

**1970 Porsche is first** in the history of the Monte Carlo Rally to win a double victory for the third time in a row, with the 911 S. By year's end, Porsche has even captured the Manufacturers' World Championship.

**1970 With nine out of ten** possible victories, Porsche again wins the Manufacturers' World Championship by a wide margin with the 917 and 908/03 race cars. Hans Herrmann and Richard Attwood capture the first overall victory at Le Mans for Porsche in the 917.

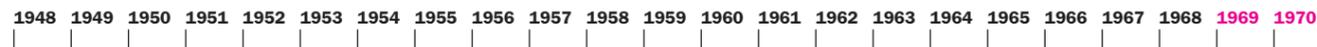
**1971 During this summer,** the Development Department begins its relocation from Zuffenhausen to the new Development Center in Weissach—Porsche's "Think Factory."

**1972 The partners** of "Dr. Ing. h.c. F. Porsche KG" resolve to convert the Kommanditgesellschaft (limited partnership corporation) into an Aktiengesellschaft (public limited company) with a capital stock of DM 50 million.

**1974 The Porsche 911 Turbo** shown at the Paris Automobile Salon is a sensation. It is considered the quickest production car of its time.

**1977 Porsche successfully** defends its title in the Manufacturers' World Championship with the Type 935, and wins the 24 Hours of Le Mans again with the Type 936.

**1978 In the Type 935/78** nicknamed "Moby Dick," Porsche creates the most powerful version of the Porsche 911 ever built. This 845-bhp race car is equipped with dual turbochargers.

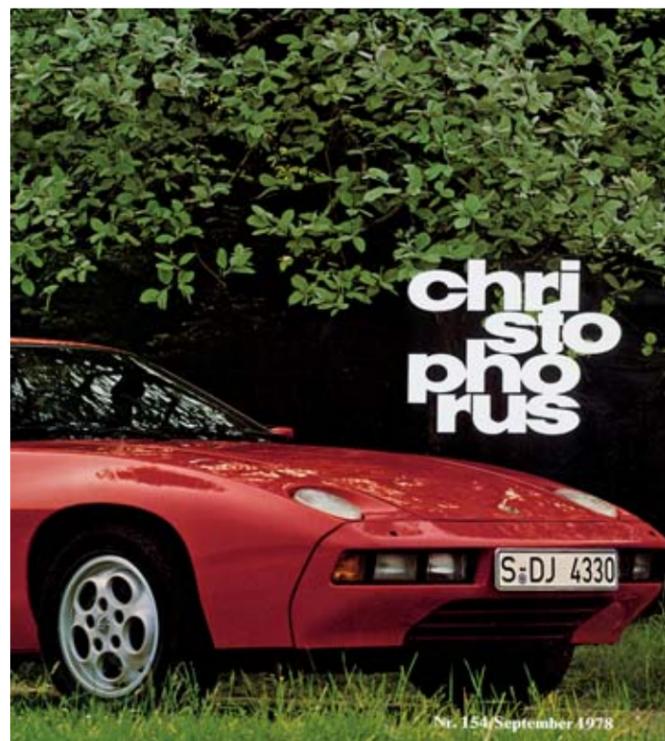


# '78

## The Hatmaker's Return

By Wolfgang Peters

**Men, machines, memories—through the decades, the passion for Porsche has been shaped by personal experiences. It was a wonderful time in the 1970s with the Porsche 928.**



By the end of the 1960s, the era when hats were fashionable has come to an end. Men go bareheaded, and women wear their hair short or wrapped in a headscarf. Or they wear baseball caps or go bareheaded. So on a weekend in May, the hatmaker is the last person in his plant. He closes the factory gate and turns off the main switch. The lights go out, a factory begins its descent into oblivion, and the hatmaker briefly thinks of the bygone days, when 120 workers helped his dad fashion stiff top hats, fine felt hats, elegant homburgs or casual borsalinos, and those small capote hats for the ladies.

Times change, the hatmaker says to himself, and pushing his borsalino back, decides that he will emigrate to California. He settles in a place later known as Silicon Valley, pursues his favorite hobby,

and establishes a company to make computers. In a garage and with the help of a friend he builds a small portable computer, known today as a laptop, and the rapidly growing company does business as "Pear Corp."

The logo is a borsalino floating above a brightly colored pear with a bite taken out. When the erstwhile milliner returns to his German homeland by the end of the 1970s, he's a made man and buys the first Porsche he comes across after emerging from the airport. In the States he has always driven a sports car, and none of those had less than eight cylinders. The new Porsche 928 has arrived just in time for the hatmaker's return. He pays the list price of just under DM 60,000 in cash with a thin wad of dollar bills and has no idea that he is driving a Porsche that's somewhat different. In all its technical details the 928 is the exact opposite of the 911, which was already on its way to becoming a legend, though not without controversy.

The former hatmaker wanted to travel, see a lot of Europe, and do it while enjoying a car that wasn't run-of-the-mill. He didn't know that there were friends of the brand who held a negative opinion toward any Porsche products with water-cooled front engines (the 928 and the 924). And had he known it, it wouldn't have made any difference.

Because when he saw the 928, he fell for it at first sight. This repatriate's love wasn't about technology. He felt energized and alive again in a way that he had almost forgotten, and in a way that California never could make him feel. He is still a man with a delicate sense of touch: His fingertips are his best sensory organs, and he uses them as he once did when testing milliner's felt as he lets them slide over the body of the 928. The hatmaker touches and caresses the car as he closes his eyes. He lets his hands explore the low front hood, which points way ahead, far into the future. He traces the lines of the roof and the windows with his fingers and—yes, he submits to a slight shudder of excitement—as he extends his arms, he places his hands flat on the bulky rear end, taking two or three deep breaths. Then he walks around the Porsche, leans back in the driver's seat, and immediately starts the gently rumbling V8 engine. The hatmaker has returned. ◀

For another story, turn to pages 76–77: The Forester's Wife