porsche Club Vienna at that time, I was able to make a significant contribution to this major international event lasting over four days with 800 (!) guests and 400 vehicles from all over Europe and the USA. Months of intensive preparation, high budget responsibility, numerous participants and, of course, the wish of doing the Porsche brand justice, completely occupied our volunteer team. The smiles of the participants and the personal gratitude of Dr. Wolfgang Porsche himself were the exceptional, yet well-deserved confirmation for a successful "Porsche Parade Europe".

At that time, however, there were intractable disagreements in our own Club, which led to the resignation of a large group of members who suddenly were no longer part of a Porsche Club. Fortunately, we got help in this difficult situation. After a careful assessment, the Porsche Community Management in Stuttgart supported us in meeting the high-level set by Porsche for recognition as an official Porsche Club. So my friends and I tackled this demanding task and we finally achieved our goal in 2011 when we were officially recognized as the "Porsche Club Graz" by the Porsche AG. Since 2014, I have been President of our Porsche Club and most of the founding members are still part of it today.

News about the success of the "Porsche Parade Europe 2010" quickly spread and there was something even more special to

come soon after that. After input from Dr. Wolfgang Porsche, who lives in Zell am See, the Zell am See – Kaprun Tourist Association approached me to develop a Porsche Club event in this region which is very traditional for the brand. The "International Porsche Days Zell am See – Kaprun", a four-day event for the International Porsche Club community, were born.

We were able to welcome 350 guests at the first edition of this event in 2012 and further editions in 2015, 2017 and 2021 followed. With the Community Management of Porsche AG, the tourist association, a collaboration of Austrian Porsche Clubs and the support of my family, we presented the exceptional beauty of this region, impressions of which can be found at www.porschetage.at. The fifth edition is planned for 2024.

I look back on all these Club events with pride. The Porsche Club idea relies on the great passion of its members worldwide, which is also the foundation of my will to continuously contribute to it.

This deep passion of mine seems to have been inheritable, since my two sons, Philipp and Daniel, have recently bought their very own 991 GT3. Carrying on this tradition of our own, we have implemented the occasional friendly, but fierce competitions on race tracks. It is those very moments; I can call myself a proud father who has done everything right...



www.porscheclubnews.com



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PORSCHE

70th ANNIVERSARY DOCUMENTATION

70 YEARS OF PORSCHE CLUBS WORLDWIDE > ENDURING PASSION



"This was the largest gathering since the pandemic and such an honour to be hosting the Porsche Club 70 years celebration, sharing our enduring passion for Porsche."

Dato Derrick Lim
President of Porsche Club Malaysia



www.porscheclubnews.com



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PORSCHE CLUB EVENT

Porsche Club Malaysia Anniversary Event

9,967km

KUALA LUMPUR

ZUFFENHAUSEN

Kuala Lumpur, Malaysia
08/07/2022
Porsche Club Malaysia
Porsche Club Malaysia Anniversary Dinner
450 participants

Porsche Club Malaysia hosted Gala Dinner at Mandarin Oriental

In conjunction with the Porsche Club worldwide 70th anniversary celebrations, Porsche Club Malaysia held a prestigious gala dinner at Mandarin Oriental Kuala Lumpur. The dinner was attended by over 450 guests and her Highness Pahang princess Yang Amat Mulia Tengku Puteri Seri Lela Manja. A pity themed 50s Hollywood glamour, the 70 years gala dinner payed homage to the first Porsche Club formed in Germany, 1952.



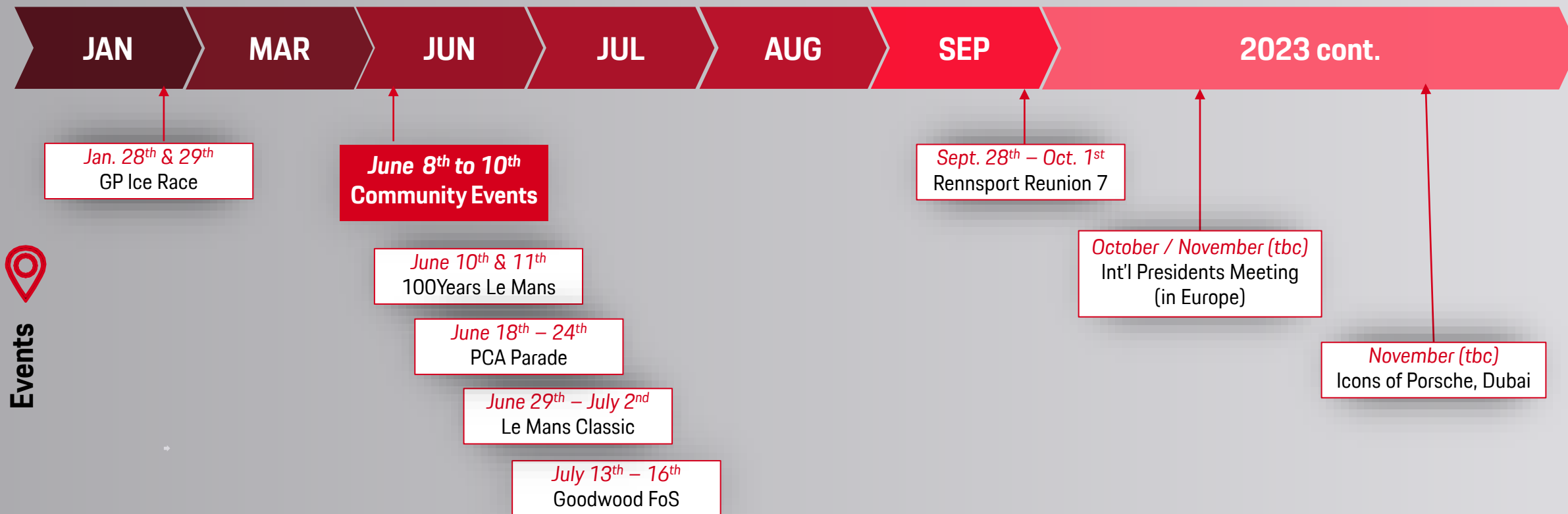
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OUTLOOK 2023



GP ICE RACE

ZELL AM SEE



AUSTRIA

Date: January 27th to 29th, 2023

Location: Zell am See, Austria

Club Offering: Porsche Club Member Package

- 10% discount on the "YETI" Ticket package
- includes preferred on-site parking
- access to Porsche GP Ice Race Hangar
- VIP Meet & Greet session

Information: <https://www.gpicerace.com/>

Next Steps: Full details in club mailing & Porsche Club News Online Portal

75 YEARS OF PORSCHE



THE DESIGN

- Shape of '75' based on Porsche Next font
- Iconic colour scheme of the 70 Years logo
- Design logo variations for different formats and media



PORSCHE





FOR OUR 75th BIRTHDAY
PORSCHE WILL BRING TO
LIFE “***DRIVEN BY DREAMS***”
AS A MOTTO AND USE OUR
ICONIC PORSCHE COLOURS
TO CONNECT
ALL TOUCHPOINTS
THROUGHOUT THE YEAR.





PORSCHE WILL ORGANIZE
A WIDE VARIETY OF
ACTIVITIES AROUND THE
GLOBE TO CELEBRATE OUR
BRAND, OUR VEHICLES,
OUR PEOPLE.
DETAILED INFORMATION
WILL FOLLOW IN THE NEAR
FUTURE.



INTERNATIONAL CLUB HOSPITALITY



- At a series of major international events PAG will coordinate **Club Hospitality Points**
 - **Event information** will be distributed before the events
 - **Hospitality desks** will be organized at the events
 - Guided event **tours** will be coordinated on site
- Planned events include ...
 - Porsche 75th Celebrations - Zuffenhausen & Hockenheim (June 8th to 11th)
 - Goodwood Festival of Speed (June 22nd to 25th)
 - LeMans Classic (June 29th to July 2nd)
 - Rennsport Reunion (September 29th to October 1st)

INTERNATIONAL PRESIDENTS MEETING (IPM)



- Date:** October or November 2023 (tbc)
- Location:** TBC
- Attendees:** Approx. 250 Porsche Club Presidents
- representing the major clubs around the world
- Agenda:** Workshop - Porsche Club related issues
- vehicle & technology presentations
- on and off track driving experiences
- VIP meet & greet
- partner forums
- Next Steps:** Further details in club mailing & Porsche Club News Online Portal

IPM SURVEY



Question: Which IPM format would you prefer?

Option #1: **Track Tour venue** with track and driving components (focus on driving & vehicles)
e.g. Portimao 2019

Option #2: Interesting **destination venue** without track driving component (more of a focus on workshops and information exchange programs)
e.g. Icons of Porsche, Dubai

Quick survey: In the Town Hall Chat please click “like” for either ...

- I prefer track event like Portimao 2019 or
- I prefer destination venue like Icons of Porsche, Dubai

GLOBAL COMMUNITY COUNCIL (GCC)

Members:

- Porsche Club of America (PCA)
- Porsche Club Great Britain (PCGB)
- Porsche Club China (PCC)
- Porsche Club Germany (PCD)
- Porsche Club Sweden (PCS)

Objective:

- **Increase the exchange** within GCC members (clubs & markets) across a selection of key topics
- Strengthen the exchange & networking **between PAG, GCC members and the markets**
- **Knowledge sharing/best practices** & fostering creativity & use of synergies within the global community

Key Topics:

- Growth strategies
- New target groups (e.g. youth, females, etc.)
- Digital club platforms and offerings (Golf Circle, Roads, etc.)

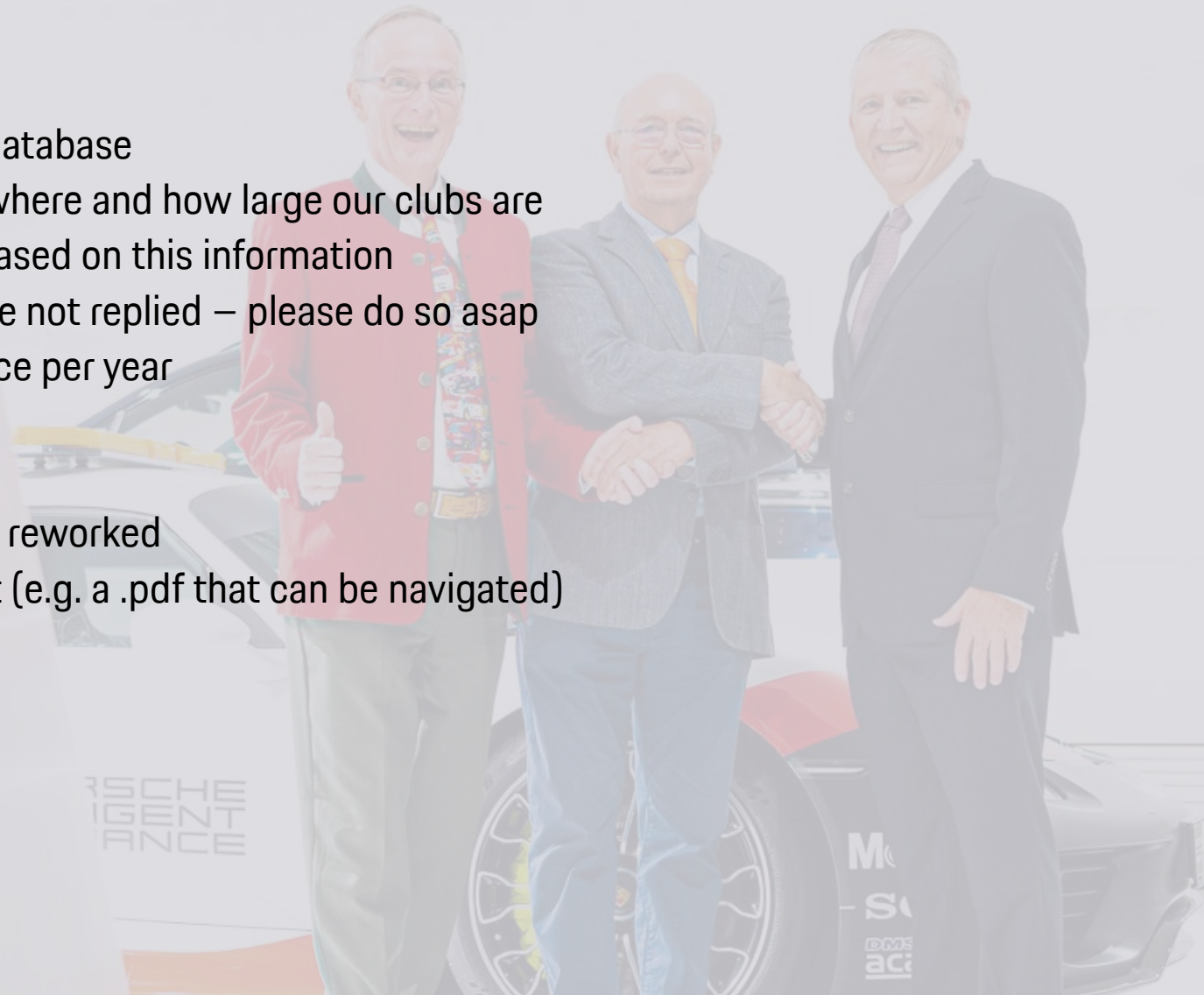
GLOBAL COMMUNITY PROJECTS

Address Database Update:

- We are revising the content of the Club Database
- This is important for us to know exactly where and how large our clubs are
- Our plans and support for the clubs are based on this information
- We have asked for your input ... if you have not replied – please do so asap
- In the future this will be done digitally once per year

Digital Club Handbook:

- The Club Handbook has been completely reworked
- Adapted into an interactive digital format (e.g. a .pdf that can be navigated)
- Will be distributed in the new year





**LOOKING FORWARD TO AN
EXITING FUTURE TOGETHER WITH YOU!**

Q & A – Session: Do you have any questions?



Feel free to submit your questions via this Teams meeting's ***“Chat”*** function.

Or we can just discuss them live as well ...

#CU NEXT YEAR



Enduring Passion.

70 Years of Porsche Clubs Worldwide

Thank you!

