

Editorial 332

Sixty Years – and We’re Still Getting Goose Bumps

The preparation for this magazine never ceases to be enjoyable. We sit together, discuss topics, select the best ones, come up with new ideas—and if we’re fortunate, you are then satisfied with your *Christophorus* and us. But to be honest, we’ve never had as much fun preparing an issue as we have with this one.

We went out on missions of discovery. Porsche is celebrating 60 years of making sports cars, and *Christophorus* is naturally joining in the festivities. You can’t imagine the photos that lay on the table at our editorial conferences. Photos from the old days. And then, when we compared them with our photographers’ latest work, they proved what Porsche enthusiasts have said all along: You can always tell a Porsche. Age doesn’t matter. How many of us can say the same?

Furthermore, the fascination that a Porsche evokes hasn’t changed in 60 years. We visited the town of Gmünd in the Austrian state of Carinthia, where Ferry Porsche designed and built the first sports car, the 356. We met Helmut Pfeif-

hofer there, a 70-year-old who grew up in the town and recounted how helpless his schoolteachers were against a Porsche. “They could say whatever they wanted—when a Porsche drove by the school we were stuck to the window like glue.” He said he got goose bumps, and what started at the age of ten continued on throughout his life. Today, Pfeifhofer’s Porsche Museum in Gmünd has become a kind of mecca for Porsche fans from around the world. What other stars can claim to have kept their fans from birth right through all subsequent generations?

Everything is just a little different at Porsche. That has been the case for 60 years. The Weissach Research and Development Center currently employs nearly 3,000 people who work with cutting-edge methods and equipment. The company, which started in Gmünd with 100 employees working in wooden sheds, has become the most profitable carmaker in the world. Top managers from every sector say Porsche’s image is the best in Germany. And if you’ve ever visited the pick-up area at the Zuffenhausen factory and seen the sparkling eyes of new Porsche owners, you know there’s one thing that will never change: the joy and pleasure that a Porsche represents.

Those who make Porsches feel the same as those who buy them. So Supervisory Board Chairman Dr. Wolfgang Porsche can look back with satisfaction at the past 60 years. With a smile, he recounts how he stopped at a gas station on the Munich–Stuttgart autobahn and another driver—a young factory employee, as it turned out—approached him, bursting with pride, and exclaimed in broken German, “And? Happy with car? You know, I make it!”

We hope that you are happy with this issue of *Christophorus*. You know, we made it—with much joy and pleasure!



Karen Schulze
Editor-in-Chief