

PORSCHE PASSION ON THE PENINSULA

Two Special Events Rev Up October

BY RENEE BRINCKS



The Porsche 904/906 was the company's first real foray into the world of racing prototypes, and was produced during the early- to mid- 1960s.

This fall, two exclusive events draw Porsche collectors, drivers, designers and enthusiasts to the Monterey Peninsula for three days of exhibits and on-track excitement. The Porsche Rennsport Reunion IV makes its West Coast debut at Mazda Raceway Laguna Seca on October 14th, 15th and 16th, while the Porsche Race Car Classic comes to the Quail Lodge Golf Club grounds on Oct. 16th. Each gathering promises opportunities to view rare vehicles and explore the history of one of racing's most revered brands.

"Spectators will get up close to everything, from cars to engines to drivers to engineers to all the people they ever read about who were responsible for Porsche's success," says Bruce Canepa, an award-winning Porsche driver who helped bring the Rennsport Reunion to Laguna Seca.

Approximately 300 cars are expected for the weekend affair, which Canepa says is among the largest Porsche-only events in the world. Eight racing classes will feature everything from early 550s to iconic 917s and

RS Spydors, and veteran Porsche drivers from around the globe will greet fans during daily autograph sessions in the paddock. A special concours takes place following Saturday's track time, and featured 911s will race for the Rennsport Reunion Trophy to wrap up the weekend. Guests can also view extraordinary museum cars and fuel up on food and refreshments at an authentic German beer garden.

The cars in the spotlight exemplify what makes Porsche so popular: successful race records and innovative design.

"What makes this brand special is its history—its successful history," Canepa explains. "From day one, all the Porsches were basically genius engineers. They were always developing automotive products that were 10 to 20 years ahead of the curve...What this event does is basically give everybody a chance to see that history and why it's so tremendous."

Previous presentations of the Porsche Rennsport Reunion, which takes place every three years, were held in Connecticut and Florida. Event

organizer Bernd Harling, principal communications counsel for Porsche Cars North America, expects a strong Laguna Seca showing because many Porsche owners and aficionados live in California. The area's scenic beauty is another draw, as is the track itself.



The #20 in the foreground was the Porsche driven by Steve McQueen in the 1970 movie, "Le Mans."

"Laguna Seca is one of the most reputable race tracks in the United States," says Harling. "It's a road course, not a high-speed oval...for drivers and cars, those twists and turns and ups and downs are challenging, as well as fun to drive. It's a good place for spectators to watch, and it's a perfect complement to what we are doing."

For more thrills, guests can head over Laureles Grade to Carmel Valley for the Porsche Race Car Classic on Sunday, Oct. 16th. Just 3,500 tickets will be sold for this once-in-a-lifetime exhibition of 1950 to 1965 Porsche racers, which is also supported by Porsche Cars North America. Event

schedules are coordinated so that early-model Porsche racing at Laguna Seca will finish before the Sunday celebration at Quail Lodge.

Porsche Race Car Classic organizer Steve Heinrichs invited 200 significant cars from as far as Europe and Australia for

the show, introducing a distinct lineup from those participating in the Porsche Rennsport Reunion IV. The focus is on the brand's earliest "race on Sunday, drive on Monday" releases, including Gmünds, 718s, 904s, 550s, RS Spyders, 356 coupes and more. A selection of rarely seen vehicles will be shipped in from the Porsche Museum in Stuttgart, Germany, and cars from the noted collections of comedian Jerry Seinfeld and collectors Miles Collier, Ranson Webster, Robert Ingram, Dr. Julio Palmaz and others are also on the roster. Memorabilia, auto-themed merchandise and food and wine will round out the experience.



A group of racing Porsche 911s which is the featured model of the Porsche Rennsport Reunion IV, this year held at Mazda Raceway Laguna Seca on October 14th, 15th and 16th.



1) This Dick Barbour Porsche 911 GT3 R, driven to American Le Mans Series GT championship by Dirk Mueller and Lucas Luhr, will be at Rennsport. 2) The Porsche 356 was the company's first car (Dr. Porsche built his first one in 1948), and it quickly became a race car as well. 3) This Porsche 935, driven to victory at Sebring by car owner Bob Akin (with Hans Stuck) in 1986, will be at Rennsport. 4) The Porsche 718 RS60 was the first Porsche to win the 12 Hours of Sebring overall (1960). 5) The #59 Brumos Porsches won Camel GT, SCCA, and IMSA championships over a period of 20 years – the most famous Porsche paint scheme in 911 history.

Heinrichs, a car collector who produced the 2004 Porsche Speedster 50th anniversary gathering at Quail Lodge and co-authored a Speedster book, looks forward to spotlighting treasured cars and accomplished drivers. However, as a lung cancer survivor, he is also looking to change lives. \$350 of each \$400 Porsche Race Car Classic ticket will be donated to the University of California San Francisco Thoracic Oncology Program and the Bonnie J. Addario Lung Cancer Foundation.

"Lung cancer, generally speaking, is asymptomatic. That means if you wake up tomorrow morning and spit blood, you don't have a long life expectancy," says Heinrichs, who hopes to raise \$2 million from the October event. "A substantial number of people who get lung cancer have never smoked, or gave it up years and years ago."

As one of those non-smokers who developed the disease, Heinrichs is healthy today thanks to an accident that led to early detection. He and his wife were attending a Porsche dinner in Solvang four years ago when he choked and stopped breathing. He was revived, but follow-up x-rays revealed a spot in the lining of his lungs. A few months later, tests confirmed that Heinrichs had stage I lung cancer.

Surgery took care of the cancer, but the Bay Area resident, who lives part time in Pebble Beach, was taken aback by a general lack of lung cancer awareness and related research funding.

The American Cancer Society says lung cancer is the leading cause of cancer death among men and women, and about 84 percent of those with the disease die within five years of their diagnosis. An estimated 222,520 Americans were expected to receive lung cancer diagnoses in 2010 alone.

"I continue to be surprised by how little people really understand about this disease and how

devastating it is," he says, "and yet, everybody knows somebody who has died of lung cancer."

The Porsche Race Car Classic commemorative booklet will include an "in memoriam" to those taken by lung cancer, and Heinrichs invites spectators, sponsors and the general public to support efforts to fight the disease.

"Lung cancer is not confined to any one

zip code," he says, "The ticket to our event is expensive, but the opportunity to help drive lung cancer off the planet is priceless."

Tickets and additional information on the Sunday, Oct. 16th Porsche Race Car Classic are available at www.porscheracecarclassic.com. Entrance is \$400 per person; of that, \$350 qualifies as a tax-deductible donation supporting lung cancer research.

The Porsche Rennsport Reunion IV takes place Oct. 14th-16th. One, two, and three-day ticket packages start at \$25. To purchase, or for a full event schedule, visit www.mazdaraceway.com or call 800/327-7322.

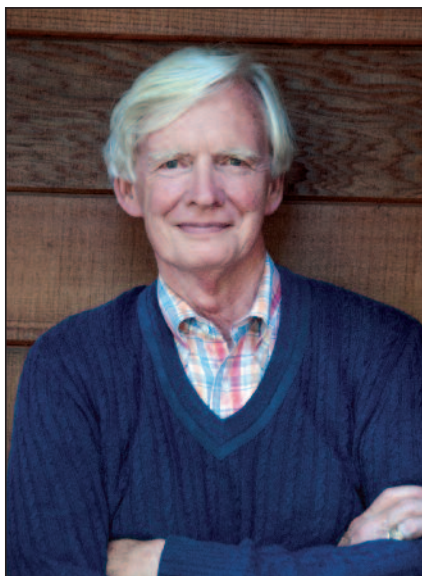


Photo: Dorothy Heinrichs

Porsche Race Car Classic organizer Steve Heinrichs wants to help eradicate lung cancer.