

03 Porsche Community Management



60 Years of Porsche Clubs – Special exhibition at the Porsche Museum

An anniversary – completely yours!

From 26th of May to 26th of August 2012 a special exhibition on the Porsche Clubs and its landmark anniversary will be held for the first time in the history of the Clubs. The Porsche Museum is therefore celebrating you, the Club members, our true enthusiasts!

It is a celebration that you can already start looking forward to: in the coming year, the community of Porsche enthusiasts will be celebrating the 60th anniversary of the Porsche Clubs. It is a date that we would particularly like to acknowledge as the 181,000 Club members worldwide symbolise active enthusiasm for Porsche and their close connection with the brand and our company. The 26th of May 1952 marked the start of the triumphant procession of a unique concept that today is brought to life at the events of 640 Porsche Clubs all around the globe. At that time, the first union of this kind was formed with the foundation of the Westfälischer Porsche Club Hohensyburg.

The unique global fan community of Porsche Clubs fills us with great pride. Of course, it therefore comes from the bottom of our hearts when we declare the entire year of 2012 dedicated to this anniversary. We are already looking forward to a whole host of activities. **One highlight will be the opening of the special “60 Years of Porsche Clubs” exhibition at the Porsche Museum, which we would like to celebrate on 26th of May together with you.**



A birthday party that everyone can play a part in: make sure you and your Club are part of the exhibition!

This exhibition can only take place with your contributions and your Club experiences and memories. That is why we need details of your treasured memories together with photos, badges, Club articles and very special Club cars. We are eagerly looking forward to offering you as Porsche enthusiasts the unique opportunity to present your experiences and your Club right at the centre of our brand, at the Porsche Museum.

Cars for the “60 Years of Porsche Clubs” exhibition

Along with the Club history, the focal point of the exhibition will obviously be Porsche Club vehicles. With this in mind, we would like to invite you to nominate vehicles from your Club.

Vehicles for the anniversary parade

On the day of the opening of the exhibition, we will hold a rally at the Porsche Museum. The selection of vehicles taking part will be a representative cross-section of the history of Porsche and the Porsche Clubs. We look forward to receiving your suggestions!

All dates and contact details are included in the information box on the next page



50 years of the PCA: Dr. Wolfgang Porsche and Hans-Peter Porsche unveil the 911 Carrera Club Coupé

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“60 Years of Porsche Clubs” Special exhibition at the Porsche Museum

It is only thanks to you, dear Club members, and your personal contributions and memories that such an exhibition is even possible. Where else but in the Porsche Clubs themselves is our great brand lived out day in day out and the memory of the history of the company's development kept alive? As you can imagine, your very personal stories, favourite photos and also special give-aways or other fan merchandise from your Club's life are undoubtedly of great interest to other Club members around the world. We would like to collate these special personal experiences at the Porsche Museum – for the special exhibition “60 Years of Porsche Clubs”.

We are therefore asking you to send your ideas, details of your experiences, photos of cars from your Club history and your own personal contributions for the exhibition at the Porsche Museum to the Porsche Community Management team, addressing them to the respective contact person for your Club. You can also send us your photos by E-mail, however, conventional post is preferred in the case of large files.

Part of the special exhibition will also be composed of special cars with Club connections, for example, one of the first Club foundation cars, the PCA anniversary Club Coupé or special treasures from the museum and the Clubs. If you own a truly extraordinary Porsche with a Club connection, we would also ask you to send suitable suggestions to the Porsche Community Management team.

To mark the opening of the exhibition, the Porsche Community Management team is planning a rally finishing at the Porsche Museum. We want the event to be a parade of Club vehicles covering a range of years and regions. If you would like to participate in this rally, please contact us at the Porsche Community Management team. Despite the limited number of places available, we will of course do our best to take all requests into account and put together an interesting range of Club cars for the rally. The meeting place for the kick-off event on the Saturday is the Porsche Museum, where the participants of the parade will enjoy a VIP opening of the special exhibition, accompanied by a guided tour through the exhibition. On the next day, Sunday, a drive in and around Stuttgart is planned for everyone taking part in this one-off Club anniversary event, before everyone sets off on their individual journeys home.

We look forward to receiving your contributions – and, of course, to sharing with you the events of our big Club anniversary!

Best wishes, Sandra Mayr
Porsche Community Management



**PLEASE
NOTE**
THE CLOSING DATE
29/2/2012
60 YEARS OF
PORSCHE CLUBS

Info at a glance

Submission of contributions for the special exhibition

(photos, reports, digital submissions and suggestions for vehicles to be exhibited)

Mark all submissions “Porsche Club Special Exhibition”

By E-mail or post by 29/02/2012

Submission of items for the special exhibition

(trophies, pennants, badges, memorabilia, photo prints, original documents)

Mark all submissions “Porsche Club Special Exhibition”

By post by 29/02/2012

Application to participate in the anniversary parade

Details of Club/Club member, vehicle type with year of manufacture, special information (e.g. Club history)

Mark all applications “Anniversary Parade”

By E-mail or telephone by 29/02/2012

E-mail address

Please send large files by post, or coordinate with the contact person for your Club if necessary.

communitymanagement@porsche.de

Postal address

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

Face-to-Face Marketing

Porsche Community Management

Porscheplatz 1

D-70435 Stuttgart

Contact persons

Your contacts at Porsche Community Management

Sandra Mayr +49 (0) 711 - 911 2 32 53

Claudia Schäffner +49 (0) 711 - 911 2 32 51

Paul Gregor +49 (0) 711 - 911 2 32 48

Mathias Menner +49 (0) 711 - 911 2 32 47

Fax-Nr. +49 (0) 711 - 911 2 32 54