



## A WALTZ THROUGH VIENNA

FASCINATION

**THE PAINT, CHROME, AND LEATHER GLEAMED.**

AND, LIKE A VIENNESE WALTZ, THE SOUND STIRRED EMOTIONS. AT THIS YEAR'S PORSCHE PARADE EUROPE IN VIENNA, ENTHUSIASM REACHED RECORD HIGHS. NEARLY 800 PORSCHE CLUB MEMBERS DISPLAYED THEIR TREASURES IN THE AUSTRIAN CAPITAL.

By Kristin Bergemann Photos by David Breun



A total of 378 Porsches formed a spectacular procession on Ringstrasse in the center of Vienna. Many spectators stood fascinated at the side of the road and watched what is probably the world's most exclusive automotive parade. Porsche fans participating in the parade had brought all types of cars that were up to the drive, among them a 911 SportClassic (there are only 250 of this model worldwide), a Porsche 910 racing car from the 1960s, and a rare 911 Club Coupé. In true orderly form, the parade was led by a 356 Porsche police car, which had been used for 25 years by the police in Austria's capital. At the wheel of this historical crime chaser was Dr. Wolfgang Porsche, chairman

of the supervisory board of Porsche Automobil Holding SE. He was followed by racing luminaries, including Gijs van Lennep, who won Le Mans in 1971 and 1976, as well as by the new 911 GT2 RS.

This show has a long tradition. Every two years members of the Porsche clubs in Europe gather to celebrate their passion for Porsche. Around 800 customers from 15 countries responded to the invitation from the Porsche clubs in Austria, including club members from France, Germany, Great Britain, Bulgaria, Finland, and Sweden. Six members from the United States were also determined not to ▶

Yet another memorable moment:  
The Prater became a funfair of Porsche fascination



miss the spectacle. And enthusiasts from Iceland embarked on an extended journey: starting around 2,800 kilometers (1,740 miles) as the crow flies from Vienna, they took the prize for making the longest journey in their own Porsches.

The preparations for this four-day Porsche Parade Europe took two years. In the process, the organizational team from the Porsche clubs in Austria received support from the Club Services department of Porsche AG in Stuttgart. Among other things, the department presented the new 911 GT2 RS as well as the 911 GT3 R Hybrid “racing laboratory.” Porsche Exclusive and Tequipment were also represented on-site in Vienna, as was the Porsche Sport Driving School. Current models were displayed in the “Porsche World” area, individualization options were presented, and a raffle was held with prizes from the sponsor Bose and the

Porsche Sport Driving School. “We are very proud of our club members,” says Sandra Mayr, who directs Club Services. “They keep the Porsche legend alive at events like the Europe Parade.”

In addition to the parade in the center of Vienna, the program included a concours d’elegance to the Prater. At this world-famous amusement park, all the club members presented their vehicles and a professional jury awarded an exclusive Porsche Design watch to the most beautiful cars. The parade weekend also included a special tour that went along picturesque routes about 80 kilometers (50 miles) west of Vienna to the Wachau, a UNESCO World Heritage Site. On this tour between Melk and Krems in the famous wine-growing region of the Danube Valley, club members had the opportunity to take part in a timing test. In addi-

tion, members enjoyed Austria’s breathtaking natural scenery on a walk through the Dürnsteiner vineyards and at a wine tasting on the Domäne Wachau estate.

In what has become virtually a tradition at major Porsche Club gatherings, representatives of the Porsche family and the Executive Board of Porsche AG attended the gala evening event, held this time at the impressive Orangerie of Schönbrunn Castle. In his speech, Dr. Wolfgang Porsche thanked the international guests for their loyalty to the company. As he put it, “You are ambassadors for our

brand, and in this capacity have done an incredible amount for Porsche over the years.” Michael Macht, the CEO of Porsche AG, directed the visitors’ attention to the future and gave his assurance: “We will continue to do our own development, production, and sales of new vehicles that will delight our customers throughout the world.” ◀

**The next Porsche Parade Europe—from July 7 to 10, 2012—will be held by the Porsche clubs in France. The host city will be Évian, which lies on the shores of Lake Geneva.**

**Vienna is well worth the visit: Dr. Wolfgang Porsche (top left) also took part in the Porsche Parade Europe; he led the procession in a white 356 Porsche police car**

SCHÖNBRUNN CASTLE AND AN AUTOMOTIVE PAGEANT. AT THE GALA EVENING EVENT OR IN VIENNA’S PRATER PARK, PORSCHE ENTHUSIASTS HAVE THEIR OWN UNIQUE WAY OF SEEING—AND ENJOYING—THINGS. PORSCHE TRANSCENDS NATIONAL BOUNDARIES TO BRING PEOPLE TOGETHER.

