

PORSCHE *Club* OF AMERICA
The Kentucky Region Newsletter

Pace Setter

FEBRUARY 2017

Photo by Holly Kee Miller. See page 8.

FEBRUARY MEMBERSHIP MEETING

Famous Dave's

8605 CITADEL WAY
(off South Hurstbourne)
Louisville, KY 40220
(502) 493-2812

Menu: <http://www.famousdaves.com/dinein/Louisville>



**Monday
Feb. 13
7:00 PM**

Lexington First Saturday Multi-Marque Cars & Coffee (MMCC)

Are you ready to start another year of Lexington Cars & Coffees? Our first C&C for 2017 is this Saturday, **February 4** at the **Jones' Toy Box**. Their location is 980 Contract Street, Lexington, Ky. Regular time of 9 - 11am. We'll have a short announcement session at 10am for any car information folks want to share. The Shuffle Bean folks are again going to supply the coffee. If any person/organization wants to supply the donuts, let me know. Ken Hold

Regular time 9:00-11:00 and no cost to attend. Be sure and pass this on to your automotive friends and car club folks. It will be a great opportunity to learn about what's going on with the local car clubs and to meet other automotive friends. Rain or shine.



2017 KY Region PCA Calendar

www.kypca.org

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		APRIL	MAY	JUNE
		<p>10—Membership Mtg Fiesta Time Amigos English Station Road</p>	<p>8—Membership Mtg Matt Innes' House Prospect KY</p>	<p>9-11—Summer DE</p> <p>12—Membership Mtg Edward Hessel's House</p>
		JULY	AUGUST	SEPTEMBER
		<p>10—Membership Mtg Jim Doll's House LaGrange KY</p>	<p>14—Membership Mtg Tony BoomBozz St. Matthews KY</p>	<p>8-10—Fall DE</p> <p>11—Membership Mtg Gustavo's Prospect KY</p>
		OCTOBER	NOVEMBER	DECEMEBR
		<p>9—Membership Mtg World of Beer Von Allmen Dr.</p>	<p>13—Membership Mtg Roosters Shelbyville Road</p>	<p>11—Membership Mtg Mellow Mushroom St. Matthews KY</p>
		<p>>>CLICK<< ON THE EVENT TO BE AUTOMATICALLY FORWARDED TO THE DETAILS PAGE</p>	<p>See page 11 for info on Members Only Private Facebook Events Group</p>	<p>All events are subject to change due to weather and availability.</p>

KY PCA Website

www.kypca.org

Stay informed and participate! Join the KYPKA mailing list and be notified of upcoming events, club news, and membership information.

Remember, it's your participation as a member that makes the club successful.

Please visit the below website and sign-up today!

www.kypca.org

(mailing list sign-up for Pacesetter, Driver Education and general information)

www.kypca.org/club-news/

(club activities, meetings, or general announcements from KY Region PCA, the latest issue of the Pacesetter (our monthly newsletter), announcements of new models, racing news)

www.kypca.org/document-library/

(club specific documents, upcoming club events, frequently asked questions, mailing list sign-up, Web Links)

www.kypca.org/club-events/

(photos and videos from club events (member submitted or just something we think is really cool and Porsche related))

Having trouble viewing the www.kypca.org website? Do you have a suggestion on how we can improve it? Please send any feedback you might have to feedback@kypca.org.

Facebook:

www.facebook.com/groups/50109424636/



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debra@medcepts.com





You didn't settle when you purchased it. Don't start now.

When it comes to servicing your Porsche, get your knowledge from the source. Dedicated to Porsche vehicles above all else, Porsche certified technicians must complete over 80 hours a year training in the latest diagnostic technology and techniques. All Porsche genuine parts are factory-backed for two years when installed by your authorized dealer. Better still, there is no substitute for having your vehicle serviced by professionals who not only know Porsche, but live Porsche every day.

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www.blue-grass.porschedealer.com

Porsche recommends **Mobil 1**



PORSCHE

President's Report

February 2017

Jason Miller—KY Region President



Saturday evening January 14, KYPCA officially kicked 2016 to the curb and revved up 2017 with another great party. Randy Biery and staff welcomed our annual "Holiday Hangover" Party back to the showroom of Blue Grass Porsche. And, it did not disappoint.

The one hundred plus guests in attendance were greeted with a newly installed video screen playing a continuous loop of

T

"Thank you Randy Biery and Blue Grass Porsche"

photos which allowed for a leisurely drive down memory lane. Complete with valet parking, music, open bar, an excellent meal from Taziki's Mediterranean Café, door prizes, and of course many great conversations. Once again, Thank You to Randy Biery and Blue Grass Porsche for their amazing support of our club. If you have not done so already, please stop in and thank Randy and his staff. Also, I say again, Thank You to all of our members for making the club what it is. Be sure to put our 2017 Holiday Party on your calendar – it will be in January of 2018.

Looking ahead, our Activities Chair, T.H. Morris and Drive Master, Edward Hessel are actively planning another great year. We anticipate, weather permitting, that our first drive of the season will be sometime in March. For our DE participants, the dates are set and the contracts are signed. The June DE will be held June 9 thru 11, with the September DE held September 8 thru 10. Both DE's will again be held at the freshly repaved Putnam Park.

As a reminder, to stay up to date with Club happenings check the website and Pacesetter often <http://kypca.org>. You can also follow us on Facebook – look for KYPCA.

Do you have an idea for a Monthly Meeting, Club Drive, or social gathering? Let me know – millermd@twc.com.

The February meeting will be Monday, February 13 at Famous Dave's, 8605 Citadel Way, Louisville, KY (off Hurstbourne Ln.) See you there!

Jason



THANK YOU BELINDA!!

It is with both sadness and great appreciation that I announce to the membership that our longtime Pacesetter editor Belinda Schweinhart has decided to pack up her keyboard. After countless years of dedication, Belinda has decided to retire from the Pacesetter. Please join me in thanking both Belinda and her husband Mark for their years of service to KYPCA. Both have been instrumental to the club and we wish them the best.

If anyone is interested in filling the BIG shoes left empty by Belinda please contact me:

Jason Miller millermd@twc.com

Monthly Membership Reports
by Anthony Minstein

PCA Anniversaries!!

February 2017

Yrs	Name	City	Car Year, Model, Color
38 yrs	Clifford & Debra Canavera	Brandenberg KY	1993 968 Black
20 yrs	Richard Darnell	Louisville KY	1972 914
17 yrs	Dean & Remy DeTrou	Madison IN	1989 944 S2
15 yrs	Mark & Sandra Brodsky	Prospect KY	2001 911 Carrera
12 yrs	James & Mary Deppen	Fisherville KY	2000 Boxster Speed Yellow
11 yrs	Doug & Mitzi Walker	Mayfield KY	2005 911 Carrera S Red
9 yrs	Keith & Clara Raeuchle	Louisville KY	2007 Cayman S White
8 yrs	Jason and Holly Miller	Crestwood KY	2015 Cayman GTS Red
6 yrs	Larry & Suzanne Woods	Louisville KY	1989 911 Carrera Red
6 yrs	Jeff & Sam Tafel	Louisville KY	2009 911 Carrera 4S Targa Brown
6 yrs	Keith & Jerita Williams	Pekin IN	2011 911 GT3 RS Red
6 yrs	Robert Schneider	Prospect KY	2007 911 GT3 RS Orange
5 yrs	Frederic & Donna Burr	Goshen KY	2013 Cayenne White
3 yrs	Scott Dingle	Prospect KY	1999 911 Carrera Yellow
2 yrs	Matt Henney	Crestwood KY	2006 Boxster S Silver
2 yrs	Joseph Watkins	Benton KY	1999 911 Carrera Guards Red
1 yr	Justin Smith	Louisville KY	2008 Boxster S
1 yr	Todd Leiphart	Louisville KY	1979 928 Dark Green
1 yr	Rodney Serpa	Louisville KY	2003 911 Turbo Grey
1 yr	Britt Crawford	Louisville KY	2006 Boxster S Silver

**Incomplete profiles are based on the info you filed with National when joining/renewing your membership.

Welcome New Members!!

January 2017

Name	City	Car Year, Model, Color
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After Holiday Party
Photos by Holly Kee Miller

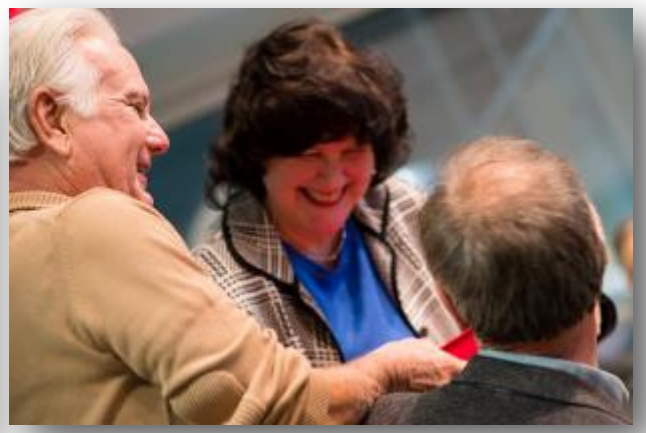




It's the people.....







2017 Activities Planning

T. H. Morris

The warmer driving season is nearly upon and this year's calendar of activities is coming together nicely. There is still room for other ideas if you have a specific destination in mind. Please submit your ideas in the next week or two and we will do what we can to get everything organized soon. Last year's drives saw fantastic participation. Ed and I enjoy organizing and executing the drives, however, if there are other club members that are interested in leading drives, they are absolutely welcome to do so anytime. Drop either of us a note and we will be glad to work with you on any of the necessary details.

On another note, we ordered a little less than a hundred t-shirts with the activity schedule last year and had made attempts to have a variety of sizes and sleeve lengths. In some cases, we ran out of selection, or completely failed to have the desired size. It is in the plans to order shirts again this year and I am seeking to improve the offering such that we ensure we have your size. If you plan on ordering a shirt, please send me a note with quantity, size,

sleeve length, and preferred color. I cannot guarantee color availability and will reach out to you if there appears to be an issue. Last year, I was able to mix and match with ease so I am counting on being able to do so again this year. This is simply the initial communication on the shirt topic and will be sending out more as details take shape. Getting your input early will help me with quantity estimates which directly drives the price. The more shirts that we order will drive down the price. It is my hope that we can get into the \$10 - \$15 range again. Send me those notes via email to terenceharris@att.net

One last item. I am looking for a clever tag line for the activities. This tag line will be at the top of the list on the back of the shirt and will also end up on the passport. Submit your ideas to me and I will make a selection. As incentive, the winner will get a free shirt! (Here is the fine print: If I get the same tag line submitted more than once, I will attribute it to the first person who submits it.)

T.H. Morris terenceharris@att.net
Edward Hessel stathome@bellsouth.net



MEMBERS ONLY PRIVATE FACEBOOK EVENTS GROUP

We have created a new way to share information with you about all of the planned activities for the club. This will be in addition to the other tools we already use such as email announcements, the website and the monthly editions of the Pacesetter. A new page has been created on Facebook that is dedicated to activities and events. This page will be accessible **only to club members** and will contain detailed information about each planned activity, including dates, times, maps, and activity overview. Your use of this page also helps me see how many people are interested in each planned event as you are able to indicate that you are going, might be going, or will not be going.

If you are already on Facebook and would like access to the page, please let me know and I will get you added. By design, it will not show up in a Facebook search and you have to be explicitly added to the group in order to see and receive page updates. I will just need your Facebook page name to get you added. If you are not currently on Facebook, I invite you to give it a try as it is a very powerful and convenient tool for communication. If you aren't sure how to get started, let me know and I would be glad to try and help. Facebook interaction can be as little or as much as you wish.

Thanks! I look forward to seeing you on many of our outings! As usual, if there are things that Edward and I can do to make the outings more meaningful to you, please don't hesitate to drop us a note. We are always looking for new ideas.

Regards,
T.H. Morris
terencehmorris@att.net



The 62nd Annual Porsche Parade July 9 - 15, 2017

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PACESETTER ADVERTISING RATES

Classified Ads for 'The Mart' are published at no cost to PCA members for 3 months and at nominal cost to non-members. Send copy for ads to the PaceSetter Editor.

Commercial Rates: 1/4 Page \$130, 1/2 Page \$250, Full Page \$500, per year. Quarterly terms are available but require advance payment.

Business card ads are accepted from Kentucky Region members only at \$65 per year. Mail your card and a check made payable to Kentucky Region PCA, to the Pacesetter Editor.

2016 Income Statement by Richard Darnell

Kentucky Region, Porsche Club of America, Inc.

2016 Change in Net Worth

December 31, 2015 Net Worth
2016 Net Income (Loss)
December 31, 2016 Net Worth

\$ 77,596.48
\$ 6,763.02
\$84,359.50

2016 Income and Expense Report

	Income	Expense	
Pacesetter Publishing			
Advertising Income	\$ 1,500.00		
Newsletter Rebate			
Total Income	<u>\$ 1,500.00</u>		
Printing Expense			
Postage Expense			
Pacesetter		\$ 437.13	
Permit			
Total Expenses		<u>\$ 437.13</u>	
Net Income (Loss) from Pacesetter			<u>\$ 1,062.87</u>
Scheduled Events			
Drivers Ed Income	\$ 113,839.00		
Drivers Ed Expenses		\$ 88,557.79	
Discount Fees		\$ 4,775.70	
Income (Loss) from Drivers Ed			<u>\$ 20,505.51</u>
Octoberfest Income			
Octoberfest Expenses			
Income (Loss) from Octoberfest			<u>\$ -</u>
Holiday Dinner Income	\$ 1,135.00		
Holiday Dinner Expenses		\$ 2,414.32	
Income (Loss) from Reunion Dinner			<u>\$ (1,279.32)</u>
Porsche Derby Income			
Porsche Derby Expenses			
Income (Loss) from Porsche Derby			<u>\$ -</u>
Misc Event Income	\$ 190.00		
Misc Event Expenses		\$ 3,297.36	
Income (Loss) from Misc Event			<u>\$ (3,107.36)</u>
Net Income (Loss) from Events			<u>\$ 16,118.83</u>
Normal Operations			
Quarterly Rebate	\$ 4,154.00		
Special Rebate	\$ 1,315.00		
Investment Income	\$ 56.99		
Other Income			
Total Income	<u>\$ 5,525.99</u>		
Board Meeting Expense		\$ 10,175.32	
Bank Fees & Charges		\$ 48.00	
Donations		\$ 2,410.00	
Insurance Expense		\$ 290.13	
Legal & Professional		\$ 15.00	
Miscellaneous Expense		\$ 698.65	
Office Supplies Expense			
Postage Expense (Misc)		\$ 176.00	
Printing Expense (Misc)			
Storage Expense			
Travel & Meals		\$ 452.59	
Website		<u>\$ 1,678.98</u>	
Total Expenses		<u>\$ 15,944.67</u>	
Net Income (Loss) from Normal Operations			<u>\$(10,418.68)</u>
Column totals	\$ 122,189.99	\$ 115,426.97	
Net Income (Loss) from Consolidated Operations			<u>\$ 6,763.02</u>

Photos by Jim Doll

A friend and I were able to attend the Detroit auto show and I thought you might enjoy this Michelin tire and Singer vehicle design exhibit.



To maintain machines like these...

... Takes skills like ours.

2 locations Middletown 245.3414 Bowman Field 452.9721 www.steinauto.com

From the Editor's Desk

By Belinda Schweinhart

Yup, the rumors are true. I am looing for my own replacement. I know there is someone out there who has some graphics/art talent just waiting to do this. Now is your chance! Contact Jason Miller at millermd@twc.com .



For Sale

944 seats—Linen color leather front seats. Passenger and driver seats. Both power controlled. \$150 or best offer. Mark Schweinhart, (502) 608-0570 or markcrt@gmail.com . (Editor's note: please get these out of my garage!!)



WANTED

I'm looking to buy an early 60's to 80's Porsche 911 or 930 Turbo. I'm also interested on a 356 coupe or convertible. I'm familiar with the restoration, I will consider any condition.

Contact Paul Klein
pmb.klein@yahoo.com

Are you on Facebook yet?



[https://
www.facebook.com/
groups/50109424636/](https://www.facebook.com/groups/50109424636/)

For Sale

2002 Carrera—\$91,000 Very tasteful 6-speed, midnight blue with blue leather interior. Just over 93,000 miles but with clutch, IMS bearing, Cats (Fabspeed 200 Cell), water pump, horns, ignition switch, headlight switch, and turn signal unit all replaced in the last few thousand miles, most all of the common 996 high mileage issues have been resolved. Scheduled maintenance is up-to-date. Sunroof, premium wheels, and roof racks for touring. All-season tires make the car a blast in snow and steady in the rain! Comes with a second set of wheels (OZ Alegerrita) with Nitto NT01 tires for fun at the track. Owner is letting the car go in order to trade up. Classy fun. Gene Hoffman rgenehoffman@gmail.com



For Sale

2012 Porsche 911 GTS Cabriolet—25,600 miles, 2nd owner, Porsche certified until 10/2017, 2,600 miles on new Bridgestone Potenza, Platinum Silver/Espresso Brown (full leather)/Cocoa Top, 408 HP/7 speed PDK, Chronograph option (sport mode & sport plus), sport steering wheel/paddles, sport seats & sport exhaust, clear bra (replaced July 2016), center lock wheels, all the advantages of a 911 GTS, in excellent condition. Now asking \$74,000. Contact Dale White 859-221-1521





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WAIVERS REQUIRED FOR MINOR PARTICIPANTS

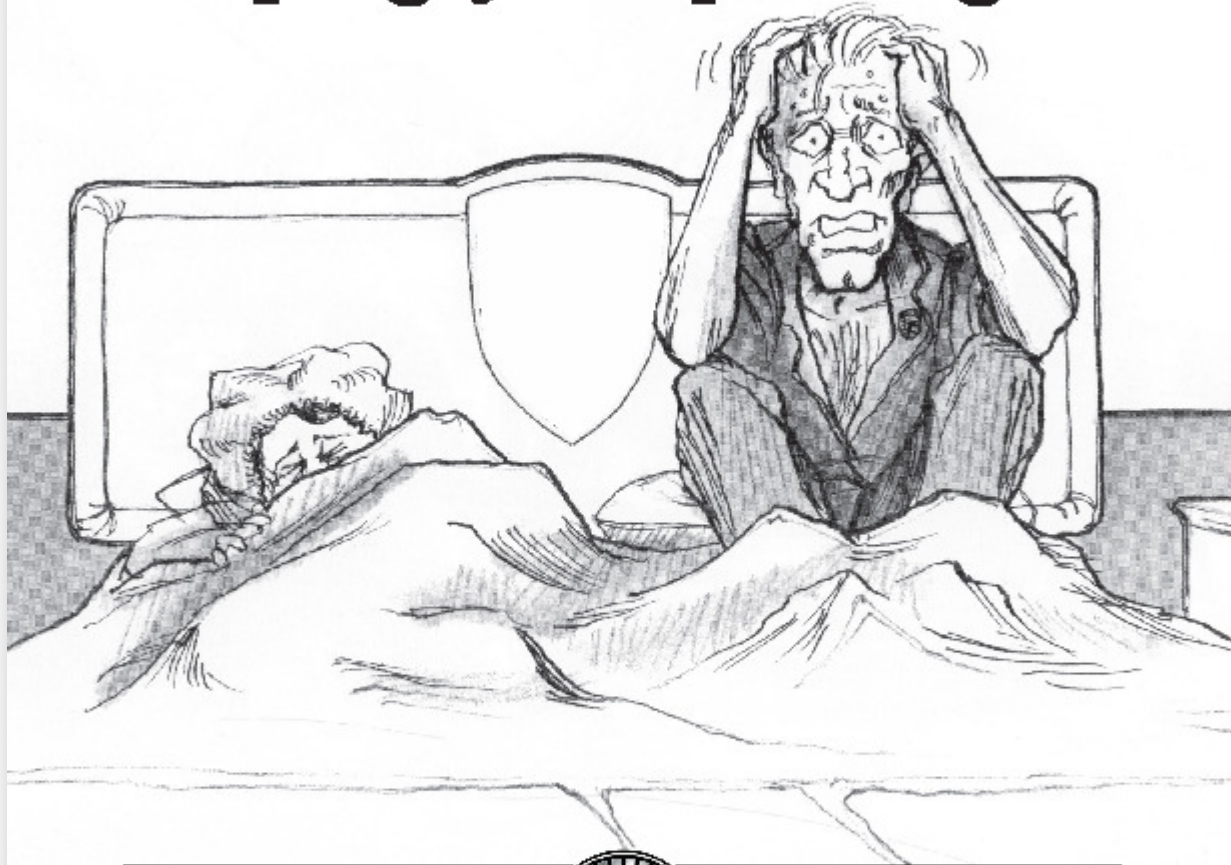
****Important update for those planning on attending club activities with their underage family members****

We are excited to offer a variety of activities to club members. Occasionally, minors attend these events and this is good to see because it is important that we continue the family friendly culture. We are all well accustomed to signing the waiver supplied by PCA national immediately prior to departing on our drives. We also have forms specifically addressing the participation by minors. In the past, we have been able to utilize the single signature of the guardian/parent attending the event but this is no longer the case. A recent development has led the insurance company to state that unless both guardians/parents of the minor sign the waiver, then neither the adult attendee or the minor attendee are covered by insurance. If you plan to bring your under the age of 18 family members along, please print off the waiver and have both parents sign the document and bring it along with you to the activity. A link to the waiver form is included below.

Minor Waiver Form from PCA National Website link:

<https://www.pca.org/resource/waiver-minors>

IMS bearing keeping you up at night?



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Improving the Carrera GT Wing Lift Mechanism *by David J. Cooper, Rally Sport Region*

We will get to the Carrera GT, but this story starts with my 996 Turbo. A few years ago, my Porsche® 996 Turbo's hydraulic wing system failed... twice... The first failure was before I bought the car. Purchased my 2002 Turbo knowing that the wing did not go up and down as it should. Being an engineer, I thought it must certainly be a rather simple repair. Researching a few popular online 996 Turbo forums, I found there was quite a bit of advice on how to fix the problems with the hydraulic wing system.

I started by removing the 3-piece hydraulic mechanism from my Turbo's back lid and disassembled it on my work bench.



Removal of the 3-piece hydraulic system and subsequent troubleshooting took quite a bit of effort – and was a very messy job with power steering fluid leaks and drips. But I was driven to find the root cause of failure and finally discovered plastic components that had partially melted inside the 12V motor along with the PS fluid leaks. It was clear that the system was never intended to be refilled, much less regularly maintained. Once the motor was repaired and the hydraulics refilled, bled, tightened up and bench tested, the mechanism was installed back into my Turbo. Problem solved...I was proud of my repairs.

Just a few months after the rebuild, one of the hydraulic rams catastrophically failed, leaking PS fluid down the back bumper and into the engine bay. The wing was stuck up on one side and wouldn't move.



Further research verified that the hydraulic ram cylinders cannot be rebuilt without cutting them apart to replace leaking internal seals – then resoldering the assembly back together. From the forums, I also learned that there are a few other failure modes:

- § Drive motor overheating (my root cause problem)
- § Leaking ram o-ring(s) (my other root cause problem)
- § Leaking banjo fitting(s)
- § Leaking syringe pump seal(s)
- § Broken plastic plunger block
- § Malfunctioning micro-switch(es)
- § Broken ram spring(s)
- § Deteriorated shaft wiper seal(s)
- § Contaminated fluid
- § Etc.

I wondered why such a failure prone mechanism was ever installed on the 996 Turbo. So I did some more research. Porsche® designed and patented a “Motor vehicle with a rear end spoiler device” that for the first time provided negative lift (or downforce) on the Turbo. Porsche needed a dual cylinder lifting mechanism for the wing and went outside to find such a device. Turns out the mechanism was patented and supplied by an outside firm to Porsche in time for the 5th generation water cooled turbo production start in 2000. This same hydraulic mechanism was used for the Carrera GT wing and later for the 6th generation 997 Turbo. It was clear that there had to be a better method of raising and lowering the wing.

My engineering instincts kicked in, causing me to wonder how to improve the overly complex, and failure prone hydraulic wing lift mechanism. My goal was to design and build a simple all-electronic wing lift mechanism for my car that is robust, yet easy to install and work on without special tools. I went looking for an electric ram and found 12 volt devices that are used to position photovoltaic panels in the desert. Perfect for placement under the Turbo’s lid! I then designed CAD prototype parts and had them machined for trial fitting. A local water-jetter and machinist were secured to produce the various prototype parts out of billet aluminum:



The next challenge was figuring out the electronics, which was the most time consuming piece of the puzzle. In the stock Turbo, should the wing not move, or extend up all the way, or take too long to deploy, the dreaded Spoiler warning is displayed on the instrument cluster.



It was necessary to understand the switch logic and reverse engineer what the original programmers had coded into the cluster ECU in order to circumvent the warning. After completing the ladder logic, I made a prototype electrical gizmo with relays and programmable timers mounted to a plywood board for in-car testing. It functioned perfectly to circumvent the warning. The final challenge was figuring out how to fit all of the electronic components into a small waterproof box – with that piece done, it was mission accomplished.

After all this work, I wondered if an electric wing lift mechanism might be desired by other 996 Turbo owners? As it turns out, the 4th most popular post on a well-attended 996 Turbo forum, at 55,911 views, is "996 TT rear spoiler problems – Help!" The original idea was to improve upon the factory hydraulic system in my car, but maybe others would benefit from a solution to replace their dysfunctional spoiler mechanisms.

To find out, I created a post on the same 996 Turbo forum titled "Beta Testers Needed for Electric Spoiler Rams". In short order, 24 fellow 996 turbo enthusiasts stepped up to test out my new wing lift kit and provide feedback. Currently, my "Beta Tester" post is in the top 15 with 27,958 views. Clearly there was a need.

I had my answer. Early in 2015, I created a company called Rennkit to supply a replacement electric actuation system for the wing hydraulics on 996 Turbos. Any new company must hand out titles. I chose President, and my wife was awarded the title of Chief Bubble Wrap Officer (CBWO). The first "eRam" kit was installed on my 996 Turbo in March, 2015, followed closely by the two dozen beta testers.



A Rennkit website was launched to explain the infamous factory hydraulic system and failure modes and to provide details about the distinctive eRam electric wing actuation system. The electric wing lift mechanism was unique enough to file for a provisional patent. Only thing left to do was high speed track testing; which took place at our annual club's annual Grattan Raceway DE event and at another club's Mid-Ohio Sports Car Course weekend DE event, where the added rear downforce improved lap times.



With Rennkit up and running, the next development was for a 997 turbo eRam kit, which was accomplished 6 months later. The first 977 turbo eRam beta tester claims 200 MPH runs with his eRam kit. I don't have plans to develop a kit for the Carrera GT, unless that one-off request comes in. So, what quirky part on your Porsche® should be reimagineered?

Dave Cooper
President
RennKit

djcooper@rennkit.com

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Please tell fellow 996/997 Turbo & GT2 Owners about RennKit

PEDROSGARAGE

The Silent Porsche

To be published in the February 2017 issue of "Die Porsche Kasette"

Porsche is redoubling its efforts to roll out its first fully-electric vehicle by 2020. The project is internally known as: "Mission E".

According to a report by the German news site Automobilwoche, it states that Porsche plans to sell 20,000 units per year.

Mission E was presented as a concept car at the International Motor Show in Frankfurt in September 2015 and was an immediate hit.

Some of the features expected on the Mission E are:

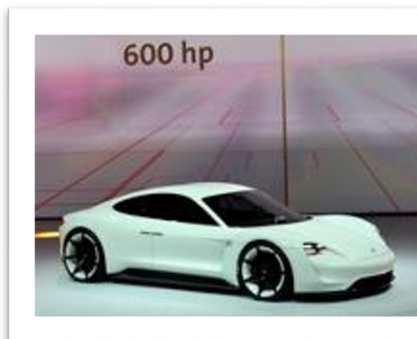
Two motors driving all four wheels and producing 600 HP.

It will be powered by

P "Porsche ... to roll out its first fully-electric vehicle by 2020."

advanced lithium-ion batteries which will extend to the complete underbody so that the weight is distributed equally.

The batteries can be charged by inductive charging by simply driving over a plate in the garage floor and automatically the charging begins.



They can also be charged in the conventional way, at a charging station or at home or place of work via a cable. The charging port is hidden behind the front left fender.

The car can charge up to 80% capacity in just 15 minutes, giving it a range of 250 miles. With a full charge, it can drive for 310 miles.

The Mission E car will reach a top speed of 150 mph and can go from zero to 62 mph in just 3.5 seconds.

The new car will feature four seats and four doors that open in an entirely new way for Porsche.

It will not have exterior mirrors. Instead, cameras will capture what's behind and display it on the lower corner of the windshield.

The driver can also control the car's menu using built-in eye tracking technology. A camera detects where the driver is looking and what instrument on the dash the driver wants to open. The driver can then confirm by pressing a button on the steering wheel.

The car's display also changes as the driver shifts position. So if the driver moves higher or lower in the seat, or leans to one side or the other, the instruments displayed on the interface will move with the driver.

Since Volkswagen recently acquired the Canadian Company PayByPhone, The Mission E will probably have the capability to use mobile apps to pay for parking spaces in selected cities.

For more information on silent Porsches and more, please visit my website:
www.PedrosGarage.com.



Pedro

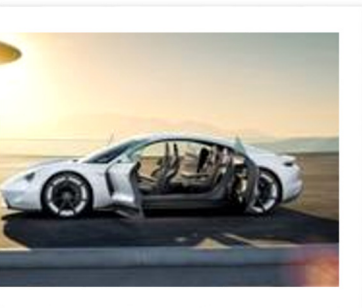
Happy Porsche'ing,

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From the Horse's Mouth by Danielle Badler

O the benefits of being your humble scribe. One is getting on the e-mailing list for press releases from Dr. Ing. h.c. F. Porsche AG, datelined Stuttgart. That's right, from the horse's mouth, direct to my personal e-mailbox. I have no idea whether I get them all. Only the Porsche Press Database would know for sure. But I do get some interesting ones.

Like one I'm staring at, right now. It says "Porsche sets new sales record."

It's all about sales in 2016, compared to the previous year, broken down by model and by region.

I find it fascinating, to read a document like this and try to decipher what's included... and what's not. Let's take a test drive.

The lead notes that Porsche delivered in 2016 a "total of 237,778 vehicles around the world, some 6 percent more than the previous record. The key



"The coming weeks will see the launch of the completely redeveloped...Panorama."

drivers of growth were Europe, the USA and China."

It goes on to say "The Macan and the new 718 Boxster had a particularly positive effect on the result. The excellent response to the new Panamera provides an additional boost."

"Porsche is synonymous with emotion and quality. The positive trend in the global markets confirms how enthusiastic our customers are," says Oliver Blume, Chairman of the Executive Board of Porsche AG. The release then cites him as noting "However ... that exclusivity is more important to Porsche than sales targets."

No word in the release on profitability targets. Just saying.

Porsche's largest single market worldwide? China ... "with a total of 65,246 vehicles delivered - an increase of 12 percent." Those numbers are so good, in fact, that they say they will further expand their dealership network this year, and open a Porsche Experience Center in Shanghai.

You're wondering what the breakdown is, by model against region? Sorry, can't help you.

However, they did give a lot more, geographically. "America" tied "Asia-Pacific, Africa and Middle East" for second place by growth last year, rising 6 percent, respectively. And "USA" was close behind at a 5 percent increase. Same for "Europe" overall. Although "Germany" rose by just 1 percent.

Sorry, they didn't break down their geographic numbers with any more detail. No other countries were called out. To which, you may ask, why the selective break-outs? Hey, I only know what I read.

Same goes for model break-outs. Here's the extent of what they said. "There were 12,848 deliveries of the 718 Boxster, exceeding last year's result by 9 percent. Meanwhile, the legend of the Porsche 911 continues: With a total of 32,409 vehicles delivered, sales of the 911 once again grew by 2 percent, helping it to maintain its special position in the market for exclusive sports cars."

Hooray on that. Although I wonder why the new Cayman was not mentioned. Was its launch too late to be included?

And then the release noted "The Macan reinforced its position as the best-selling Porsche with 95,642 vehicles delivered, representing an increase of 19 percent."

With no mention in the release of the Cayenne. Or Panamera sales.

Are you thinking what I'm thinking? Yeah, yeah, yeah, they seem to be continuing to do a great job of transferring "the strength of the brand," to quote words attributed to Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing, to as many small SUVs and sedans as they can. And the formula continues to work literally around the world.

I guess I shouldn't be surprised. What a truly amazing business story it is, and it's one in which we all, every one of us PCA members, can take great pride. Because we know we're the ones who helped create that amazing brand imagery. And we know, we just know, that there's no way they can ever stop the sports cars and racing programs. What would happen, then, to that "enthusiasm" transfer and "exclusivity"?

I have no idea. But it should be noted that the release closes with "The coming weeks will see the launch of the completely redeveloped second generation of the Panamera in the USA and China. The shooting-brake version - the Panamera Sport Turismo - will celebrate its world premiere in March at the Geneva Motor Show."

Let the hits keep coming, I guess.



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Celebrate the 2017 *Fiesta New Mexico* at the Hilton Santa Fe Historic Plaza Hotel in beautiful Santa Fe, NM! It's the 50th Year of Roadrunner Region hospitality and fun!

- **Concours**
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There will be a Welcome Reception, Continental breakfasts and Awards Banquet. You will definitely want the commemorative t-shirts and other goodie bag items, all included.

COME CELEBRATE THE 50TH ANNIVERSARY OF THE ROADRUNNER REGION AT THIS PREMIER EVENT!



There is a lot to do in Santa Fe, NM. You may want to come early and stay late to really enjoy the trip. Below are some helpful links to help you plan your trip.

- https://santafe.org/Visiting_Santa_Fe/Things_to_Do/Tours/index.html
- https://santafe.org/Visiting_Santa_Fe/Self_Guided_Tours/index.html
- https://santafe.org/Visiting_Santa_Fe/Museums/index.html
- https://santafe.org/Visiting_Santa_Fe/Dine/index.html
- https://santafe.org/Visiting_Santa_Fe/Galleries/index.html
- <http://www.visitalbuquerque.org>
- <http://taos.org>
- <https://www.newmexico.org/videos/>
- <http://www.newmexico.org>

Registration will be through motorsportreg.com

<http://www.motorsportreg.com/events/2017-rrr-pca-fiesta-new-mexico-hilton-santa-fe-historic-plaza-roadrunner-027901>

30 cars have already registered- don't miss out on this fantastic Porsche Roadrunner adventure!

We can accommodate a maximum of 100 cars at our event.

The Roadrunner Region is proud to announce that the artwork for this event, which will be on our commemorative t-shirts, will be produced by world-famous Porsche artist, Nicolas Hunziker.

You can see more of Nicolas' art at this site:

nicolashunziker.com

and be sure and visit his store to see his collection of t-shirts and, newly available, footwear.

Nicolas has done the artwork for the first three Porsche Werks Reunions held in Monterey, CA during the Pebble Beach Concours d'Elegance Car week, and we are immensely proud that he will be doing the artwork for our 2017 Fiesta New Mexico event. The 2017 Fiesta New Mexico t-shirts will certainly be a collector's item and will only be available to Fiesta New Mexico registrants (and co-registrants) by attending our event.



Matt Innes helping to clean up at the end of the party last night. (After Holiday Party)
Lucy Innes says "Bit of a downgrade from the 944 honey."