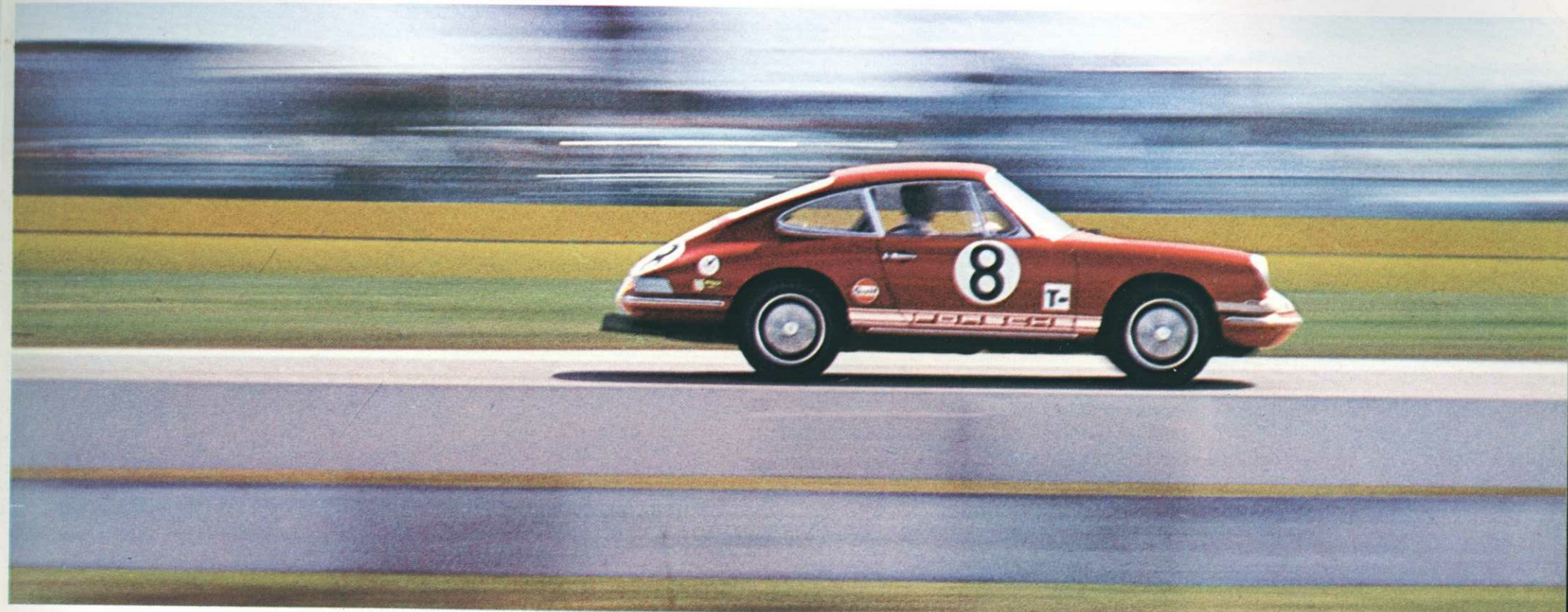
RACING: THE ULTIMATE PROOF



PORSCHE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THE SEMMERING RECORD

Competition is the truest gauge of excellence. It adds elements no test track can produce . . . rivalry, the unexpected, and incentive.

Ferdinand Porsche designed automobiles to compete and win. And they did. His son, Ferry, and his grandsons have faithfully followed his tenet that racing is research; that proof is victory.

Most of the world's greatest automobiles have raced. Rolls-Royce and Bentley, those marques whose names immediately suggest luxury, elegance, and almost languid movement through viciously tangled traffic, once raced decades ago in the same testing marathons in which Porsche competes today.

Speed is just one of the essential qualities of a racing car. Reliability and stamina are the others. The car must be there at the finish to win. Since 1951, when the first Porsche was sent out by the factory to race, "works" teams have competed regularly, win or lose. Research does not end when one experiment fails.

For Porsche, it all began in September, 1900 at the Semmering, a steep hill near Vienna whose summit was at the end of a rough, twisting six-mile stretch of road. Ferdinand Porsche took his first creation, a battery-powered car, to the Semmering to break the existing record. With the designer at the wheel, the old mark was bettered by nine minutes.

In that first car, Porsche showed his inventiveness. The front hood was pointed and smooth, reaching back toward the steering wheel, to help the car knife through the air.

Ten years later, Porsche produced a tulip-shaped car for the seven-day Prince Henry Trials, a series of races; hill climbs, and high-speed touring. Its narrow radiator in front and slim lower body, designed to reduce wind-resistance, helped the car reach 87 miles per hour. The Porsche-designed "Prince Henry's" were 1-2-3 in the 1910 Trials.

Years have passed, but the basic idea is the same: design a car to compete and win, then take the best of it and adapt it to a car which can meet the emergency conditions imposed by racing as well as normal touring.

PORSCHE DURABILITY

What does winning a 24-hour road race, or a 12-hour race, or a rally over 3,000 miles of mountainous pavement prove? If nothing else, durability. What single quality in a car is more important?

Porsches can run all day, and have at Daytona, Sebring, the Targa Florio, the Monte Carlo Rallye and in dozens of other competitions in which they must maintain top speed for long hours to win. Their reliability is legend. Amateur racing drivers race more Porsches than any other make in Sports Car Club of America events simply because they seldom break down and need expensive repairs.

The fact is that all Porsches are built like racing cars. It can be done because only 60 cars a day emerge from the factory at Stuttgart-Zuffenhausen. The assembly line is the smallest in Europe, perhaps in the world. Its size and pace allows quality control to be carried to an extreme.

Each engine is given a dynamometer test, before it is installed, to make certain it is producing its fullest power. Every completed car is given three road tests before shipment.

But, reliability begins with the design itself. That air-cooled Porsche engine, for example. Dr. Porsche decided on air-cooling in the 1920's when he observed that air-cooled aircraft engines performed faithfully and for long periods. Over-heating or freezing are impossible in an air-cooled engine.

Whether driving at the limit on a ribbon of super-highway, sliding around a race course, or puttering nose-to-tail in a rush-hour jam, the Porsche will run all day.


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PORSCHE CORNERING

Not all roads are perfectly straight or flat. What a bore it would be if they were. For the Porsche driver, the fun is in getting where he is going. The more variety of road surface and contour faced, the better.

After the driver gets used to the Porsche, and it does take some getting used to, the car becomes an extension of his thoughts. What he thinks, the car does. No different than a skier on skis. The curves, hills, stops are all taken easily and smoothly.

Porsche achieves this vital quality of "roadworthiness" with a balanced, integrated design, possibly the best in the world. Torsion bar suspension, telescopic shock absorbers, a low center of gravity, and a variety of other design and engineering developments found essential to victory in competition are blended in Porsches to provide a stable ride for passengers under all conditions.

You may never take any of the Nurburgring's 174 corners at speed, but your own driving will be more pleasant if you know your car can . . . and has.

PORSCHE ACCELERATION

A "surge of power" is more than just a catch phrase. It is an automotive necessity.

Auto races are won in the turns. By going in as slowly as possible, and emerging as fast as possible, a champion once said. Acceleration is what he wanted, and so does every motorist.

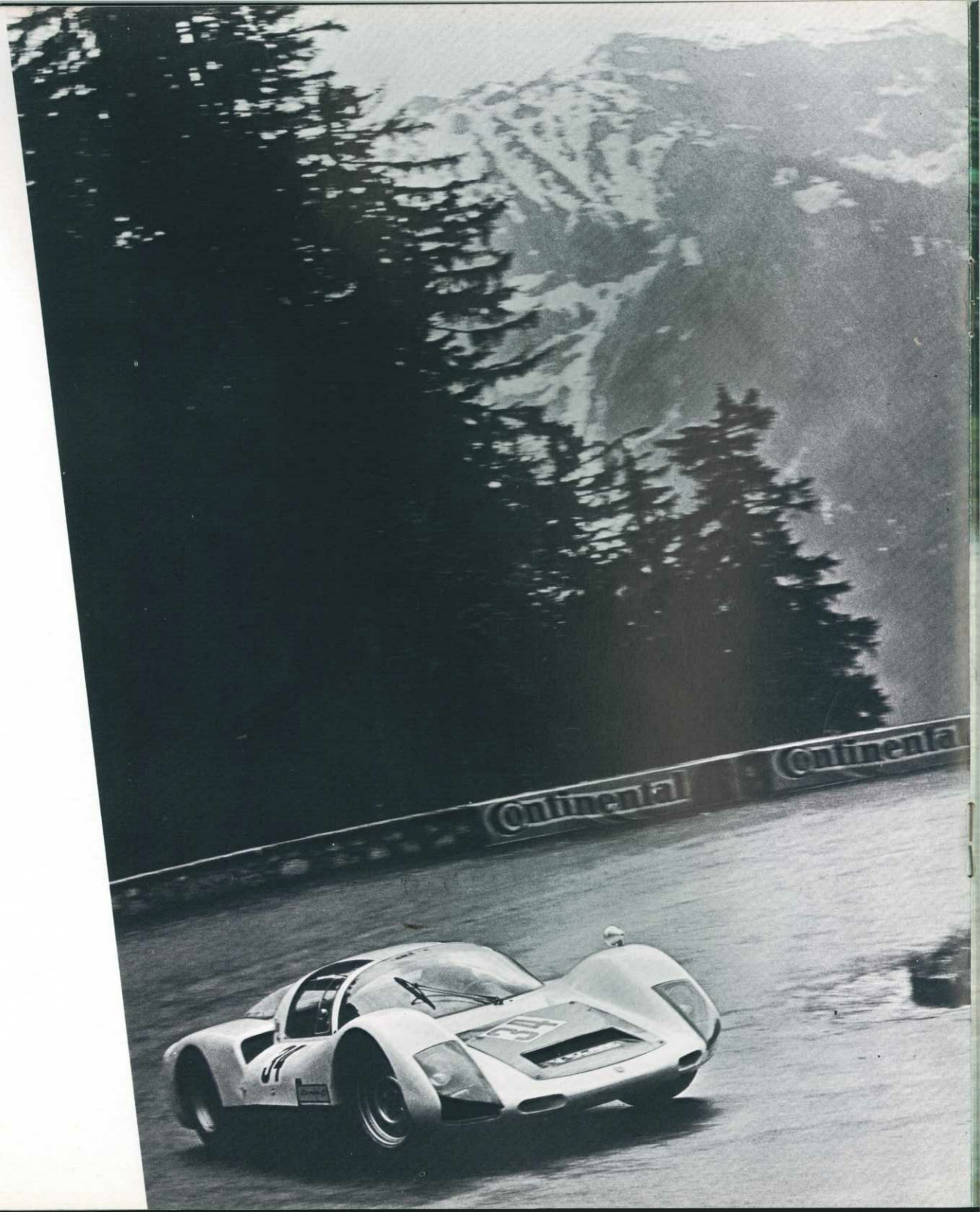
Quick response provides a margin of safety and convenience. Some cars try to provide it with bigger and bigger engines inviting a host of design problems and boosting overall weight. At Porsche, a bigger engine is not the answer.

After all, Porsche has been creating powerful, small engines since 1948. Pep in the Porsche is obtained with a combination of engineering, design, and efficiency.

The engine is in the rear, just as Dr. Porsche felt it should be in 1903. And just as he proved it efficiently could be with the Auto-Union grand prix cars in the 1930's. The rear-engine puts more weight over the driving wheels giving better traction. Just try to spin the wheels of a Porsche. There is bite when power is applied.

With the engine in the rear, the car's frontal area is reduced. There is less air to push aside when the car moves ahead.

Porsche keeps its overall weight low. Power is used more efficiently. The Porsche engine is



less than half the size of most "compact" cars. Yet, it produces ample horsepower for quick starts in hill climb races and digging out of up-hill turns. In fact, the six-cylinder Porsche engine with its 122 cubic inches (two liters) will "drag" satisfactorily with many "427's," as the record of long-distance races will show.

PORSCHE BRAKING

When racing, a driver goes into a turn as deep as he can. He brakes quickly and hard. And he needs to do this time after time without concern for brake fade or grabbing.

Disc brakes provide this kind of stopping power. Porsche has them on all four wheels. For economy, most cars have them only on the two taking the most wear. Disc brakes minimize the chance brakes will "lock up" or grab to throw your car out of control. Sure, any brakes will eventually show signs of fading after long use. But, the unique pressing action of disc brakes, standing clear of the wheel and cooled by the rushing air, reduces this factor. There is far less friction in discs than in the older drum brakes.

Since races are run rain or shine, Porsche's brakes are shielded from the water. That ends the worry that the brakes will not hold if wet, or will grab as they dry out.

Porsche knows the importance of stopping, as well as starting, a car. Non-stop driving is far from a reality, anywhere.

GRAND TOURING

"Grand Touring" is a philosophy, not a brand name. It's the idea of going from one place to another quickly, comfortably, and safely. It is a European concept, to be sure, and because of that fact the cars built to achieve true "Grand Touring" style were, and are, something special.

They had to accommodate to rough roads, so the suspension had to be strong yet yielding enough not to shake the passengers silly. Because the roads climbed hills and curled around sharp curves, the gearboxes had to be reliable, the steering positive.

In Europe, the automobile remained transportation for only the well-to-do until post-World War II years so its appointments had to offer a certain luxury and comfort. Although the buyers could afford the very expensive gasoline available in Europe, and the high taxes levied on heavy, or large-engined cars, it was still important that the designer seek to get as much power and as much fuel economy as he could from the engine.

The results were cars using small, highly efficient engines.

The belief that skillful driving, like skiing or hunting, was a sporting thing prevailed among European motorists. One drove with style, with a personal flair. Cars were designed to encourage the driver to exhibit his skill safely by responding quickly and positively to him.

Even the type of auto racing in Europe reflects this desire to attain well-rounded performance. There's not one important all-left-turns, smooth oval speedway on the Continent. Racing means right and left turns, shifting gears, going up hills, braking, and flat-out speed in sunshine and rain.

Porsche's design stems directly from the "Grand Touring" concept and its competition record clearly shows it is a high performance car under those conditions. It is a thoroughbred, made adaptable to the rigors of day-to-day driving, yet retaining all the characteristics necessary to make motoring a pleasure.

THE ULTIMATE PROOF

Racing is an incentive to excellence. Victory develops pride. The proof is Porsche.

Porsches are cars for serious drivers who enjoy driving and want to have a car which responds to their demands. That is Porsche's heritage for every component in the car, every design element, has been tested and proven in competition. Porsche's racing "prototypes" are true forerunners of future production models. The hundreds of production Porsches being successfully raced throughout the world are further proof the car can do as much as is ever asked of it.

The pride resulting from winning is present in the workmanship of every Porsche. Skilled craftsmen build Porsches; talented drivers test them so their eventual owners can enjoy them.

Porsche is a personal car; its concept directly stemming from that era when motoring was a sport. Driving such a car can be stimulating and rewarding, just as the performance of any fine piece of machinery can be.

Acquisition of a Porsche yields these dividends. You will seek the opportunity to drive it and revel in its ability to make every trip a pleasant experience. Prove it for yourself by making Porsche your car.

PORSCHE'S MAJOR 1968 VICTORIES*

International Manufacturers' Championship
Daytona Beach 24 Hours
Sebring 12 Hours
Targa Florio
Nurburgring 1,000 Kilometers

International Grand Touring Cup
Monza 1,000 Kilometers**
Targa Florio**
Nurburgring 1,000 Kilometers**
Spa 1,000 Kilometers**
Watkins Glen 6 Hours**

European Championship Rallys
Swedish
Monte Carlo
San Remo
East German
West German

Trans-American Championship
Daytona Beach**
Sebring
Lime Rock**
Mid-Ohio**
Bridgehampton**
Meadowdale**
Mt. Tremblant**

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**First in Class


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