



# **Porsche Club**

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**Tasmania**



## **FLAT CHAT**

**JANUARY 2009**



**Porsche Panamera**

# **FLAT CHAT**

**Quarterly Newsletter of the Porsche Club of Tasmania**

**JANUARY- MARCH 2009**

## **CONTENTS**

Committee.....	1
Editorial.....	2
The Chair Squeaks.....	3
The Other Chair Speaks.....	4
2009 Event Program.....	5
Bits and Pieces.....	6
Observation Run.....	8
October Motorkhana.....	11
60 <sup>Th</sup> Anniversary Parade.....	15
Christmas Rally.....	19
The Porsche Hedge Fund Coup 2008.....	23
Porsche Panamera.....	25
Porsche Results.....	28
Porsche and Scania.....	30
Keeping the Faith.....	31
2008 Clubman & Club Champion points.....	33
For Sale.....	35

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# **FLAT CHAT**

## **Quarterly Newsletter of the Porsche Club of Tasmania** **A CAMS Affiliated Club**

*Opinions expressed in this Newsletter do not necessarily represent the opinions of the Editor, Chairman and Committee members of the Porsche Club of Tasmania, or Dr.Ing.h.c.f.Porsche AG or any of its authorised representatives.*

### **Executive Committee Of The Porsche Club of Tasmania**

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**Postal Address** – Porsche Club Tasmania, PO Box 910, Sandy Bay, TAS 7006

### **Meeting Venues:**

- The Porsche Club of Tasmania (Southern Clubroom) meets at 19h30 on the 3<sup>rd</sup> Tuesday of every month at Shannons Car Club Rooms, 337 Argyle Street, Hobart.
- The Porsche Club of Tasmania (Northern Clubroom) meets at 19h00 on the 1<sup>st</sup> Wednesday of every month at the Jailhouse Grill, 32 Wellington Street, Launceston.

## **JANUARY EDITORIAL**

“On the surface, Porsche’s advance is unstoppable. The company excels on the stock exchange and repeatedly reports record earnings, on the back of growing output. These numbers don’t lie but they do mask underlying problems in the company’s culture.

Take the new 911 and Boxster, spun as brand new cars but actually modified versions of today’s models. It’s evidence that Porsche is resting on its laurels. So is the lack of a long-term motorsport concept. So is its receding technological leadership. And whispers of a fourth model have been around for years – but where is it?

It’s all about economics, stupid. Porsche is profit-driven in a way that threatens, over time, to tarnish a brand renowned for driving pleasure and technological breakthroughs.

Porsche’s future is determined largely by one man: Wendelin Wiedeking. The charismatic boss has turned the family-controlled enterprise into a gold mine. But at the same time, he has all but stifled the creativity of his R&D team by imposing cost-cutting measures and nixing innovations.

Where is a Porsche capable of dismembering rivals like the 911 did in 1963? Don’t offer me the Carrera GT or Cayenne as evidence of progress. The supercar happened only because of the aborted Le Mans challenge, while the Cayenne was born only because VW paid for the fertility treatment.

Short-term, Porsche is delivering everything to the shareholder. But long-term, it is we enthusiasts who are in danger of being short-changed – and the Porsche brand of losing its prized lustre.”

*George Kacher*  
*CAR Magazine, July 2004.*

Since Kacher wrote these comments in 2004, Porsche have acquired full control of the entire Volkswagen Group and made substantially more money in 2008 out of financial transactions than out of car sales. In the meantime the Panamera has been confirmed as the “fourth model”.

Against those developments, Kacher’s comments make particularly interesting reading?

**Leon Joubert**

### **THE CHAIR SQUEAKS**

The new and exciting year of 2009 has arrived and will bring with it many challenges and opportunities for us all, in all aspects of our lives.

It will be a time of making careful decisions to meet these challenges and opportunities. To make the most of them we need to remain positive, believe that we will succeed and prosper, will overcome any problems, and take any opportunities that come our way because life and time moves on.

Our small Porsche Club is no different, and faces challenges already. We are still without a Secretary and Events Director as nobody has taken up these challenges yet, and the extra tasks are left to others to double up on their existing tasks.

They will be rewarded for their efforts, as will any volunteers that come to the starting line.

We need to share the fun and rewards of Club activities with each other, also by having a strong Committee of enthusiasts to lead our Porsche Club.

Porsche – as a company – also faces many challenges, but has always overcome adversity, and in fact gained from it.

Just think of the introduction of the “Fourth Dimension”, the Panamera, a top end luxury sports tourer in a time when many in the motor industry would say we face an uncertain future?

Maybe for some, but not to Porsche. It is full ahead with the conviction that we will succeed.

Welcome to 2009 – the Porsche way!

**John Pooley**  
**President.**

### **THE OTHER CHAIR SPEAKS**

I hope you all had a good Christmas and the New Year is treating you well.

2008 has come and gone (very quickly for most of us!). It was a big year for Porsche with its 60<sup>th</sup> Anniversary, the take over move on Volkswagen and also the release of the heavily revised 997 (new engine and PDK transmission).

Porsche Club Tasmania also had a pretty good year with a good range of interesting and fun events during the year. There was hopefully something for everyone. For me the stand out events were the Concours/Cocktail Party and also the Christmas rally & club get together. Those who attended the Christmas Rally & club get together would certainly agree that it was a very memorable day (see report in this issue).

There was a down side to the 08 club year. The loss of our long serving secretary, treasurer and events director certainly has had a major impact. Only the treasurer's position has been refilled (thanks for taking it on Keith). With the committee currently having two important positions vacant it's a bit of a battle keeping on top of things. Hopefully someone within the ranks will come forward soon to fill the vacant positions and get involved with the administration and running of the club. If you would like information regarding either the Secretary's or Event Directors position please contact me. Until we manage to get the committee back to full strength there may be delays/interruptions in some club functions. We will try hard to continue providing all that is expected of the club and I apologise in advance for any problems that may occur during this difficult time.

Long time members will have noticed that this issue of Flat Chat was released a little later than usual. In previous years we have tried to get the newsletter out just before years end or very early in the New Year. This put a lot of pressure on the editor and contributors right at the busiest time of year. The rearranged release times will see this first quarter issue out at towards the end of January. Proceeding issues will be released towards to end of the first month of each quarter.

I hope 2009 is a healthy, active and satisfying year for you and your family. And I look forward to catching up soon at one of the coming events.

Enjoy those Porsches, cheers from the other chair.

**Rob Sheers**  
**Vice President**

## **PCT 2009 Event Program (DRAFT)**

We apologise for being a bit behind the ball this year with the events program. As mentioned elsewhere in this issue the committee is currently short handed causing delays in things. Find below the draft 2009 events program. As it firms up we will keep you informed.

### **January**

Wed 28<sup>th</sup> - Celebration of Porsche – Opening of Hobart's new Porsche Centre - Jim Richards and his Shannons Porsche will be there

### **February**

\*Luncheon Drive south (TBA)

### **March**

Concours/Cocktail Party (TBA)

Sunday 29<sup>th</sup> - Cryptic drive with BMW club

### **April**

\*Cryptic Drive – North (TBA)

### **May**

Porsche Gymnastics at the Pooley Vineyard (TBA)

### **June**

Quiz night South (TBA)

### **July**

\*Economy Run – North/South (TBA)

### **August**

AGM and Sunday Drive (TBA)

### **September**

\*Luncheon Drive (with BMW Club) – North/South

### **October**

Baskerville track day – inter club (CMI & BMW) hill climb and driver training (TBA)

### **November**

\*Breakfast/brunch on the East Coast (TBA)

### **December**

Christmas Rally/BBQ/annual Club Awards Presentation – North and South (TBA)

### **Note:**

\*denotes proposed events that need someone to organise and run them. A great opportunity to have a go at organising and running an event! If you think you would like to put on an event please contact Rob Sheers or John Pooley for more details.

### **BITS AND PIECES**

- Sadly, we did not get a single entry for our invitation to members to design a new diesel engine for the 911. Thus we have to assume that the 911 owners intend to buy Subaru four cylinder boxer diesel engines for their cars when the Green Brigade successfully enforces their demands for ultra-low carbon emissions in the future.
- This month's issue has quite a bit about Porsche's financial dealings and though one is tempted to sympathise with George Kacher's views (see Editorial) we should also be very grateful that Porsche is financially strong and very profitable in a very downbeat worldwide motoring environment.
- Kacher may indeed be right that Porsche is not spending quite as much money on R&D as one would like them to, but at the same time Porsche at least *have* the money to spend, and it is inconceivable that the new Panamera will not be a car of outstanding quality.
- The new Hobart Porsche Centre is also an excellent example of the quality that we have come to accept as inseparable from Porsche. You will probably receive a formal invitation to this very smart and exciting new facility very soon, or may already have visited it.
- One of our best events of the year was held on 6<sup>th</sup> December at Baskerville, when PCT members and members of the Hobart Sporting Car Club provided their cars for rides for disadvantaged children. The event is organised by Camp Quality and the Make-A-Wish Foundation and it is always a heart warming exercise for all who participate.
- Club President, John Pooley, arranged Porsche give-aways for every child present at the Baskerville event, and after having (we trust) enjoyed their rides, all the youngsters went home with Porsche caps, pens and lanyards
- Special thanks to all members who gave of their time and cars to support this event.





**Peter Cane and Gerard McGuire at the Children's Ride Day**

- The new format for monthly Southern PCT meetings to include a relaxed dinner afterwards, seems like a bright idea.
- Until you look at the meeting venue for the Northern PCT and realise that they have been having their meetings in the Jailhouse Grill for years – thus making allowance for all contingencies!
- Members are reminded that PO Box 10 ceased to be our postal address more than 2 years ago. We will no longer receive any mail sent to this address as it has also ceased to be used by Performance Automobiles. ALL PCT mail should go to PO Box 910, Sandy Bay TAS 7006.
- The following article should have reached us for inclusion in the last issue of "Flat Chat", but unfortunately was never sent. Hans Waldmann has recovered it and it is now included – better late than never.

### **OBSERVATION RUN AND LUNCH : SUNDAY 13 JULY**

When Sheila and I offered to do a run for the Club we thought of a “Christmas in July” theme and decided to organise a weekend away at Tarraleah – the one time Hydro Village about an hour’s drive from New Norfolk. It turned out to be unsuitable for a black tie dinner so we checked out Cradle Mountain “Chateau”. Again, not suitable. We then tried for a lunch at the Hamilton Inn as last year they advertised a “Christmas in July” function. Sorry – closed for winter this year.

After discussing the problem with Charles he suggested an observation run finishing at the Mussel Boys for lunch. We then headed out for a trial run to develop the clues and meet Eloise the owner/chef to organise the menu. She was most emphatic – if we wanted a fixed menu we had to include Charles’ favourite dish (mussels of course!). After some discussion Eloise suggested the combination of entrees and mains and agreed on \$30 a head.

As it was mid winter, we opted for a later start and rather than stand in the cold on the footpath at P.A. we moved the start for the opportunity to have coffee in the comfort of Barilla Bay. (This led to some teams getting **too** comfortable and not wanting to start).

In setting up the ‘observation’ part of the drive we chose to mix a few cryptic clues in with the easy ones. Judging the answers it turned out the other way around! We now accept that only a few people know Gordon Ramsay has a TV show called Hells Kitchen and even less remember Daryl Sommers “worked on Saturday with a dicky knee”. Clue – Sommers Bay.

The Davis team (4 up in a 4x4) were the clear winners – top scoring 260 in Section 1 with **no** correct answers in the ‘Porsche’ section. Obviously, you don’t need to know about all things Porsche to join in the fun and win the round.

The Sheers team, Rob Elspeth and the lovely Hannah were second with 150 in Section 1 and 80 in Section 2 to total 230 points.

Keith Ridgers (on his own) and Charles and Claire Button tied for 3rd place with a total of 210 (140/70 and 130/80 respectively).

The award for ‘most creative answers’ went to Barry (and Suzie) Smith – Mussolini designed the Cayman S, Fangio came 2nd in the Barbagallo round of the Carrera Cup and of course the Sydney Swans team won the 24 hours of Dubai. His reward – a Porsche cap to remind him of the car he drives.

The Zac Davis/Genieve Williams team and new members David and Beth Nunn tied for the wooden spoon with 50 points each. Unfortunately Eloise wouldn't part with her spoons so Rob produced a couple of Porsche pins for the "encouragement award". We hope David and Beth can get their revenge next year. (Note: as new members Sheila and I were getting our own back on Gerard – he must have known – he sent his apologies for not attending).

After lunch, Eloise offered a bottle of wine as a consolation prize which Rob organised as a 'lucky' dip. Sure was lucky. Hannah picked the number and the winner was ..... Elspeth.

We were 28 for lunch, an excellent turnout for a winters day and judging by the noise level we all enjoyed the food/wine and the companionship that comes with a common cause.

A hearty 'thank you' and cheers to Eloise and the Mussel Boys team for a really wonderful Porsche experience. A thank you also to all who attended – it was a vote of confidence in our first run for the Club and I trust (given the response to our 'clues') – we won't have to do another one.

Just joking – the next one will be more fun – to create .....

**Hans and Sheila.**

### **OBSERVATION RUN TO MUSSELS BOYS SUNDAY 13 JULY**

#### **RESULTS**

<b>Team</b>	<b>Section 1</b>	<b>Section 2</b>	<b>Total</b>
Light Green Davis x4	260	–	260
Rob Elspeth & Hannah	150	80	230
Keith Ridgers	140	70	210
Charles & Claire Button	130	80	210
Kevin & Mary	120	–	120
RNR Randall & Robyn	100	–	100
Suzie & Barry	100	–	100
Zac Davis & Genieve Williams	40	10	50
David & Beth	50	–	50

### **CMI/PCT MOTORKHANA – POWRANNA OCTOBER 08**

The October PCT Motorkhana was the final round of competition between the Porsche Club Tasmania and Club Motoria Italia (CMI) for 2008. Unfortunately the last round, held at Baskerville earlier in the year, was won by CMI so the pressure was certainly now on! As it turned out the weather was ideal for all those who came along.



A small team of keen PCT members turned up to support the cause – Gerard Maguire in his nimble 911S, Peter Cane in his brand new GT2, Peter Dove in his very rapid self built Clubman, James Barber in his quick 911SC, young Charles Button in his sparkling 944S2, Leon Joubert in the “Boss’s” very focused Subaru WRX STI and Rob Sheers in his trusty 911SC. Unfortunately due to other more pressing commitments some of the PCT team were missing, especially the President in his GT3!!



**Peter Cane & the GT2**

**Gerard and James comparing notes**

The “other Mob” arrived with the usual array of cars, three were even Italian! Everything from Philip Blake’s well travelled Fiat 600 Abarth replica to a very quick and well driven VW R32 Golf.



Amongst the CMI lot were some very well sorted track cars – Paul Rice’s Exa Turbo and Rob van der Niet’s Honda CRX being prime examples.



**Peter Dove and his very fast Clubman with supercharged Toyota engine**



**James Barber in his 911SC**

**Charles trying to stop the 944S2!!**

Early on it was looking good for us with Peter Dove and Leon Joubert consistently at the top of the time sheets. But as the day unfolded the strength of the “other mobs” combined efforts was making things very hard for us.



**Gerard at work**

**The Editor planning his next run!!**

The final wash up saw Peter Dove maintain his spot at the top of the time sheet with Leon not far behind in third place overall. But Peter and Leon's terrific efforts weren't enough to get us across the line. The CMI team drove hard posting many very good times. Their combined efforts resulted in the win on day going to the CMI team. Unfortunately this meant also that the series win went their way as well.



**Thank goodness for the helpers!**

**Phil Blake's little Abarth 1000TC**

Special thanks to all the helpers - Christine Dove for her enduring efforts on timing and results, Barry Smith for his tireless work on the start/finish line and Michael & Kathy Parker for their busy job as track marshals.

PCT entries for this event were divided into capacity classes in an effort to attract more club members to participate. The following PCT members were the class winners:

**2 to 3 litre class** – 1<sup>st</sup> Gerard Maguire, 2<sup>nd</sup> Rob Sheers & 3<sup>rd</sup> Charles Button

**3 litre and over** – 1<sup>st</sup> Leon Joubert & 2<sup>nd</sup> Peter Cane

**Best non Porsche** – 1<sup>st</sup> Peter Dove

		1	2	3	4	5	T/Time
<b>P. Dove</b>	<b>Clubman</b>	30.94	24.75	27.89	30.17	28.55	<b>142.30</b>
<b>L. Joubert</b>	<b>WRX STI</b>	32.87	24.76	28.92	31.29	29.20	<b>147.04</b>
<b>G.Maguire</b>	<b>911S</b>	34.53	27.54	32.23	32.16	31.32	<b>156.78</b>
<b>P.Cane</b>	<b>GT2</b>	34.95	27.19	31.86	33.25	30.92	<b>158.17</b>
<b>R. Sheers</b>	<b>911SC</b>	35.69	27.43	30.78	33.10	32.07	<b>159.07</b>
<b>C.Button</b>	<b>944S2</b>	35.89	30.17	31.59	33.69	32.13	<b>163.41</b>
<b>J.Barber</b>	<b>911SC</b>	38.89	29.17	32.22	34.91	33.53	<b>168.72</b>

**Porsche Club Tasmania results**

**Rob Sheers**  
**Vice President**



13.

### More Powranna Photos



## PCT 60<sup>th</sup> ANNIVERSARY PARADE



**This picture tells the story of the 60<sup>th</sup> Anniversary Parade!!**

On the 13<sup>th</sup> of December Porsche Club Tasmania held a Porsche Parade to celebrate Porsches 60 years. The idea behind the event was to gather as many Porsches on Parliament House lawns as possible on a nice mid December morning. And while the cars were looked after and judged by the Make a Wish foundation people, PCT members could wander over to Henry's for a enjoyable breakfast together. As I said that was the idea...



Unfortunately the 13<sup>th</sup> of December turned out to be the wettest day of the year in Hobart!! I knew we were in trouble when I woke to the sound of very heavy rain on the roof, oh dear?? I went in early to help set things up and to my surprise there were already Porsches lined up on the lawns!! And in they came. I was amazed at how many turned up on this very wet morning. Who said Porsche drivers are fair weather types! In the end we had 30 odd cars turn up.



15.

I noted as the cars rolled in there was a very high number from the north, do they like inclement weather more than we do? Well done to all those members from the north that made the effort.

Even getting to breakfast was a very damp experience (even with an umbrella). Thanks to Sue Davis's Taxi runs many were spared getting really wet.



**Even the Petersons had the roof up on the Speedster!!**



**It was even too wet for ducks!!**

Despite the conditions the Make a Wish volunteers were a cheery lot all dressed up in heavy duty wet weather gear. The amazing thing was that they collected over \$200 during the morning. OK we contributed about \$100 of it but people actually braved the flood to look at the cars and contributed to the cause!!

The best car of the day which was selected by the Make a Wish volunteers was the Presidents lovely little 356 Cabriolet.



**The Editor wasn't impressed. (*Bloody right! Ed.*)**

Once we were inside the hotel in the dry things were much better. Anyway we had a nice breakfast and final catch up before Christmas before battling our way back to the cars.



Looking back we have had such a good run over the years with weather and events, I suppose we just sort of ran out of "nice day" brownie points for this event. We needed the rain but just not on the 13<sup>th</sup> of December!

Anyway we survived but it could have been such a good day with better weather. One thing that amazed me on the day was that I didn't hear one word of complaint – that's the spirit.

A special thanks to Porsche Cars Australia and in particular Pamela Ward for providing the lovely 60<sup>th</sup> Anniversary mementos issued to all those brave enough to attend.

**Rob Sheers**  
**Vice President**



17.  
**More Parade Photos.**



LJ.

### **2008 CHRISTMAS RALLY & CLUB GET- TOGETHER**



Members gathered north and south on December 7<sup>th</sup> for the start of the Christmas Rallies that would lead to the annual club get together.

Again Gerard Maguire and Neill Daly did a great job putting together interesting (and challenging) rallies from the north and south that would take us to the John King's property at Exton for the Christmas get together. An interesting twist to the southern rally was having estimated your finish time before we started. This made for some spirited driving towards the end for some! It was a long run for those coming from the south with over 220km to cover before lunch! It was a lovely day so the long drive wasn't really a problem. Well done Gerard & Neill for your fine efforts putting together another couple of terrific Rallies (more on the Rallies elsewhere in this issue).



**PCT members enjoyed a fabulous day**

On arrival at John King's property we were greeted with a fabulous venue for the Christmas get together and something nice to quench the thirst.



Our hosts John King & Anne Archer made us feel very welcome and it was obvious that they had put a big effort into providing a very special place for our end of year get together. The theme for the Christmas function was the Porsches 60<sup>th</sup> Anniversary. John and Anne put together a fabulous lunch that included all sorts of delicious eats compete with a beautifully decorated cake to celebrate Porsches 60<sup>th</sup> Birthday!



**The President had a busy day**

During the day President John Pooley was kept busy with end of year club award presentations etc.



**2008 Award winners: Charles Button Club Champion (again!), Michael Parker Northern Clubman of the Year & Rob Sheers Southern Clubman of the Year.**

Also on the day we had a lucky dip draw with some very nice prizes on offer. John, with the assistance of Hannah Sheers, looked after the draw – it was an embarrassing moment when the draw for the major prize went to Hannah's parents (nice work Hannah)!!



**There was even a drawing competition for some!**



**John & Anne were wonderful hosts**

Special thanks must go to our hosts John & Anne for all preparations that went into making the 2008 PCT Christmas get together such a good time for all who attended. We were looked after so well on the day!

Thanks also to Performance Automobiles for sponsoring some nice Porsche give a ways.

All in all it was a terrific day.

**Rob Sheers**  
**Vice President**

**CHRISTMAS RALLY / CRYPTIC DRIVE, 7<sup>th</sup> DEC.**

Once again, near perfect weather greeted the seven southern participants willing to challenge the instructions to this years drive to the barbeque/presentation.

This being the longest drive to our annual event, it was pleasing to see a nice number of members go to the trouble of getting out early and giving the various Porsche's a good run.

With the intention to get everyone through the next 139 miles - without the need to stop - in around two & three quarter hours, the clues were few & far between.

Getting away 15 minutes before the field, I thought we were safe to get a coffee in Campbell Town without being caught. But alas, the red 944 'Buttonholed' us while they were looking for 'the other mistake in 'Campbell Town'

On arrival at John & Anne's home at Shoulder of Mutton Plain near Exton, we were greeted by the already arrived Northern group & a glass of bubbly by the very welcoming Anne & John.

And what about the location & the feast? It's going to be hard to top that!

***Once again thanks to John King & Anne Archer for hosting & catering superbly.***

The winners of the Southern Cryptic section were:

- (1) The Sheers family came in first by one point to;
- (2) The Davis family who got the build date of the one millionth Porsche but missed the sign 'L' through the Highway 1 underpass at Tunbridge and;
- (3) third place by the smallest of margin went to Peter & Christine Dove in the - not often seen - immaculate 944.

Special thanks to Rob & Elspeth for being the official starters and also Chas & Clair Button for attending even after Chas' disastrous result last year (!) but, more importantly, they had to turn around and head back north from Hobart the next day on their drive to Queensland.

THANK YOU ALL FOR MAKING THE DAY SPECIAL!

**Gerard McGuire**

### **PORSCHE AND THE “HEDGE FUND COUP” OF 2008**

By now you may have heard, or read, about the “Mother of Car Company Deals” during 2008.

It was *not* the Porsche acquisition of the Volkswagen Group.

It was the small matter of an estimated profit of anywhere from six to twelve *Billion* Euros which Porsche made from hedge fund dealings.

In 2007/08 Porsche declared a profit of 8.569 Billion Euros – but noted that only 1-Billion of this was actually “operating profits” from car manufacturing and sales. The balance came from financial dealings.

However Porsche’s 2008/09 results may be end up being even more astonishing – for similar reasons.

The financial coup played itself out at the end of October 2008 and the story runs something like this:

While Porsche was extending its shareholding in Volkswagen, several hedge funds (investment tools for high rollers who “hedge” financial bets) began to believe that Volkswagen shares were becoming overvalued as a result of Porsche’s ongoing acquisition strategy.

Soon – they believed – Volkswagen share prices would fall and, based on this assumption, they forward sold shares which they did not own but had committed to acquire at a future time at lower prices than current market values.

This practice is known as “short selling”.

At the time that the hedge funds began short selling Volkswagen shares it was known that Porsche owned 42.6% of Volkswagens’ stock.

It was also well known, and had been the case for decades, that the state government of Lower Saxony held about another 20% of Volkswagens’ shares.

Thus there would be almost 40% of Volkswagens’ shares available on the open market for further trading.

What was NOT known was that Porsche had secretly acquired so-called “cash settled options” on another 32% of Volkswagen shares to effectively raise its ownership stake to 75% of Volkswagens’ shares.



Add Porsches hitherto unknown share holding options to that of Lower Saxony and the realisation suddenly dawned (or exploded?) amongst the gambling hedge fund operators that there would only be about 5% of Volkswagen's shares available on the open market to meet their future short selling positions!

When you have an excess of demand for a commodity in limited supply.....this is what happened to the Volkswagen share price at the end of October 2008:



Volkswagens' share price rocketed by almost 350% and for a brief few days it became the largest company in the world in terms of market capitalisation.

Needless to say, the hedge funds and their investors that were burned by these events screamed "Murder!", and claimed that Porsche had deliberately been misleading the market by not disclosing the stock options that it held.

Porsche claimed that it had acted quite legally and above board, and that no disclosures were required.

When it appeared that the hedge funds would lose about 30-Billion Euros as a result of the short selling debacle, Porsche (magnanimously?) agreed to sell 5% of its Volkswagen shareholding to the hedge funds which would – it is estimated – have earned Porsche the 6-12-Billion Euros in profit that I mentioned earlier.

Porsche's "Hedge Fund Coup" of 2008 will no doubt be a conversation piece in business schools for some time to come, even if fewer hedge fund managers are likely (or able )to buy new 911's in the near future.

**Leon Joubert**

### New Panamera: World Debut in China

Stuttgart. Dr. Ing. h.c. F. Porsche AG, Stuttgart, will be presenting the new Panamera to the public for the first time at Auto Shanghai 2009 in China from 20 – 28 April. Porsche's unique, four-door Gran Turismo will be making its world debut at a press conference on 19 April and will be entering the market in late summer 2009.

The four-door Panamera combines a wide range of features seemingly contradictory at first sight, and offering a unique synthesis quite unparalleled in the premium segment: The Panamera comes with all the sporting and dynamic characteristics of a genuine Porsche combined with a very high standard of motoring comfort. Despite its extra-low and sleek coupé silhouette, in turn, the Panamera offers more than ample space and roominess inside for four passengers and variable loading space for a substantial amount of luggage. And last but not least, the Panamera proudly boasts power units offering a high standard of fuel efficiency despite the car's outstanding performance.

All power units featured in the Panamera are modern V-engines with either six or eight cylinders covering a power range from 300 – 500 bhp and featuring Direct Fuel Injection. This makes all engines quite superior in their power and torque, together with superior fuel economy and exhaust emissions reduced to a minimum.

The Panamera is making its debut with a V8 normal-aspiration power unit and a V8 featuring bi-turbocharger technology.

Depending on the model, power is transmitted by a six-speed manual gearbox or Porsche's new seven-speed Doppelkupplungsgetriebe (PDK) (Double-Clutch Gearbox) available as an option on all models within the range not fitted with PDK as standard from the start. This gives the Panamera both a particularly sporting and an extra-comfortable character on the road.

As an option the Panamera Gran Turismo will be available with Porsche's Sports Chrono Package giving the car even more sporting and dynamic engine and gearshift characteristics and enhancing the dynamic performance of the Panamera to an even higher level of perfection.

The V6 and V8 normal-aspiration versions of the Panamera come as standard with rear-wheel drive. The top model in the range with its turbocharged power unit, in turn, features PTM (Porsche Traction Management) with extra-light, active all-wheel drive. PTM is also available on the other models.

In addition to the regular steel suspension featuring variable dampers for a sporting but comfortable driving experience, the Panamera is also available as an option with brand-new, adaptive air suspension offering additional air volume. This ensures a particularly wide range of suspension characteristics with an even higher standard of motoring comfort on the one hand and extremely sporting driving dynamics on the other.

In the Sport Plus Mode the air suspension lowers the entire car even further down to the road, giving the Panamera an even higher standard of aerodynamic efficiency and improving its centre of gravity, enhancing driving safety and reducing fuel consumption. As an option the Panamera is furthermore available with PDCC Porsche Dynamic Chassis Control actively compensating body roll in bends and at the same time improving the car's response and smoothness on bumpy roads when driving in a straight line.

Intelligent lightweight technology making appropriate use of high-strength steel, light alloys such as aluminium and magnesium, as well as high-tech plastic materials serves to reduce the weight of the car to an appropriately low level in its class, benefiting not only fuel economy, but also driving dynamics.

Ends.



Photos: Porsche Media Files.

### Porsche Achieves New Records in Profit, Turnover and Sales

Stuttgart. Despite the global economic downswing, Porsche Automobil Holding SE, Stuttgart, has set up new records in the business year 2007/08 (31 July), with profits, turnover, sales, and production reaching new all-time highs. The ongoing success of the Company served furthermore to once again create more jobs within the Porsche Group. Porsche is nevertheless not able to escape the significant slump in demand which has hit the entire automotive industry this autumn and therefore expects a decrease in sales in the current business year 2008/09.

The business year 2007/08 was the most successful year ever in Porsche's 60-year history, with Group profit before taxes increasing by 46 per cent to 8.569 billion Euro. This significant jump in profit was again due to special influences in connection with the holdings in Volkswagen AG, Wolfsburg, Germany. Porsche's operative earnings before taxes have developed most satisfactorily. Corrected for special effects from hedging operations as well as the interest result of Porsche SE, it amounted to around one billion euros. Increased development costs incurred i.a. for the fourth Panamera series, for the hybrid drive in the Cayenne, for new, reduced consumption engines and for new vehicle models, proved a burden on the result.

This development was more than set off by positive effects from cash settled share option transactions by which Porsche participates in changes to the stock exchange price of the VW shares. By way of these transactions the further acquisition of VW ordinary shares is being hedged. The contribution to profit from these transactions amounted to 6.834 billion Euro (previous year: 3.593 billion Euro). At the end of the business year, the holding in VW amounted to 22.3 percent of all shares. The profit attributable to Porsche amounted to 1.007 billion Euro, of which 160.4 million Euro were a cash inflow in the form of a dividend.

Higher special dividend proposed

The Group annual surplus (profit after taxes) was up 51 percent to 6.392 billion Euro in the period under review. The earnings per share, corrected for splitting, were 35.94 Euro (previous year: 23.98 Euro) per ordinary share and 35.95 Euro (previous year: 23.99 Euro) per preferred share. Porsche shareholders shall benefit from this. It will be proposed to the annual shareholders' meeting to be held at Porsche Arena in Stuttgart on 30 January 2009 to pay another dividend of 0.694 Euro per ordinary share and 0.70 Euro per preferred share as well as to increase the special dividend to two Euro (previous year: 1.50 Euro) per ordinary share and per preferred share in consideration of the high one-off earnings. As a result, the total distributed would climb to around 472 (previous year: 384) million Euro, which would correspond to an increase by approx. 23 percent.

## Cayenne achieves impressive success in the market

In all, the business year of Porsche Automobil Holding SE under report shows very positive results. Turnover went up by 1.3 percent to 7.466 billion Euro. Sales by the 100 percent subsidiary Dr. Ing. h.c. F. Porsche AG increased by 1.2 percent to 98,652 vehicle sales. This growth was fuelled first and foremost by the Cayenne series. Increasing by 34 percent to 45,478 units, sales of Porsche's sports utility vehicle reached a new record level. Despite the changeover to the new 911 Carrera in the second half of the business year 2007/08, sales of the 911 model series, amounting to 31,423 units, were only 16 percent below the previous year's very high figure. The Boxster series, finally, which also includes the Cayman, accounted for a total of 21,747 units sold, 16.8 percent less than in the previous business year.

Porsche Group workforce for the first time with more than 12,200 employees. Total production in the business year 2007/08 was 105,162 units, an increase by 3.3 percent. The Leipzig Plant worked to its absolute capacity limit, with 48,497 units of the Cayenne coming off the production line, more than ever before. Compared with the previous year, this represents a growth rate of 34.1 percent. Production of the 911 in Stuttgart-Zuffenhausen was 34,303 units, a decrease by twelve percent. Overall production of the Boxster series, finally, was 22,356 units (down 16.3 percent).

Reflecting this successful development, the number of Porsche Group employees was up 5.5 percent to 12,202. New opportunities have arisen mainly in research and development, in sales, in the Leipzig factory, and in the two subsidiaries Porsche Consulting and the management and IT consultancy company Mieschke Hofmann und Partner (MHP).

## Outlook:

Porsche also affected by the general downward trend. Porsche Automobil Holding SE expects a significant drop in sales in the current business year 2008/09. The signs of a severe decrease in demand in the automotive industry are unmistakable the world over, and it is virtually impossible to calculate further developments particularly in the USA, Porsche's largest single market.

Porsche will hardly be able to escape this downward trend, so that currently we do not assume that we will be able to repeat the high total sales of the previous business year. This is indeed borne out by revenue and sales figures in the current business year from 1 August to mid-November 2008, which indicate that turnover in the first four months of the business year 2008/09, that is up to 30 November 2008, will be slightly above two billion Euro following 2.36 billion Euro in the same period last year. Sales show a similar development, amounting to 25,200 units after 30,700 units year-on-year.

The exact figures for the first four months will be published by Porsche in the Interim Report due in mid-December 2008.

Despite the decrease in sales, Porsche upholds its policy not to grant discounts from the factory. Instead, production is being scaled down to reflect actual demand in the market. The Zuffenhausen Plant will remain closed on seven days up to the end of January 2009, after production ceased for the first time on 21 November 2008. Since the employees' working time accounts are well filled due to the high level of production capacity last year, this balance can be achieved without reducing the number of working hours. Porsche expects the next significant move ahead in the upcoming business year with the launch of the four-door, four-seater Panamera Gran Turismo.

Ends.



## **Porsche's majority in Volkswagen will provide indirect control over Scania**

Stuttgart. Porsche Automobil Holding SE, Stuttgart, purchased further ordinary shares in Volkswagen AG, Wolfsburg, and will increase its holding to 50.76 per cent of all ordinary voting shares in Volkswagen. As a result of passing the threshold of 50 per cent Porsche will acquire indirect control over Scania AB, Södertälje, and is required by Swedish law to launch a mandatory offer for the truck manufacturer. The Stuttgart-domiciled company is not bound by pre-acquisition prices and is only obliged to offer the minimum price prescribed by law. The minimum price will be calculated on the basis of the volume weighted average stock exchange price of the Scania shares during the 20 trading days prior to publication of the acquisition of the majority in Volkswagen. Porsche points out that it has no strategic interest in Scania and is not interested in acquiring Scania shares.

Ends.



## KEEPING THE FAITH

Michael Parker ([parkermjk@yahoo.com.au](mailto:parkermjk@yahoo.com.au))

Hello again, I hope you all had a very good Christmas, and I also hope you have a wonderful New Year.

There has certainly been a lot happening since the last FLAT CHAT, including some new members into the 356 fold. I would like to welcome Michael and Maria Hobden, 356 "B" coupe, and Mark and Hazel Wheatley, 356 "B" coupe (356 Register member).

Kath and I have been going for a coffee run, usually on the last Sunday of the month, and have left it open to anyone who may want to meet us there. This has proven to be a popular and informal way to take your car for a short drive and enjoy each others company. The venues change with each run to make it more interesting, and Kath simply sends out an "E" mail to let everyone know.

So far we have had a low of 2 and a high of 5, but the numbers don't matter as we would go anyway. At the moment the "E" mails are only going out to local northern members, but if you feel you would like to be included drop us a line and it shall be done.

To give you an idea we visited Josef Chromy Wines in September, Clarendon House in October, and a café on the banks of the Tamar River in Gravelly Beach in November, and yes they all had good coffee and nice cakes.

The major event for the 356 year is always the PORSCHE PARADE, held on the last weekend in November, in Melbourne. This year saw over 100 356s of all types including the very first four cars to come to Australia, all restored and parked together for the first time. The display included the 901 register including 912s, and a great display of hot rod VWs, 356 race cars, and outlaws, and last but not least a rare Porsche Tractor.

Two Tasmanian members along with their attractive wives attended this years event (a first), and as usual it started with an informal get together at Bill Bells Hotel in South Melbourne on Friday night. Saturday saw 50-60 cars arrive at the Porsche Center in Collingwood for a 2 hour run through the Mt Dandenong ranges, and finishing at the beautiful property of George and Pat Hetrel in the Basin. I believe the property has approximately 16 acres of beautiful gardens, and George has a wonderful collection of vintage cars. He also has a miniature train which runs around the gardens.



We all enjoyed a delicious Bar- B- Q lunch, and of course enjoyed the gardens and vintage cars on display.

The earlier part of the day was unfortunately very wet, which made the mountain roads quite slippery. There was one unfortunate mishap when someone lost control on a tight bend, resulting in considerable damage to the front of his little blue coupe. Fortunately no one was hurt.



Saturday night, and the Porsche Center was the venue for the traditional cocktail party, I think it is the one night of the year that male members don't mind wearing a tie. Any way a good time was had by all, it is always an opportunity to catch up with friends both new and old. We woke to a beautiful sunny Sunday, and headed off to Como Park for the Parade, this is always a thrill to see so many really nice cars all presented for everyone to see. Prizes are awarded in different categories, ranging from bronze, silver, and gold , for 356 A, B, and C coupes and convertibles, to special awards for Outlaws and special interest cars. I am really pleased to announce that Michael and Maria Hobden won a Special award for their 356 Super 90/ Carrera replica. It is great to see Tasmanian members up there with the best, congratulations Michael and Maria. Unfortunately it is always over too soon, but we can all look forward to next year, and perhaps we can organize moor 356s from Tassi to attend.

The last item I wanted to mention was the 60<sup>th</sup> anniversary we attended in Hobart, for those of you who couldn't make it you missed a great day. I will admit that the weather wasn't kind ( boy was it wetttttt) but we had a great time anyway, and we had four (4) 356s in attendance, that may well be a first for local cars.

One other item I should mention is that the 356 Register has appointed me the Secretary for the 356 interests here in Tasmania, this simply means that I write a column in the registry magazine and keep everyone informed with happenings down here on the small island. Therefore if anyone has any questions relating to the register, or 356s in general feel free to give me a call or "E" mail at the address at the top of the page. Well that's about it from me.

Keep the faith Michael.

**2008 PCT Clubman & Club Champion points tallies (final)**

**Club Champion Points**

<b>Member</b>	<b>Total</b>
Michael & Kathy Parker	<b>55</b>
Charles & Claire Button	<b>55</b>
Rob & Elspeth Sheers	<b>50</b>
John & Sue Davis	<b>45</b>
David Hannan	<b>40</b>
John & Libbie Pooley	<b>37.5</b>
Keith Ridgers	<b>30</b>
Bruce & Krista Allison	<b>25</b>
Stewart & Cathy Harper	<b>15</b>
Wayne Bennett	<b>15</b>
Neill Daly & Sonya Johnstone	<b>15</b>
Rob Barrow	<b>15</b>
Campbell King	<b>15</b>
Adrian & Heidi Richardson	<b>12.5</b>
John & Ann King	<b>10</b>
Hans & Shiela Waldman	<b>10</b>
Gerard & Irene Maguire	<b>5</b>
Gary Cannon	<b>5</b>
Kevin Robinson	<b>5</b>
Barry & Suzanne Smith	<b>5</b>



2008 Club award winners

**Clubman Points Tally (North)**

Michael & Kathy Parker	<b>230</b>
Neill Daly & Sonya Johnstone	<b>200</b>
David Hannan	<b>150</b>
Bruce & Krista Allison	<b>55</b>
John & Ann King	<b>30</b>
Stephen & Julie Gibson	<b>30</b>
Don McWilliam	<b>10</b>
Kerry Luck	<b>10</b>
Steve & Jennie Caswell	<b>5</b>

**Clubman Points Tally (South)**

Rob & Elspeth Sheers	<b>325</b>
Keith Ridgers	<b>220</b>
Charles & Claire Button	<b>190</b>
Barry & Suzanne Smith	<b>140</b>
Gerard & Irene Maguire	<b>135</b>
Hans & Shiela Waldman	<b>125</b>
John & Sue Davis	<b>115</b>
John & Libbie Pooley	<b>95</b>
Stewart & Cathy Harper	<b>45</b>
Joe Hand	<b>35</b>
Philip & Sylvia Petersen	<b>30</b>
Gary Cannan	<b>30</b>
Randell & Robyn Mullins	<b>30</b>
Kevin & Mary Lyons	<b>30</b>
Rob Barrow	<b>26</b>
John & Pru Christie	<b>25</b>
Adrian & Heidi Richardson	<b>20</b>
James & Kay Barber	<b>20</b>
Kevin Robinson	<b>16</b>
Ken & Naomi Patton	<b>15</b>
Wayne Bennett	<b>15</b>
David & Beth Nunn	<b>15</b>
Peter & Christine Dove	<b>21</b>
Victor Folloso	<b>5</b>
Tony Pattniotis	<b>5</b>



## **FOR SALE**

### **Performance Automobiles used Porsches**

Model: Porsche Boxster  
 Year: 2002  
 Mileage: 77,000 km  
 Colour: Black/Beige leather  
 Main Features: Tiptronic *transmission*.  
 Price: \$62 990.00  
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Model: Porsche Cayenne S  
 Year: 2002  
 Mileage: 77,000kms  
 Colour: Green/Beige Leather  
 Special Comments: 18" Cayenne S wheels, Sat Nav, 1 owner, *full service history*.  
 Price: \$79 990.00  
 Contact: Paul Whyatt (03) 6210 7000

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