

BEAUMONT
Inn

PORSCHE *Club* OF AMERICA
The Kentucky Region Newsletter

Pace Setter

OCTOBER 2014



Cover photo by Holly Miller. See page 14 for more photos.

OCTOBER MEMBERSHIP MEETING

**Blue Grass MOTORSPORT
4720 Bowling Blvd
Louisville, KY 40207**



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

PIZZA NIGHT!!

The Saturday morning Breakfast Socials

(starting at 9 AM) are held the **fourth Saturday** of the month. They are at the **Steak 'n Shake** (click for [Directions](#)) in **Springhurst Town Center**, corner of Gene Snyder Freeway and Westport Road.

The only purpose is to get together with other Porsche owners for a very informal breakfast and BS session before starting the Saturday 'Honeydoo's'. Sometimes there is a Saturday drive or event and this can be the starting place. Or maybe we will visit someone's garage for a check on a recent project, being it a car restoration or other project of interest.

Mark your calendar for the monthly meetings AND the Saturday Breakfast. If you are not a 'meeting' kind of person, surely you can join us for breakfast. Don't forget to drive your Porsche, as we often have parking lot 'tech and admiration' sessions. No reservations required, just show up....

Contact Ken Rabeneck @ 502.897.5449



2014 KY Region PCA Calendar

www.kypca.org

Current Events!!				
<p>Oct. 13, 2014 Membership Mtg. Bluegrass Dealership Motorsports <i>(see page 2)</i></p> <p>Oct. 25, 2014 Saturday Morning Breakfast Social Steak n Shake Time: 9:00 AM <i>(see page 2)</i></p> <p>NOTES: Contact Information can be obtained in the newsletter on Page 2.</p> <p>All events are subject to change due to weather and availability.</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>KYRSCCA Autocross Schedule www.kyscca.org</p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>Central Indiana PCA Calendar www.cirpca.org</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p>Central KY SCCA Autocross Schedule www.ckrscca.org</p> </div>				
	JULY	AUGUST	SEPTEMBER	
	OCTOBER	NOVEMBER	DECEMEBR	
<p>3-5—French Lick Concours</p> <p>11—Stuttgart Swap Meet <i>(see page 9)</i></p> <p>11—Cars & Coffee <i>(see page 10)</i></p> <p>13—Membership Mtg. Bluegrass Dealership</p> <p>25—Saturday Morning Breakfast Social</p> <p>25—Huber’s Winery Drive <i>(see page 10)</i></p>	<p>10—Membership Mtg. El Tarasco Mexican Restaurant</p> <p>22—Saturday Morning Breakfast Social</p>	<p>8—Membership Mtg. Mellow Mushroom</p> <p>27—Saturday Morning Breakfast Social</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 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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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.

Porsche Certified Service.

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www.blue-grass.porschedealer.com

Porsche recommends **Mobil 1**



PORSCHE

President's Report

October 2014

Jason Miller—KY Region President



Wow! September was a GREAT month. It started with the best club drive I personally have ever been on, and the behind the scenes "hard hat" tour of Buffalo Trace Distillery wasn't bad either. You know it's an awesome drive when your wife screams and reminds you, "We have a daughter at home that you say you love!!" Thanks Edward and Stasia Hessel.

The drive was followed up with our largest Monthly Membership Meeting to date at Bravo's. New and old faces came together to break bread, have a drink, and you guessed it....talk about THAT drive.

You know it's an awesome drive when your wife screams and reminds you, "We have a daughter at home that you say you love!" "

As if this wasn't enough, September 12-14 KYPCA once again took over Putnam Park for our Fall Festival DE. The weather was fantastic, a bit chilly in the mornings, but fantastic. If you have yet to

experience one of our DE's, it is truly a must. For those of you that were there, thank you for your continued support. A BIG thank you to Randy Biery and the Bluegrass Porsche staff for their continued support without which these DE's would not be possible. Thanks must also be given to the many club members who gave up their time to plan, run, and instruct. If you see Randy, his Bluegrass staff, or any of the club DE staff please take a moment to express your gratitude. Go ahead and mark your calendar for the June 2015 DE, honestly there is nothing more fun.

Now bring on October. The club has purchased 50 tickets to the French Lick Concours Sunday, October 5. There will be a club drive and tickets will be handed out the morning of. Check your e-mail for further details. October will be rounded out with our Annual Huber's Drive on October 25 with CIR PCA.

Our October meeting will be Monday, October 13 at Bluegrass Motorsport. The meeting starts at 7pm, but many arrive as early as 6:30. Pizza and beer will be served.

Jason Miller





A view of members at Bravo's,
by Richard Darnell.



A view from the other end,
by TH Morris.

To maintain machines like these...

... Takes skills like ours.

Stein
AUTOMOTIVE

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

The advertisement features three cars: a silver sports car (likely a Porsche Carrera GT), a black Mini Cooper, and a white BMW sedan. The background is a dark, stylized landscape with a light horizon line. The text is in a clean, sans-serif font.



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2014 KY SCCA Autocross Remaining Schedule

www.kyscca.com

Event is subject to cancellation due to weather.

UPS = UPS Grade Lane Parking Lot
(no karts allowed)

KFEC = KY Fair & Expo Center
(karts are allowed)

NCM = NCM Motorsports Park
Bowling Green

Calendar

<u>Event</u>	<u>Date</u>	<u>Location</u>
<i>Autocross</i>	<i>10/12</i>	<i>UPS</i>
<i>Autocross School</i>	<i>10/25</i>	<i>NCM</i>
<i>Inaugural Autocross</i>	<i>10/26</i>	<i>NCM</i>

STUTTGART



SPECIALISTS

OPEN HOUSE & SWAP MEET

Saturday October 11 2014, 7am till ?

1821 Taylor Avenue, Louisville KY. 40213



Please join us for the Second Annual Open House and Swap Meet.

The Swap is free to all.

Vendors please RSVP by email: cjt@1-metro.com

Huber's Winery Drive

Wow for 12 years now, the Kentucky Region has been meeting up with the CIR Region for the Huber's Winery Pumpkin Festival and wine tasting. This year the event will be late in October. Saturday October 25th. We'll meet up with the CIR Region hopefully around noon.

Here are the details:

Date : Saturday October 25th , 2014

Meet: City Park across from Bluegrass Porsche Dealership

Depart: 10:00 am

Our goal is to meet back in the Huber parking area around 12:30 to meet and greet along with a little wine tasting. We'll have a drawing for Huber's gift cards for some lucky people so you can make your own selection of wines. Once again we'll be taking some back roads through Southern Indiana (Skyline Drive is the feature) and arrive at Huber's Winery around 12:30. For those that haven't been, there is food but nothing fancy. This is a rain or shine event (a more direct route will be taken if it rains). Here's hoping to see a large group KYPKA members attend!



Cars & Coffee is always held on the **second Saturday from 9-11AM** in the parking lot of **Captain's Quarters Restaurant on River Rd. Now \$5 per car.**

This casual meeting involves anyone interested in all types of cars. It's a free event, however it is a benefit for Dystonia, so please make a donation and/or buy some coffee or breakfast to support the cause. It is weather-pending, but only depending on what conditions you're willing to bring out your Porsche. Just show-up whenever you can. Who knows, maybe some of us will go for a drive afterwards?



& EVERY SECOND SATURDAY OF THE MONTH
9am til 11am

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Coffee
FOR A CAUSE

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\$5 dollar entry fee. Open to the public! Everyone and every ride is welcome!

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- Morning Shuttle Service
- Parts & Service

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Louisville KY 40213
502.454.5591

PCA Anniversaries!!

October 2014

- 17 yrs.** Chuck Hicks, Jr & Patty Meredith
Louisville, KY
- 17 yrs.** Thomas Klamer
Louisville, KY, 1989 911 Carrera
- 13 yrs.** Greg Wilson
Pewee Valley, KY, 2007 911 Carrera CAB, Black
- 12 yrs.** Edgar Smiley & Lucas Smiley
Jeffersontown, KY, 1984 944
- 10 yrs.** TH Morris
Louisville, KY, 1987 911 Carrera CAB White
- 8 yrs.** Todd Hatfield & Todd Edlin
Elizabethtown, KY, 2008 Boxster, Roadster,
silver
- 6 yrs.** Kenneth & Melissa Dennison
Glasgow, KY, 2008 911 Carrera 4S, Ruby Red
- 6 yrs.** Lee & Julia Hoagland
Newburgh, IN, 2008 Cayman S, Cobalt Blue
- 6 yrs.** Steven Rountree
Louisville, KY, 911 Arctic Silver
- 5 yrs.** Matt & Lucy Innes
Prospect, KY, 944 Turbo, Red
- 4 yrs.** Ken Martin
Goshen, KY, 2010 911 GT3 Coupe, Black
- 3 yrs.** Deb Schultz & Linda Riggle
Prospect, KY, 2003 Boxster, Roadster, Silver
- 3 yrs.** Tom & Darlene Stein
Gilbertsville, KY, 1987 911 Carrera, Cabriolet,
Black
- 2 yrs.** Mark & Susan Glazer
Prospect, KY, 2008 Cayman, Coupe, Red
- 2 yrs.** Mike Summerfield
Louisville, KY, 2007 911 GT3, Coupe, Black
- 1 yr.** Brett & Nancy Final
Louisville, KY, 2011 Boxster, Cabriolet, Black

Welcome New Members!!

September 2014

- Justin Jones
Louisville, KY, 1983 911 SC, Coupe, Black
- Raphael Nwanguma
Bowling Green, KY, 1979 911 Turbo, Coupe,
Black
- Trisha Snider
Jeffersonville, IN, 1997 Boxster
- Dave Taylor
Lewisport, KY, 1966 912, Coupe, Black

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.



Using the links feature in ISSUU

By Belinda Schweinhart

2014 KY Region PCA Calendar
www.kypca.org

Current Events!!			
August 11, 2014 Membership Mtg. El Tarasco (see page 2)			
August 23, 2014 Saturday Morning Breakfast Social Steak n Shake Time: 9:00 AM (see page 2)	JULY	AUGUST 9-Cats & Coffee (see page 12) RESTAURANT: 11-Membership Mtg. El Tarasco Mexican RESTAURANT: 16-Mike Liang's Dinner Drive (see page 11)	SEPTEMBER 6-Distillery Tour and Dinner (see page 11) 8-Membership Mtg. Bravo's
NOTES: Contact information can be obtained in the newsletter on Page 2. All events are subject to change due to weather and availability.			
KYRSCCA Autocross Schedule www.kyrscca.org			
Central Indiana PCA Calendar www.cikpca.org	OCTOBER 13-Membership Mtg. Bluegrass Dealership	NOVEMBER 10-Membership Mtg. El Tarasco Mexican Restaurant	DECEMBER 8-Membership Mtg. Mellow Mushroom

PaceSetter August 2014 Page 3

I've added a forwarding feature to the Pacesetter calendar. Move your mouse over an event in the calendar and 3 little blue balloons pop up. Move over the right one (looks like chain links) and you'll see "Navigate to page X". Click it to go directly to the correct page.

(Unfortunately to return to the calendar you'll need to page back manually. Although I "could" add a "back to calendar" button.....)

The same action works for the websites and emails in the newsletter. Move your mouse over it and the 3 balloons pop up. Click on the right balloon to complete action.

However, these links don't seem to work on Apple products right now. (SEE BELOW FOR UPDATE)

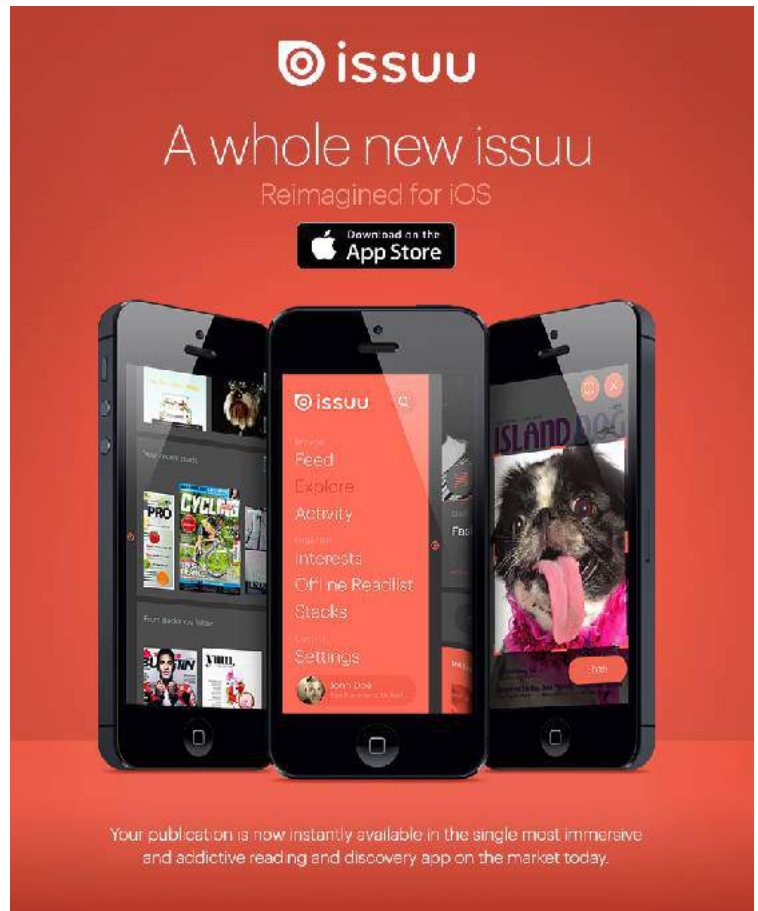
Thanks T.H. for the screenshot!

GOOD NEWS FOR APPLE USERS!!

Reimagined for iOS, this beautifully crafted app delivers an incredible reading experience, where magazines on every topic from around the world are available free of charge.

Read content on the go with your "Offline Reading List," where you can save publications to read later, even without WiFi or a network connection.

Issuu now looks (even more) awesome on iPhone6 and iPhone6 Plus



Photos from Bourbon Drive 2014

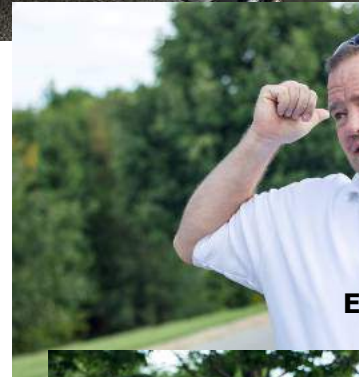
By Holly Miller



Proof that Holly Miller was there. Gotta look closely though. No Photoshop magic....promise!
Photo by TH Morris



Gene Hoffman



TH Mor

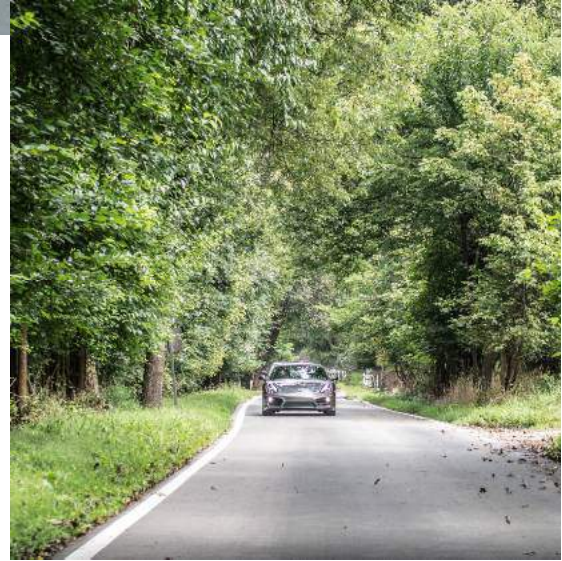


Fred—our tour guide.



Edward Hessel







September 2014 DE Photos by Richard Klein



Brasil Stat Flight stopped in for lunch and hung around for few laps!



From Facebook: Jim Deppen said "I didn't know that Albert Einstein was at the DE."



Hey it's Zack from ABI Photographt just wanted to let you all know that the uploads from this weekends photos have started at www.abi-photo.com/kypca

Thanks for a great weekend, we love being your photographers. Your club makes us welcome every year, and every year we look forward to coming back.

Zachary and Ashley
www.abi-photo.com



**September 2014 DE
Photos by Lisa Mohr**



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Porsche Trivia

Published in the October 2014 issue of "Die Porsche Kasette"

In the fall of 1950 the Austrian ex-pat and adoptive New Yorker Maximillian "Max" Hoffman became the first



Porsche dealer in the US when he took delivery of two 1.1 liter 356 coupes and put them on display at his showroom on 430 Park Avenue. This fall marks

T

"This fall marks 64 years of Porsche in America."

64 years of Porsche in America.

To celebrate, here are 64 Porsche fun-facts that you can use to impress friends on trivia night.

1. The 1898 Lohner-Porsche Elektromobil was the first car in the world with brakes on all four wheels.
2. Prof. Ferdinand Porsche chauffeured Archduke Franz Ferdinand in a Lohner-Porsche in 1902.
3. During WWI, Prof. Ferdinand Porsche designed heavy transport vehicles: flatbed trailers with the wheels powered by individual hub-motors.

4. The very first 356 (356 #1 - prototype) was a mid-engined car. The rest of the production had a rear-engine layout.



5. Beutler Carrosserie turned closed 356s into open ones – completing its first custom cabriolet in 1947, three years before Porsche came to America and a full seven years before the 356 Speedster was introduced.

6. U.S. importer Max Hoffman displayed the first U.S. Porsches in his New York City showroom by late 1950.

7. In 1952, US auto maker Studebaker contracted Porsche to develop a new car and engine.

8. Hoffman conducted Porsche 356 test drives on Park Avenue, an accomplishment that could not be proficiently duplicated today.

9. Hoffman's Porsche dealer showroom was designed by famous Architect Frank Lloyd Wright. It is now a modern office building with a Mercedes-Benz dealer on the street level. Hoffman also contracted Wright to build his home in Rye, NY.

10. In addition to importing the first Porsche models to the United States, Max Hoffman also

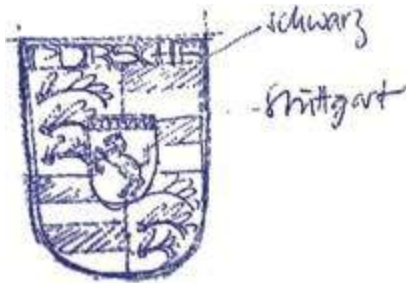
raced Porsches. Several of Porsche's initial U.S. racing victories can be attributed to him.

11. Hoffman is also credited for the birth of the Porsche Speedster, with the intention of producing a lower-cost Porsche to compete with the Austin Healey 100, Triumph TR-2 and MG models in the United States.

12. In 1952, Hollywood dealer John von Neumann wanted to race a Porsche, so he ordered a 356 without paint or upholstery to modify it himself.

13. The Porsche logo/crest was designed in the USA in 1952 by Dr.

Ferry Porsche on his napkin as he sat opposite U.S. importer Max Hoffman in a New York restaurant.



14. In the original 356 Speedster, a tachometer was not standard, nor were padded seats, sun visors or heaters.

15. An exhibit at the Museum of Modern Art in 1953 featured 10 automobiles, including a 1952 Porsche 1500 Super.

16. The first Porsche to appear at the New York Auto Show was in 1954 and was called "a snappy Porsche roadster."

17. The Porsche Club of America was founded in 1955, only five years after Porsche was introduced to the United States.

18. The word "Continental" appeared on the side of the 1955 Porsche Coupe and Cabriolet, but only in North America.

19. The Porsche of America Corporation was founded in 1956, taking over national representation of the brand from Max Hoffman.

20. The inaugural Porsche Parade took place in greater Washington D.C. on August 29, 1956.

21. The first appearance of a Porsche at the historic 12 Hours of Sebring endurance race was in 1956, piloted by Hans Herrmann.



22. One of the first U.S. Porsche brochures in the 1950s featured a pair of woman's gloves on the cover with a set of Porsche keys. The tagline read: "The keys to miles of pleasure . . ."

23. British automotive weekly publication Autocar became the first outlet to test a Porsche in April 1956, a Porsche 356.

24. The first Porsche series-produced roadster was aptly named the America Roadster for its intentional distribution entirely within the United States. It was completely unpublicized in Europe and only 16 models were ever built.

25. The first vertical-drive German inline engine was displayed at the 1958 New York Auto Show along with several other "firsts", including the first diesel outboard motor.

26. Jean Behra drove the first single-seat Porsche race car in the 1958 Formula 2 race at Rheims, France.

27. The "D" in the 1959 "Speedster D" takes its name from the Drauz Factory of Heibronn.

28. The 1950s Porsche airplane engine (based on the 356 1.6 L) could power a helicopter when mounted vertically.

29. Rear seats, headlights, and higher bumpers were the prime accessories fitting a new Porsche in 1960. The starting price for one of these new models was a whopping \$3,400.

30. Porsche withdrew from the 12 Hours of Sebring endurance race in 1960 in protest over organizers requesting that the manufacturer use a particular brand of gasoline.

31. Porsche's production of diesel tractors peaked in 1960/61 with 150,000.

32. The first American citizen to win a Formula One Championship victory at a U.S. track while driving a Porsche was Dan Gurney in 1961.

33. Dan Gurney also won Porsche's first world championship Grand Prix with a victory at Rouen, France in 1962.



34. The 911 was originally the 901, until Peugeot informed Porsche of its trademark rights on cars named with a "0" between two numbers.

35. At the end of its production in 1965, Porsche 356 models were being produced exclusively for the American market.

36. 1966 was the first full production years for the 900 series Porsches and one-half was shipped to the United States, while one-quarter stayed in West Germany.

37. The 907 prototype, developed in winter 1966/67, was the first Porsche to go faster than 300 km/hr (186 mph).

38. In 1967, a Targa version of the popular-selling 911 model was introduced. It included a stainless-steel rollbar to provide a solution to suspicions that the United States would outlaw open-top convertibles.

39. Porsche's 914/4 model was sold as the "VW-Porsche" in Europe but only had the Porsche crest in the United States.

40. More than 100 dealerships marked the increasing popularity of Porsche models in the United States by opening simultaneously on November 1, 1969.

41. The 1970 Porsche 914 was initially ruled as unsafe for driving in the United States because it lacked proper side marker lights on its front end.

42. The first ever Porsche "drivers' school", a precursor to the current Porsche Sport Driving School, was conducted on May 29, 1971 at Mitchell Field, Long Island, NY.

43. The 1975 Silver Anniversary limited edition was built in both coupe and Targa body form, painted in diamond-silver metallic and individually numbered.

44. For the 1976 912E, "E" stands for Einspritzung, meaning "fuel injection," because the car had Bosch L-Jetronic fuel injection.

45. The 924/944 water-cooled Porsche models were designed by an American, Tony Lapine.

46. The first few Porsche 924 Turbos to come to the United States had black and white-checkered flag fabric on the seat inserts and door panels.

47. Porsche partnered briefly with Indianapolis 500 racing in 1980 for the first time in its long motorsports history on the Formula One racing circuit.

48. The Interscope Porsche, developed for racing in the Indianapolis 500 race in 1980, was originally unveiled at a press conference at Tavern on the Green restaurant in New York City.

49. The enduring success of the 911 model is owed to American CEO Peter Schutz, who in 1980, after seeing the proposed end of production in 1981 on a chart, extended the line with a marker and told Helmuth Bott to "make it happen."

50. It is largely believed that Peter Schutz was selected as CEO of Porsche from 1981 to 1986 because as an American, it was hoped that he would revive dwindling U.S. sales of the 911.



51. The success at the 24 Hours of LeMans in 1981 is due to combining chassis from three 936 models with experimental engines developed for U.S. Indy Car racing.

52. Porsche began promoting vacation delivery in 1982: order the car in the United States, take delivery in Europe, drive around the continent and return the car to the factory to have it shipped home.

53. The Porsche 928 in the film *Risky Business* is actually a total of four cars ranging in years from 1979-1981. Each car had different options such as interior colors, wheel designs and even paint colors. The production crew had to be very careful about

which part of the cars they filmed to make it look like only one vehicle was used in the movie.

54. Al Holbert set a FIA international class speed record while driving a stock 928 S4 at the Bonneville Salt Flats in 1986. His speed: 171.110 mph.

55. Porsche 911 engines were air-cooled for an astounding 34 years before switching to a water-cooled format in 1998 to meet increasingly stringent environmental rules and Porsche's desire to provide more power while reducing fuel consumption.

56. In 1992 it took 125 hours to build a Porsche 911. By 1994 the factory was down to 80 hours, thus reducing the cost of the cars.

57. The Porsche 911 RS entered the United States in 1993. The "RS" stands for "Rennsport," German for "race sport" or racing. It had no sunroof, A/C, backseat or power steering.

58. Porsche was the first auto manufacturer to make passenger air bags available, optional or standard.

59. The names for both the 911 Carrera and the Panamera came from Mexico's historic Carrera Panamericana race, where Porsche scored many victories.

60. Notable past and current American celebrities who are or were Porsche enthusiasts include James Dean, Paul Newman, Steve McQueen, Ralph Lauren, Jerry Seinfeld, Jay Leno, and Patrick Dempsey.

61. Only 1,270 units of the V10, 612HP Carrera GT were built between 2004 and 2006. 604 of them were sold in the USA. The original

production run had been established at 1,500 units but new airbag regulations in the US killed the run a bit short.

62. In 2013 Porsche established a record at the famed Nürburgring by setting the fastest lap ever by a production car (on street-legal tires) of 6:57:00, with the 918 Hybrid.

63. It is estimated that over 70% of all Porsches ever built are still running today.

64. The correct pronunciation of Porsche is "Porsch-eh."

For more information on Porsche trivia, facts and more, please visit my website:
www.PedrosGarage.com

Happy Porsche'ing,

Pedro

technolab

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Pedro@PedrosGarage.com
www.PedrosGarage.com
www.PedrosBoard.com

I Get Around—Hey, Anything Is Possible

By Danielle Badler, October 2014 Rocky Mountain's High Gear

I have a framed ad for a Ferrari 308 from the '80s. It says "What can be conceived can be created."

I bring this up because I've been fascinated by the recent rash of news stories about Luca de Montezemolo departing Ferrari, and his duties being taken over by Sergio Marchionne, he of the ever burgeoning CEO portfolio.

If news reports are to be believed, at least part of the

"I've never quite understood this exclusivity thing."

problem between them was Montezemolo's belief that Ferrari should keep total production to 7,000 units, while Marchionne said the brand could take 10,000 units.

I've never quite understood this exclusivity thing. The cars are expensive indulgences, let's face it. And then they make you qualify to buy a new one. My understanding is that if you walked into a dealership right now and said you want to buy a 458 Italia Speciale, they'd say you first have to own a California. Then, after a suitable amount of time, they'll put you on the waiting list. A LaFerrari? I think they were all pre-sold, probably to Speciale owners.

Yet, ponder this. You can walk into any Puma store, the world over, and buy Ferrari running shoes, Ferrari backpacks, Ferrari hoodies, Ferrari caps, Ferrari tee shirts... at maybe a slight premium over a plain Puma item. Maybe not. Especially if the store's running a sale.

There's more. They built a branded theme park in Abu Dhabi, called Ferrari World. And they've announced plans to build another one in Spain, outside Barcelona, called Ferrari Land... with a

Ferrari hotel. The shape of a Formula 1 car's front wing.

This is exclusivity? Just how do they get away with having it both ways?

Or does wearing a Prancing Horse tee shirt signify that there's no way in hell that you could possibly afford a real Ferrari automobile, but you're still a fan? I don't know.

And then you have Porsche's model. Just walk into a Porsche Design store, any Porsche Design store. Of course, you first have to find them. I've been to ones at the Frankfurt Airport, on Madison Avenue in New York City, at Caesar's in Las Vegas and on Rodeo Drive in Beverly Hills. I know there are more, but I don't know where they are.

My favorite is the one on Rodeo Drive, because you can be inspired to shop just by standing at the corner of Rodeo and Wilshire. If you don't see a Porsche go by in nanoseconds, you're not looking. The rest of the world's exotica? In maybe 15 minutes. Only in LA. Or maybe Dubai. Or Casino Square in Monaco.

You walk in, and the price for tee shirts will give you a nosebleed. It's as if they were sewn with real gold thread. The running shoes are all co-branded with Adidas — uh, a direct competitor of Puma at your local outlet mall — but the price makes it seem like the soles were molded with a rare, top-secret variant of silly putty, or flubber.

So, anyway, after the announcement that Luca was paddle shifting his way into the sunset, the Internet exploded with speculation about just what Ferrari would do to reach 10,000 units a year.

My favorite was a Jalopnik piece - they said they got their hands on Ferrari's staging website, and discovered that everything was Americanized... which is not surprising, considering the influence of Chrysler and the fact that the US is still their largest market.

The products under development: The F12 Brougham, featuring a vinyl top, porthole opera windows, wire wheel covers and bench seating (optional.) The 458 Montana, with 16 cupholders, third row seating and 4WD with a low range. And the LaFerrariVan. Which is probably sold out.

Is Porsche soon to counter? You can bet on it, in their own way. I mean, a model to slot in above a

Turbo and below a 918 — a 458 fighter — is already rumored.

What else? If Ferrari is any guide, use your imagination. Here's mine.

A motorcycle? Ferrari doesn't make one, but Audi bought Ducati... and we can't have that, can we? PDK shifting on a P-branded KTM? Hmmmm.

A tractor? Been there, done that. An Indy car? Been there, done that. Airplane motor? Been there, done that. F1 motor? Been there, done that, too.

A lawnmower! A pick-up truck! A mini-van!

And let's not forget emerging markets. Ever been to India? Yes, that's right, motorized rickshaws!

And, if you like motorized rickshaws, and motorbikes, how much of a stretch would it be to do scooters?

Just what does all this say about exclusivity? I'm not sure. If Ferrari can pawn itself off as an inexpensive clothing brander and a family vacation spot, visitors can certainly tootle around on the Porsche of Vespas.

Ah, brand extensions. All you have to do is dream. And create an imagery that will translate to, well, just about anything.

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2013 Tech Quiz Cayenne Panamera Answers

(see 2014 September Pacesetter for the quiz)

51. **False**—*Porsche Panorama August 2012 pg 8*
52. **16.8:1**—*Excellence February 2013 pg.103*
53. **False**—*Excellence June 2011 pg.128*
54. **a membrane over the intake plenum**—*Porsche Panorama August 2012 pg 8*
55. **GTS**—*Porsche Panorama August 2012 pg 8*
56. **False**—*Excellence Porsche Buyers Guide pg.117*
57. **False**—*Excellence Nov 2012 pg 85*
58. **True**—*Excellence was Expected Vol. 3 pg.1444*
59. **Ignition coils** —*Excellence Porsche Buyers Guide pg.119*
60. **in the roof above the doors**—*Panamera Owners Manual 2010 pg. 44*
61. **True**—*Porsche Panorama November 2012 pg.46*
62. **until the engine is warmed up.**—*Excellence June 2011 pg 128*
63. **True**—*Excellence was Expected Vol.3 pg.1592*
64. **16**—*Excellence October 2012 pg. 12*
65. **both b and c**—*Excellence Porsche Buyers Guide pg.118*
66. **False**—*Panamera Owners Manual 2010 pg. 120*
67. **True**—*Excellence was Expected Karl Ludvigsen 2008 Edition Vol 3 pg. 1596*
68. **Titanium**—*Excellence Porsche Buyers Guide pg.119*
69. **Wolfgang Durheimer**—*Excellence was Expected Karl Ludvigsen 2008 Edition Vol 3 pg. 1595*
70. **True**—*Excellence Nov 2012 pg 87*
71. **False**—*Porsche Cayenne - Clauspeter Becker - Stefan Warter -pg. 100*
72. **all of the above**—*Panamera Owners Manual 2010 pg. 19*
73. **True**—*Porsche Cayenne - Clauspeter Becker - Stefan Warter -pg. 42*
74. **6** - *Panamera Owners Manual 2010 pg. 109*
75. **in the middle of the front apron** —*Cayenne Owners Manual 2010 pg. 160*

2013 Boxster Cayman Tech Quiz

The first 50 and the tie breaker questions of the quiz are identical to the previous quizzes. Here are the only different questions:

51. The Auto Start Stop Function is only available on the new 2014 Cayman S equipped with a manual transmission.

- True
- False

52. The optional High End Surround Sound System specifically designed and configured for the new 2014 Cayman models was developed by_____.

- Bose
- Blaupunkt
- Burmester
- AC Delco

53. The new 2014 Cayman retains the original Cayman's hydraulic power steering system.

- True
- False

54. The composite body of the new 2014 Cayman involves steel and aluminum. The type of steel is _____.

- High-strength
- Super-high strength
- Hot formed
- All of the above

55. Porsche says deleting the A/C and radio on the Cayman R removed _____ pounds.

- 50
- 100
- 33

56. The Cayman R equipped with PDK has a higher top speed than one equipped with the 6-speed manual transmission.

- True
- False

57. The total number of catalytic converters on 2000 Boxsters is _____.

- 2
- 4
- 3
- 0 as they used thermal reactors

58. Porsche replaced the 986 Boxster with the 987 in _____.

- 2005
- 2004
- 2008



- 59.** As with most Porsche model introductions, the base Cayman was introduced before the higher performance Cayman S.
 True
 False
- 60.** Does the front baggage compartment or the rear trunk have the larger capacity on a Cayman?
 Front baggage compartment
 Rear trunk
- 61.** Is the Cayman named after a reptile or a mammal?
 Reptile
 Mammal
- 62.** The parking light and fog light on a 2007 Cayman share a common bulb.
 True
 False
- 63.** In 2008 Porsche introduced the Cayman S "Porsche Design Edition 1" which came with a pocketknife.
 True
 False
- 64.** SAE _____ is an approved oil viscosity for a 2007 Cayman.
 20W-50
 10W-30
 0W-40
 All of the above
- 65.** The model designation on the current generation Boxster is _____.
 987
 992
 999
 981
- 66.** 20" wheels and tires are standard or an option on 2013 Boxsters?
 Standard
 Option
- 67.** The concept Boxster revealed January 1993 in Detroit was designed by an American.
 True
 False
- 68.** _____ was an outside contractor completely responsible for the assembly of the 986 suspension and steering assemblies.
 TRW
 Bilstein
 Krupp Hoesch
 ATE
- 69.** The Boxster S 550 Spyder featured _____.
 280hp
 removable hardtop
 19" wheels
 None of the above

70. BMW pressed the steel body panels for the 986 Boxster.

- True
- False

71. New for Porsche was a six speed Tiptronic transmission introduced in the 2005 Boxster and Boxster S.

- True
- False

72. The 2013 Boxster has electronically assisted power steering which _____ over the previous hydraulic assisted power steering.

- has less drag on the motor
- permits the steering wheel to be turned once the Auto Stop/Start shuts off fuel
- reduces the possibility of fire
- All of the above

73. The base Cayman introduced in the summer of 2006 had a VW-built 5 speed transaxle.

- True
- False

74. Because of the roof, the original Cayman S had a dry weight of 10 pounds more than a comparable Boxster S.

- True
- False

75. The 2013 Boxster S top can be raised or lowered at speeds up to 51 mph.

- True
- False

THAT'S IT!!!! If you want info on the 2014 quizzes, I will email them directly to you when I get them. I'm not planning on publishing anymore of these in the newsletter.

Answers to this quiz will be in the next newsletter.





Photo by Holly Miller. See page 14 for more photos.