

4. Classic Information Exchange

Porsche executive training group 43

Master Porsche Tractor in 1:18 scale model



Porsche AG carries out regular executive training programmes every two years. During these two years, it is normal practice for participants to define their own projects. Some time ago, a group had set itself the goal of developing, producing and marketing a highly accurate metal model of the "Master" Porsche tractor.

The Kovap company from Náchod (Czech Republic), one of the market leaders in the metal toys segment, was chosen as the development and production partner. Contact was first made in March 2004.

In order to achieve the best possible likeness to the original, the group included in its development programme members of Porsche tractor clubs, owners of restored tractors and the operator of a former official authorised garage for Porsche tractors. Operating and repair instructions were also utilised as a source of information.



In several cases, the prototypes produced in the course of the product development cycle were matched against the originals and, in conjunction with the development partner, corresponding changes made to the model. Further meetings were held with the manufacturer to ensure the quality of the final product and monitor the progress of the project.

The details were co-ordinated with the Porsche Museum, Porsche Design Driver's Selection and Porsche AG's Purchasing department. The Kovap company was commissioned to manufacture the model. The Porsche legal department also entered into a licence agreement beforehand allowing the Porsche name to be used for this product.

The end result of the project is a driveable, steerable 1:18 scale metal toy model of the Porsche Master. The model is powered by a winding-up mechanism, operated via the rear wheel hub, which moves the tractor via a gearbox (four forward gears, one reverse gear). The model is finished in the original paint (RAL 3002 "Porsche red"). The engine, gearbox and suspension arms for the tools are stamped or imprinted in metal. Even

details like the headlights and exhaust system were modelled on the original.

In addition to this basic version, a "special edition" limited to 1,963 copies (as per the last year of production of the Porsche Master) was produced with several particularly high-quality details, such as a burnished gear lever. A booklet containing information about the model – using the original design of the Porsche Master operating instructions – is also included.

The special edition is obtainable from August 2005 at a cost of 69.– EUR plus VAT through the normal Porsche Design Driver's Selection distribution channels. Details are also available from the Porsche Design Driver's Selection catalogue valid for the 2006 model.

This will be followed towards the end of November by the more basic version which will also be available through the Porsche Museum in Zuffenhausen.

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