



PORSCHE

Steve Janisse
General Manager, Public Relations
770-290-3690
steve.janisse@porsche.com

Dave Engelman
Product Communications Manager
770-290-3617
dave.engelman@porsche.com

PORSCHE ANNOUNCES RENNSPORT REUNION IV TO BE HELD IN OCTOBER

World's Largest Gathering of Porsche Race Cars and Drivers Seeks New Frontiers,
Makes First Ever West Coast Appearance

ATLANTA – March 8, 2011 — Porsche Cars North America (PCNA) and Mazda Raceway Laguna Seca today announced Porsche Rennsport Reunion IV will take place at the famed California racetrack the weekend of October 14 – 16, 2011.

Sponsored by PCNA, Rennsport Reunion IV brings together an unprecedented gathering of significant Porsche vintage and current race cars, as well those who have driven them to victory in the world's most famous sports car races. The three-day program of on-track competition is complemented by a concours d'elegance, which is open to invited race participants, and special activities celebrating the decades-long history of the legendary 911 race cars.

After the highly successful staging of three venues in the East, held every three years, with the first one held in Lime Rock in 2001, Rennsport Reunion IV will now be moving west, tapping a vast array of car aficionados and Porsche enthusiasts.

"While the Rennsport name has become a staple fixture for international collectors and racers over the past ten years, choosing the Monterey Peninsula will open up this one-of-a-kind gathering to the many Porsche fans in California and beyond who were previously unable to attend," said Detlev von Platen, President and Chief Executive Officer of Porsche Cars North America. "Now they'll have the opportunity to see, feel and hear from up close hundreds of famous Porsche race cars and dozens of their drivers from past and present during a truly memorable weekend dedicated to Porsche's motorsport heritage."

Porsche Rennsport Reunion IV will assemble the wide variety of Porsche's most historic racing models from the nimble 550 Spyder of the mid-Fifties through the mighty 917 and 956/962 of the Seventies and Eighties to the highly successful GT3 RSR of the last decade. Special tribute will be paid to the numerous racing versions of the Porsche 911 and their countless victories on the dawn of what will become another milestone of this iconic sports

car from Stuttgart-Zuffenhausen.

“This will truly be a rare gathering of significant Porsche race cars on the West Coast,” commented Gill Campbell, CEO/general manager of Mazda Raceway Laguna Seca. “Porsche has a long racing tradition in Monterey and we look forward to celebrating its heritage in a befitting manner for everyone to enjoy.”

Complementing the Rennsport Reunion IV venue is the Porsche Race Car Classic, an exclusive concours held at nearby Quail Lodge in Carmel on Sunday, October 16. Steve Heinrichs, producer of the Porsche Race Car Classic, explained, “this once-in-a-lifetime gathering of vintage Porsche race cars solely from Porsche’s break-out era of 1950-1965 will raise critical funding to directly support lung cancer research. We’ll have Gmünds, Glöcklers, 550s, 718s, 804s, 904s, 356s, Abarths and more - in numbers and provenance never before seen.”

Additional details of the Porsche Rennsport Reunion IV will be published on Porsche’s press web site (www.press.porsche.com), and Mazda Raceway Laguna Seca’s web site (<http://www.mazdaraceway.com>), as they become available. Ticket information is available by contacting 800-327-7322 or online at www.mazdaraceway.com.

For more information on the Porsche Race Car Classic or to purchase tickets visit www.porscheracecarclassic.com.

Porsche and Mazda Raceway Laguna Seca are working in association with the Porsche Race Car Classic to combine efforts to raise awareness for the Bonnie J. Addario Lung Cancer Foundation and the UCSF Thoracic Oncology Program.

About Porsche Cars North America, Inc

A wholly owned, indirect subsidiary of Dr. Ing. h.c.F.Porsche, Porsche Cars North America, Inc. and its 197 dealers offer U.S. customers some of the most technically advanced and high-performance vehicles in the world. Porsche cars are synonymous with supreme quality accompanied by first-class customer treatment. Also, Porsche is fully and publicly committed to being a leader in significantly lowering emissions, and saving fuel. The company’s guiding credo is “Porsche Intelligent Performance” and the goal is to prove that Porsche’s high performance and efficiency are not contradictory terms. A dramatic example of this is the highly-anticipated 918 Spyder — a super sports car that is also a planned plug-in hybrid. Of course this is nothing new for Porsche, which for 63 years has developed numerous technologies that have advanced vehicle performance, improved safety and spurred environmental innovations. Obviously, one expects such achievements from the most revered race car brand in the world – one that has accumulated more than 28,000 motorsport victories. Today, PCNA imports the cars that are the product of this great history, including the iconic 911 series, the renowned Boxster and Cayman mid-engine sports cars, the high-end Cayenne sport utility vehicles and the four-door Panamera Gran Turismo cars.

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