



PORSCHE



50 Years of the Porsche 911 – Tradition: Future

Press Information

Porsche Classic

Contents

Porsche Classic: specialists for all air-cooled Porsche 911 cars A “fountain of youth” for classic Porsche sports cars	1
Porsche Classic bridges replacement part gaps with new parts New original parts for old Porsche sport cars	3
Original Porsche emblem of 1954 – 1973 reissued Original emblem as a seal of quality	5
Porsche Classic Figures and facts	6

Porsche Classic: specialists for all air-cooled Porsche 911 cars

A “fountain of youth” for classic Porsche sports cars

Around two-thirds of all sports cars with the Porsche emblem on the bonnet are still in existence today. Of course, this is especially true of 911 model series classics. Of 911 cars from model years 1964 through 1989 alone, around 150,000 vehicles are still being driven today. For all air-cooled Porsche 911 cars Porsche Classic offers factory technical support that ranges from purchasing replacement parts to complete restorations. The primary goal here is to preserve the uniqueness and authenticity of each Porsche.

That is why Porsche Classic is committed to the brand value of tradition. And that is why it continually extends its inventory of high-quality original parts that were previously unavailable. Today, over 35,000 parts can be ordered from inventory. Originality and quality are important criteria for the parts it offers. Therefore, original parts are procured from former production suppliers or from new special suppliers. Factory documentation – including original drawings and detailed descriptions – and an extensive inventory of samples are available for new production of parts. High Porsche standards for technology and safety are always assured. Original parts from Porsche Classic can be ordered across the globe and are delivered via international trade organisations to 700 Porsche centres.

Porsche AG publishes a catalogue of Porsche original parts to facilitate information sharing. It covers all vehicle models and includes a test equipment and literature catalogue. The parts catalogue for Porsche original parts is issued twice annually in the form of a CD-ROM. It contains PDF files for viewing the parts as well as a search tool, store and technical archive. Porsche Classic also manages technical literature. Around 800 operating, repair and service instructions are available.

Of course, in addition to providing global parts supply and technical literature services, Porsche Classic also performs repair, maintenance and restoration work on classic cars. Porsche Classic customers can be assured that their cars will be worked on by trained specialists. The newer type 964 and 993 model series are also welcome.

The Porsche Classic service shop in Freiberg am Neckar is the starting point for all Porsche vehicles of past days, whether for a simple oil change, body shop repairs after an accident, or a complete restoration. Here customers put their vehicles directly in the hands of Porsche Classic service advisors. In the Porsche Classic service shop, around 30 specialists go to work on the automotive treasures with experience and passion – handling up to 30 large projects at once.

The facility’s approximately 1,500 square metres of floor space also houses the body shop with paint shop and engine and transmission shops for the Porsche classics. There is also an in-house leather shop. As part of a complete restoration, the body is run through a cathodic dip paint bath, which guarantees the best possible corrosion protection. Other tools available to Porsche Classic include original alignment fixtures, frame gauges and datasheets. Customers are expressly invited to visit the Classic shop while work is being done on their Porsche cars, so that they can jointly assess progress and define the further course of the projects.

Once the car has been fully reconditioned, it is indeed like new technically, but it retains its original character. After completion of the work, the customer gets detailed documentation with extensive photographic material together with an engraved plate that verifies the original shop restoration by Porsche Classic with the car’s chassis number and an authorised signature.

Porsche Classic bridges replacement part gaps with new parts

New original parts for old Porsche sport cars

Classic car specialists at Dr. Ing. h.c. F. Porsche AG are continually working to update their inventory, which currently consists of around 35,000 classic parts, and they are meeting the high demand for rare original replacement parts with new products. Parts supply assumes a central role at Porsche Classic, since two-thirds of all Porsche cars ever built are still on the world's streets today. But the manufacture of new parts, in particular, sometimes poses unusual challenges for Classic employees.

First, it is necessary to assess market demand and examine historical archive documents; a check is also made of the availability and condition of original tools. Often, the deciding factors in whether a new original part becomes available are the close relationships that Porsche cultivates with its production suppliers. In the end, a lot of effort is often expended for low part volumes. If a supplier no longer exists today, new supply sources must be found, or it might even be necessary to produce an entirely new tool. Of course, the highest priority is to fulfil the high Porsche requirements for quality and safety, which in turn requires extensive and expensive technical testing. Just as for new vehicles, all safety-relevant parts are subjected to extensive tests at the Porsche development centre in Weissach. New legal requirements must also be considered – such as the prohibition of certain materials.

The inventory of Porsche Classic now includes a whole series of new parts. Some highlights are the 85 litre plastic fuel tank for the 911 of model years 1970 to 1973 and the left front wing with fuel tank fitting for 911 sport cars of model years 1965 to 1973. This new part was especially challenging; since the original wing supplier went bankrupt, a new supplier had to take over its production.

The new supplier, who specialises in sheetmetal forming technology and is an established long-term Porsche partner, will supply the complicated parts in the future. In relocating production of the parts, the quality of the original parts was significantly improved by revising the original tools and optimising the production process. Some key figures illustrate the immense effort involved in reissuing the 99 versions of wings and side panels for the 911 and 964 model series: Individual 911 wing assemblies consist of up to 44 individual parts, 110 tools are needed for their production and eleven fixtures to assemble them. To relocate production to the new production site, no less than 1,400 tonnes of material had to be moved in 80 truck shipments – and the project for relocating production took six months.

Another original part – small and yet very significant – is once again available as well. It is the original Porsche emblem for the bonnet of the early 911 model years 1965 to 1973 with order number 901 at the lower right of the back page.

Original Porsche emblem of 1954 – 1973 reissued

Original emblem as a seal of quality

Without a doubt, one of the indispensable and charming details of the Porsche 356 and the early Porsche 911 cars is once again basking in its former nobility. After conducting in-depth research, experts at Porsche Classic succeeded in replicating the original Porsche emblem in historically accurate colours and materials and in having it manufactured – “made in Germany” of course. It is available for the bonnet handles of all Porsche 356 cars from the 1954 model year until its final production in 1965, as well as for the bonnet of the Porsche 911 of model years 1964 through 1973 (F model).

Compared to today’s emblem, at that time the Porsche logo was only embossed and was not black either. The red colour also had more of an orange tone in earlier times – like the official state colours of Württemberg-Hohenzollern. But in recreating the original, Classic experts are not just interested in colour integrity. The emblem was produced according to original drawings using special tools. As in its early days, it is decorated in silver and gold. Painting and enamelling were performed by genuine handcrafting methods. In addition, the new old emblem had to pass the same quality tests as the current emblem must pass. For example, a stone impact test was simulated in the research and development centre in Weissach with the help of a ballistic system. The emblem also spent 240 hours in the salt spray chamber. The Porsche emblem passed these challenging test procedures with flying colours. A genuine quality product, 100 per cent made in Germany. This ideally equips classic Porsche cars for a long life with their symbol that is steeped in tradition.

Porsche Classic

Figures and facts

911 models supported by Porsche Classic:

911

Production time period:	1963 – 1973
Vehicles produced:	81,100
Available part numbers:	3,330

911

Production time period:	1974 – 1989
Vehicles produced:	196,397
Available part numbers:	7,090

959

Production time period:	1987 – 1988
Vehicles produced:	292
Available part numbers:	2,340

964

Production time period:	1988 – 1994
Vehicles produced:	63,762
Available part numbers:	5,720

993

Production time period:	1993 – 1998
Vehicles produced:	68,881
Available part numbers:	6,420

Number of vehicles processed at the Classic shop annually:

Around 300 vehicles – from oil changes to complete restoration.

Select 911 restoration projects:

Porsche 911 Carrera RS 2.7 (1973 model year), Porsche 911 Carrera RSR 3.0 (1974 model year) as well as the “Revive the Passion” project – a 911 T Coupé, US version (1973 model year), for the Porsche Club of America.

Average duration of a complete restoration:

Between one and two years, depending on the extent of the restoration and the vehicle's condition.

Number of classic original parts in inventory:

over 35,000 part numbers.

Number of new parts added in 2012:

around 150 parts.

Available technical literature:

around 800 items (service manuals, repair instructions, operating manuals, etc.).

Porsche Classic offers maintenance, restoration, original parts and technical literature for Porsche classic cars. Whatever the project, Porsche Classic combines the best of the past with the best of the future.

Interested persons can go to the Porsche Classic website at www.porsche.com/classic to review the continually updated database of newly released parts, to browse the Porsche Classic original parts catalogue or pose questions to Classic specialists. You can also download images and videos on the Porsche Classic world and get information on Porsche Classic events.

We would be glad to answer any questions you might have at the following contacts:

Vehicle information/certificates:

Tel.: +49 (0)1805 356-911 (fixed phone network price in Germany 14 cents/min.;
mobile phone prices in Germany: max. 42 cents/min.)

Classic factory restoration:

Tel.: +49 (0)711 911-27150
E-mail: classic-service@porsche.de

Classic original parts/repair:

Customers can obtain more information from their Porsche Centre