

PORSCHE
CLUB OF AMERICA



Porsche Club of America

MILWAUKEE REGION

IT'S NOT JUST THE CARS — IT'S THE PEOPLE

Steinlifters

January 2018



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Above: Region President Tony Quebbemann thanks Todd Flemming for his service on the board. Below: Tony thanks Mike Wiviott for his service on the board.



Election results

At the December 2017 meeting of the region board of directors, Tony Quebbemann, president, thanked outgoing board members Todd Flemming and Mike Wiviott for their service on the board. Congratulations to Jeff Chang, Donna Daufenbach, Tony Quebbemann and Tim White on their election to the board for a two-year term, starting in January 2018 and ending December 2019. They join Alan Bloom, Greg Kizevic, Todd Ponath and Al Wagner who are serving the second of their two-year terms in 2018. See page 14 for a photo of the board members and their contact information.

About the cover: This Carrera White 930 offers a perfect winter camouflage, but who would drive it in winter?

Calendar of events

2018

Jan. 4 — Board meeting. Umansky, Porsche Milwaukee North. 6:30– p.m. Members and guests welcome.

Jan. 6 — Holiday Party, Wisconsin Club. RSVP deadline was Dec. 23.

Jan. 13 — Informational meeting regarding the driving tour to Asheville. Al Wagner will hold the meeting at 10 a.m. at Umansky Motors/Porsche Milwaukee North.

Jan. 20 — Coffee Travelers, Mimosa, S. 27th St., just north of Ryan Rd. 8:30 a.m.

Jan. 27 — Rolex 24 hours at Daytona viewing party at Bavarian Bierhaus. 12:30 p.m. to ? We will gather at Bavarian Bierhaus, Glendale, to watch the start of the Daytona 24. Order a beverage and join us for a couple of hours as Porsche teams eat up the track. No RSVP required.

<https://www.pca.org/event/2017-11-14/inaugural-porsches-across-mackinac-bridge>

Feb. 1 — Board meeting. International Porsche, Waukesha. 6:30 p.m. Members and guests welcome.

Feb. 24 — Turbo spaghetti. Our hosts: Melissa and David Gilbert. See page 8.

May 20-27 — Driving tour to Asheville, N.C., led by Milwaukee region tour chair Al Wagner. See web: <http://www.porschepark.org/journal.php?id=997>

July 8- 14 — PCA Parade, Lake of the Ozarks.

Aug. 17 — DE at Road America. Save the date.

Aug. 17-19 — Porsches Across the Mackinac Bridge, a multi-region driving tour over three days. Details: See link below.

Porsche sales in North America set all-time record in month of November

Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of the Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, announced November 2017 sales of 5,555 units. This marks a 0.8 percent increase over November 2016. Year-to-date, retail deliveries are up 2.5 percent.

"With 5,555 deliveries, we set a new all-time monthly record. In particular, our two-door sports cars - the Porsche 911, and the 718 model line - showed impressive double-digit growth versus last year," said Klaus Zellmer, president and CEO of PCNA.

Porsche 911 sales in the U.S. reached 976 units, a 39.6 percent increase year-over-year. The 718 Boxster and Cayman line posted 522 retail deliveries, up 14.2 percent over November 2016. Sales of the Panamera sports sedan stood at 729, a 43.7 percent increase year-to-date. The Macan continued to experience high demand with 1,981 vehicles sold, up 14 percent year-to-date.

Model	November Sales		Year-to-Date	
	2017	2016	2017	2016
ALL 911	976	699	8,197	8,190
ALL BOXSTER/CAYMAN	522	457	4,786	5,887
ALL PANAMERA	729	731	6,276	4,367
ALL CAYENNE	1,347	1,572	12,263	14,284
ALL MACAN	1,981	2,054	19,985	17,536
GRAND TOTALS*	5,555	5,513	51,507	50,265

*918 Spyder sales are reflected in 2016 grand total figures.

Porsche Approved Certified Pre-Owned (CPO) vehicle sales in the U.S. were at

1,749 units, a 23.4 percent increase over November 2016. Year-to-date, CPO sales are up 11.2 percent with 16,956 deliveries for 2017.

President's letter

2017 in Review

By Tony Quebbemann

Looking in the rearview mirror, it appears 2017 came together with a full calendar and several gains for the club, giving the Milwaukee region a stronger connection for membership involvement.

Highlights for a fulfilling year would have to include:

- Increased region membership growth of 6% over the last year
- Full 2017 activity calendar of 38 Milwaukee region events with another eight local events cited,
- DE, a primary event was a full sell-out, successfully run track day with sponsorship by CS Motorsport and Umansky
- January 2017 Holiday Party sell-out event with nearly 100 attendees
- Registration for 2018 Holiday party up 50% over 2017, to include a very large number of new members
- Two outstanding weekend touring drives: Door County and the fall Driftless Tour - the latest in a new best of four Driftless series

- An enhanced Tech Session series to include both more sessions and increased attendance with the December session attracting 60 attendees
- Two Autocross sessions utilizing newly acquired timing equipment thanks to funding from Umansky -- an excellent program for both existing and new member participation
- Improved Porsche dealership relationships including Board meetings held on location, dealer sponsorship of our newsletter(International), timing equipment and DE event (Umansky)
- Communication that ties everything together including a high quality, locally produced newsletter for complete information on coming events and reports with pictures on recently held events.

This level of activity can only be possible with a dedicated, talented core leadership team of solid board members and functional chair leaders. From an internal perspective

the momentum is strong and continues to build. I hope you are able to take advantage of this energy in 2018!

Wishing you and yours,
Best Wishes for the New Year,

Happy and safe motoring,

Tony

edenapple@aol.com

847-650- 0981



The editor's desk

In December, I had the opportunity to interview Bill Wuesthoff, a legendary former race driver and a long-time aficionado of Porsches. The suggestion to interview Bill came from region member Ron Pace, who has known Bill and his sons for a long time.

You'll find my article about Bill and his days as a race driver on page 9.

This issue also kicks off a new column we are calling Tech Q&A. Catchy title, right? Well, it defines what we are attempting to do here. We know that the tech questions and answers that Panorama publishes are of interest to those among us who are either do-it-yourself wrench turners or who have a problem with

their car and they are not sure of the cause. Region member and board member Tim White has volunteered to handle incoming questions as well as answers. We will publish your questions and invite members to answer them — opinions are welcome although we will not publish insults or nasty comments. See page 18 for more information on how this will work.

Input needed for this newsletter. Do you run across cartoons or pictures that are related to Porsches? Send them to me for future use in this publication.

I also need vertical images for the cover page. Turn that camera to snap a vertical image of your Porsche or a Porsche you see in your travels. You'll receive a photo credit and the admiration of your fellow

members and the editor.

Do you want to access the Members only section of the region website where we list the membership list along with each member's email address and car? This requires a special log in. Send an email to me with your membership number and I will send you the password and log in. It is new as of December 2017.

Bev Jurkowski
Editor and region webmaster
2016 Macan S

beverly.jurkowski@sbcglobal.net

Welcome to our new members

J. Russell McMaster and Suzanne McMaster, Pleasant Prairie, 1997 911 Carrera

Kyle Mahan, Johnson Creek, recently joined the club. "I'm a co-worker of Matt Karls (region member). He spoke highly of the club and as a Porsche fan, it only made sense to sign up. My first Porsche was a 951, but my current Porsche originally started life as 1972 914 and we purchased it in hopes of restoring her. He found it four years ago in a barn in Missouri on Craigslist listed as project, and project she was. Unfortunately, the damage/rust to frame structure was unrepairable, so we purchased a Lynx B Formula frame and re-engineered it to run the Porsche 2.0 drivetrain," he said.



Kyle Mahan's 951—his first Porsche

What attracted him to owning a Porsche? "Just like in The Christmas Story 'some men are Baptists...others Catholics'.....my father was an Oldsmobile man and with that said he did like to always have a VW Rabbit or Jetta around to use longer trips. So much later in life, I was able to convince him that owning a Porsche wasn't blasphemy as VW/AUDI/PORSCHE were sister companies and if a VW was ok why not a Porsche then. However in all honesty for me it was the air-cooled engines, the elegant simplicity of the design is still impressive today." Kyle is automation division manager at HUSCO Automotive.



Kyle Mahan's FX

David Nelson of Mequon joined the region recently with his 2015 Boxster which is white with a tan interior. He has owned the car since August 2015. "I searched for a long time and finally decided on one in Montgomery, Ala. It had the right features and color so I flew down and got it," he said. On owning a Porsche, he noted: "Everything that I have read since I was in high school referred to Porsche as the pinnacle of refinement. It is all correct; this car is amazing." David is retired. "I am looking forward to participating in the track days that the club plans and some of the other events," he said.

Members and their Porsches

Matt Karls drives a 2006 Porsche Cayman S with a Basalt Black exterior and Black interior. It's his first Porsche. "I have wanted to own a Porsche longer than I have had a driver's license. Growing up the 911 was the benchmark in the car magazines. We started looking for a Boxster or Cayman last December. We were looking nationwide with help.

"After a rather random Craigslist search of the Chicago area I found a private party listing that seemed almost too good to be true. Terry and I drove down to inspect the car and I agreed to purchase it on the spot," he said. Matt's first car was a Honda Civic sedan.

Alan and Peggy Bloom own a 2012 991 Carrera S Coupe with a 7-speed manual and a 2016 Cayenne. The Carrera S is black with a full leather black interior. The Cayenne is Rhodium Silver with a black interior. Previous Porsches include a 1985 944, a 1996 911 cabriolet, a 2000 911 coupe and a 2006 Cayenne.

"When I no longer needed a real back seat, I started looking at sports cars," Alan said. "The 944 was far superior to anything else I could afford at the time. It was an easy car to drive hard. I found the gently used Carrera S sitting in the used car showroom at Concours Motors when I brought my 2006 Cayenne in for service. It 'spoke' to me. I brought Peggy in and fortunately it also called out to her so we bought it. We gave it a good home and a chance to play on the track," Alan said of his subsequent purchases. His first car was a 1965 Corvair. "It was clearly unsafe at any speed in my hands," Alan said.

"My current Porsche was purchased a little over a year ago and it is a PDK equipped 2011 911 Carrera S," said **Mike Bolton**. The car is Meteor Grey with Luxor Beige interior." Prior to this car, I had a 2004 Boxster S that I purchased in 2010. It was also Meteor Grey, but with Black interior. That was a 6-speed manual," he said. "I have been a car guy since I was a kid, but never owned a sports car until purchasing an untitled 2002 Mazda Miata in 2003. In 2008, I came to work for Bill Wright, who is a PCA member, long-time Porsche guy and he introduced me to the club and its activities. I had CS Motorsports add a roll bar, do a wheel and tire change, and a modified exhaust to the Miata but it wasn't

quite the Porsche experience.

"I used to share my internal debate about the purchase of a Porsche with my late brother who was severely handicapped and lived at St John's on the Lake. He was not a car guy, but one day, exasper-



Mike Bolton's 2011 911 Carrera S.

ated with my vacillations, he told me that I could debate this forever and hope that I had the coolest wheelchair at the nursing home or go buy the car. That did it! I found the current car on the internet," he said. "The first car we (my wife and I) owned was a 1968 Buick Skylark, Aqua Blue metallic with white and black interior and we drove that into the ground."

Members: This column is about you and your Porsche — what attracted you to owning one and what are you currently driving. And, for fun, what was the first car that you owned.

How to participate: Send an email to Beverly.jurkowski@sbcglobal.net with your answers to these questions:

- 1. Year and model of your Porsche.**
- 2. Exterior color/interior color**
- 3. How did you find it**
- 4. What attracted you to owning a Porsche**
- 5. What was the year and model of your first car.**

Attach a .jpg of your Porsche in the email. Then watch this monthly column for YOUR STORY.



**It's a mid-
winter
classic for
the region**

Turbo spaghetti Feb. 24 — great food, better conversation

Join your friends at the PCA Milwaukee Region Spaghetti Dinner and Contest. This event has been part of our region for decades. Each year we alternate between Turbo Spaghetti and Carrera Chili. For 2018, it's Turbo Spaghetti.

The event will be held on **Feb. 24** at the historic Eschweiler-designed Administration building, now part of the Echelon Apartment Complex in Wauwatosa.

Bring your favorite spaghetti sauce to share and compete in the contest or just bring your appetite for good food and drink. The cost is \$17.50 per person if you bring a sauce to share or \$22.50 per person if you just want to enjoy other members' recipes.

Dinner includes pasta, beverages, salad, bread and dessert.

Please RSVP by Friday, Feb. 16, to Melissa Gilbert gilbmelissa@yahoo.com or mail your RSVP to Melissa Gilbert, 9820 Mariposa Lane #304, Wauwatosa, WI 53226, with a check made payable to PCA-Milwaukee.

Those who RSVP by email should bring their check to the event.

Please indicate whether you will be bringing a sauce to share and the names of the individuals who are attending.

Bring your sauce in its own heating device (i.e. crockpot) as well as a serving spoon or ladle. The region provides the pasta.

Region history

What were we doing in May 2003

The May 2003 cover of Steinlifters featured the 356 owned by Jim and Charlie Van Orsdol.

The issue announced the Spring tour would head to Manitowoc for a tour of the Zunker Auto Museum. Bob Shellman was the tour leader.

A profile of one of the newsletter's advertisers was written by Dan Matre and featured Fabson Engineering in Cedarburg.

The region enjoyed its "5th annual Indoors Concours," which was held at International Autos, West Allis. Gary Princl was concours chair.

The region offered four autocross dates in 2003. Mraz sponsored the events. Brian Johnston was the AX chair.



Racing legend Bill Wuesthoff relives days on the circuit

By Beverly Jurkowski

Wisconsin has a rich history of auto racing with storied venues such as Road America and the Milwaukee Mile. Among the larger-than-life figures who helped to write that history is Bill Wuesthoff, who raced in the U.S. and abroad for nearly a decade from the mid-1950s to the mid-1960s.

Of interest to PCA members is the fact that Bill often was behind the wheel of a Porsche as he navigated road courses from Road America to Watkins Glen, from Sebring to Nürburgring and more.

Bill recalls going to the Milwaukee Mile with his dad to watch races on the dirt track and he also drove his Model T "as fast as I could from one end of the farm to the other," he said. "I always liked to go fast."

His racing career began in 1955 behind the



Bill Wuesthoff in the Speedster Super at Nürburgring. The T next to the number indicated the car was in training.

wheel of an MG TD and an Alfa Romeo Guilletta. His racing endeavors paused in 1957 when he was drafted into the U.S. Army. He sold his race cars at that point. As luck would have it though, after completing artillery training, he was stationed in Germany. "Good news," he said. "When I learned I was going to Germany, I asked Carol to marry me. We spent our honeymoon in Germany," he said.

With the Nürburgring track now easily accessible, Bill's interest in racing was re-

newed.

"I was going to buy another Alfa there. Turned out Alfa was not competitive against Porsche's Carrera GT Speedster Super. The Porsche was better. He bought the 1958 Speedster Super from Otto Glockler Porsche-VW in Frankfurt Germany. "We had it for a while. It was a lot of fun. We traveled in Europe with it, including to Paris," he said. The car had coupe seats vs. racing seats. "You had to tighten your seat belt and go," he said.

After acquiring the Speedster, he got involved with different sports car clubs and along with other GIs did some racing, hill climbs and more. "On longer tracks, you had to run with the top up and side curtains for better aerodynamics. But you couldn't see out of it," Bill said, laughing as he recalled that era and the Speedster's style. On shorter tracks or hill climbs, the top was down.

He took the Speedster to Nürburgring for training. "Normally they would charge one deutsche mark for each lap you ran at Nürburgring, but they didn't charge us," Bill said. In May 1958 he competed at Nürburgring in a 1000-kilometer race in the Carrera GT Speedster with co-driver and car owner Bill Wilbourne.

Returning home after his tour of duty was completed, Bill's racing career took off. He frequently drove

with teammate Augie Pabst. From 1960 to 1963, his "ride" was the Porsche RS60 model which he owned.

At the 1963 Road America 500, Augie and Bill were co-drivers in an under 2-liter Elva Mark VII-Porsche that was co-

Continued on next page

"I always liked to go fast."

Wuesthoff, continued

owned by Ollie Schmidt and Carl Haas. Haas was the Elva importer. They won the race over a field of larger, heavier and more powerful Ferraris, Cobras, Jaguars and Corvettes.

In total, Bill drove in 84 races with 10 first-place wins, 11 second-place and 28 overall podium finish-



The 1963 Elva Mark VII Porsche that Bill Wuesthoff and Augie Pabst drove to victory in the 1963 Road America 500. Photo by John McCollister.

es. His co-drivers over the years included Augie Pabst, Harry Heuer, Joe Buzzetta, Bruce Jennings, William Wilbourne, Bob Clark, Jim Jeffords, Frank Rand and Chuck Dietrich.

He drove a Porsche in 33 of the events, Alfa Romeo (23), Elva (16), Scarab (5), VW (2), Austin-Healey (2), Ferrari (2), MG (1) and Chevrolet (1).

He raced along side many of the legends in the world including Bob Holbert, father of Al Holbert who raced for Porsche in the legendary Lowenbrau Porsche 962 in the 1980s. At a race at the Meadowdale track in Elgin, Ill., the young Al was working as a pit crew member for his dad and had gotten a bad sunburn. Bill's wife, Carol, who was a nurse, came to Al's rescue, providing him a soothing ointment. "We were all a big family then," Bill recalled. Bob Holbert raced Porsches in the 1950s and 1960s and in 1954, Holbert's Garage became one of the first authorized Porsche dealers in the country.

Simultaneous to his racing years, Bill was in the car business but "with three children and a business to run," it was time to quit racing and devote his attention to the business. To many long-time Porsche aficionados in the Milwaukee market, the Wuesthoff name and Porsche are nearly synonymous.

"We started in 1955 and had to source our Porsche inventory through the Max Hoffman importer in New York City," Bill said. The cars were trucked to Chicago where Bill and his sales team had to pick them up.

"We kept one or two in stock. They sold slowly then because they were relatively expensive--\$3,500 to

\$4,000, compared to a VW which cost \$1,500."

Like today, Porsche demanded that the dealers stayed current with service training. Bill sent his mechanics regularly to Chicago where Porsche conducted training.

The Porsche brand was sold in Wisconsin under a variety of dealers. "We were a Porsche dealer under Hoffman from 1955 through 1957. Then Ted Baumgartner took it over for a couple of years. We got the brand back in 1959 and sold them at our shop on 19th and Silver Spring in Milwaukee as Concours Motors. In 1964 Porsche began selling under the Porsche-Audi banner and demanded we build a separate building for Porsche and move it out. We offered to rent a building, but Porsche said no. We decided to part company. As a result, Milwaukee was without a dealer for a year or two.

"Walter Mosner, a former Porsche factory employee, took it over and located it on East Capitol Drive in the former Lou Ehlers Buick store – the same building we would have rented. The franchise then moved west to 91st and Brown Deer Road. Walter Mosner sold the franchise to John Forsyth. I told him if he ever wanted to sell it, call me. He did. We bought the franchise from Forsyth in 1995."

Wuesthoff and his sons, Karl and Lee, sold Porsches at Concours Motors on 14th and Silver Spring until February 2016 when they sold the business to Umansky Motor Cars.

In his career, Bill also served on the board of directors for Road America, Elkhart Lake, Wis., for 51 years.

Would he do it all over again as a Porsche dealer? "Oh absolutely. But it is changing a lot. Porsche is very demanding. You are at their mercy. Factories carry a big stick."



Bill notes that even though he was surrounded by Porsche models throughout his years as a dealer and race driver, it is easy for him to name his favorite models. He drives a 2008 Limited Edition Boxster RS 60 Spyder in GT Silver Metallic. Just 1,960 of these were produced by Porsche. The model commemorates Porsche's 1960 Type 718 RS 60 Spyder racecar, which of course Bill drove for many years as a race driver.

Continued on next page

Wuesthoff, continued

"I believe the Boxster is the best you can find in a street car. With its sports car handling it very much parallels the RS60," he said. A Macan S is also in the Wuesthoff garage for daily driving, especially in winter.

Of Porsche Bill said, "everything they are building is amazing."

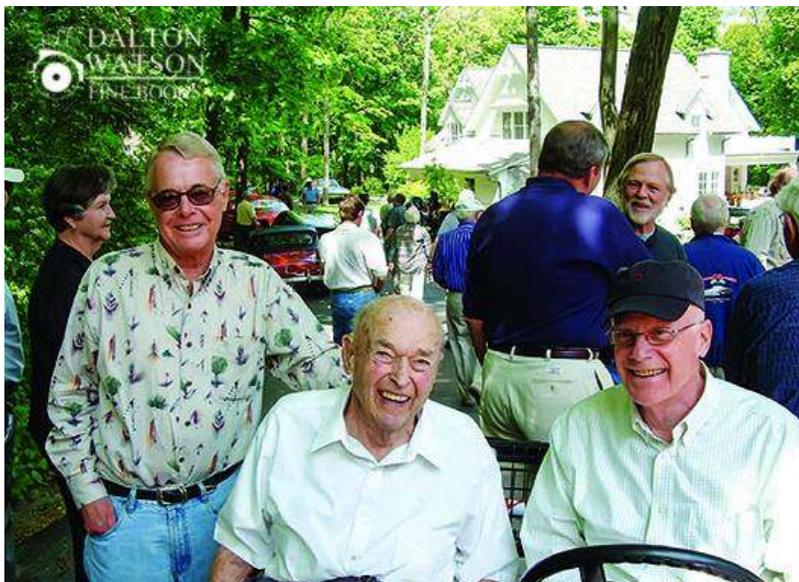
As racing legends and Porsche dealers go, we can't think of a better description of you Bill: Amazing.



The team of Bill Wuesthoff (USA) Frank Rand (USA)/Bruce Jennings (USA) in the Porsche RS60 at the 1962 Sebring 12-Hour Florida International Grand Prix of Endurance for the Alitalia. They finished third overall and won the index of performance in the 1500 cc class. It was one of the last wins of the 718. Photo by Dave Nicholas and Martin Spetz.



Bill Wuesthoff in September 1960 at Watkins Glen in his Porsche 718 RS 60 no.192. Dave Nicholas photo



Taken in 2008, from left, Augie Pabst, Dave Uihlein and Bill Wuesthoff. In the background, far left is Bill's wife Carol, and far right behind Bill and facing the camera is region member Mark Eskuche. Source: Facebook

Membership anniversaries in January

Member	Year joined	City	Model
Robert Anderson	2015	Milwaukee WI	2004 911 Carrera 4S Cabriolet 996 Silver
Loren and Eva Bartz	2011	Brookfield WI	2004 911 Carrera Blue
Jeff Batt	2014	Colgate WI	2007 911 Carrera S Gray
Brian Brown	2016	Mayville WI	2014 Cayman Racing Yellow
Wingate and Sandra Clapper	2002	Pewaukee WI	2001 Boxster, 1994 968, 2012 Cayman R
Don Dahlman	2016	Cedarburg WI	2002 911 Carrera 4S Guards Red
William Danzinger	2016	S Hamilton MA	2015 Cayman GTS
Samuel and Peggy Dickman	2003	Milwaukee WI	2007 911 Carrera 4S CAB Black, 2009 9114S
Steve and Dimitri Dimakos	2004	Glenview IL	2013 Race Car BLACK, 2016 GT3RS
Matthew and Laura Engerman	2014	Bayside WI	1999 911 Carrera Silver
Michael and James Faherty	2000	Williams Bay WI	2005 Boxster S Silver
Dan and Stacy Fetherston	2015	Milwaukee WI	2006 911 Carrera Cabriolet GT Silver
Chris and Susan Griswold	2000	Helenville WI	2009 Cayenne
Gene Guskowski/Ann Stevens	2003	Wauwatosa WI	1997 Boxster
John Hartley	2017	Pewaukee WI	2007 911 Carrera S
Robert and Doris Henschel	1996	Dousman WI	1990 944 S2
Jonathan and Julie Hershey	1998	Milwaukee WI	1997 911 Carrera
Jeannine Hicks	2016	S Hamilton MA	2015 Cayman GTS
Michael Jarrett	2008	Oconomowoc WI	2001 Boxster S Red
Greg Kizevic	2008	Milwaukee WI	2006 Boxster S Silver, 2015 Cayman GTS
Chris and Courtney Kohn	2012	Edina MN	2007 911 Carrera White
Dale Kresse	2015	Wales WI	2016 911 Turbo Cabriolet 911 Turbo Black
Harald and Zackery Kreuz	2000	Hartland WI	1978 911 SC
Daniel Levandoski	2016	Bayside WI	2016 Macan Turbo, 2017 911
John and Peter Logiudice	2003	Milwaukee WI	2003 911 Carrera
Patrick Martin	2015	Sun Prairie WI	2015 Macan S black
Geoffrey / Daniel McLaughlin	2010	Cedarburg WI	1988 911 Turbo Red
Scott and Susan Niedermeyer	1998	Elm Grove WI	1997 911 Carrera TARGA Black
George and Quinn Payne	2007	Oshkosh WI	1982 911 SC TARGA White
Mark Sandler and Brian Berg	2012	Whitefish Bay WI	2001 Boxster S Blue
Ryan and Ann Schuelke	2009	Elm Grove WI	1983 911 SC Red, 2015 Macan S Agate Grey
Robert and Kathy Schwade	2006	Delafield WI	2006 911 Carrera S CAB Blk
Andy Stever	2003	Cudahy WI	1982 911 SC
Randy and Jarrett Szczesny	2016	Chicago IL	1967 912 Targa Bahama Yellow
Edward and Deborah Treis	2002	Chenequa WI	2001 Boxster, 2010 Cayenne
Mark and Steven Weber	2008	Milwaukee WI	1988 944S Black
Mark and Nick Wimmer	2002	Franklin WI	2000 Boxster

To have and to hold: To 'flip' or to drive

By Bob Dean, Fox Valley Region

There have been some interesting developments in the automotive world. More automakers of the daily driver variety as well as exclusive brands, such as Porsche, are seeking to protect limited production models from the prospect of speculative flipping. Some automakers, such as Ford, have even gone so far as to file a lawsuit against their customer to intervene in the re-sale market after an owner has decided to flip a car, after expressly agreeing not to do so.

For those of us in the auto owner world who wonder about the prospect of flipping, it is as its term implies. The well-heeled are looking to the auto market to purchase rare cars that will increase in value. Some of these fortunate few have no intention of keeping the car and enjoying it for years to come. And they certainly have no intention of driving it. Instead, they turn around after buying up a limited production model and sell the car very soon after purchase for what amounts to (at times) a significant profit. The profits can range from six figures and upwards, in amounts that begin to parallel the gross domestic product of a small country.

Let's put the prospect of flipping into context before I provide a few examples. Most of us purchased our first Porsche because of a number of reasons. Some like the power, some like the incredible engineering, some like the style, the rarity of the cars on the road and some like all of the above. Regardless of motivation, we are all here and part of the Fox Valley Region PCA because we decided to venture into the prospect of owning a dream car.

The prospect of owning a car that one dreamed about as a kid is as American as apple pie. We lucky few have been fortunate enough to realize a dream that inspired us when we were young(er). But what about those that have limitless checkbooks and the ability to purchase rarities such as the 911R, or the 918 Spyder? Or what about those who are looking to rare cars as an asset they want to add to their portfolio, similar to shares of stock? They have the ability to sign up and purchase the exclusive and rare production models that are limited in numbers.

Should they be allowed to do so even if it drives up the prices of the rare models into the stratosphere when they flip the cars? It's an interesting debate and one the manufacturers are clearly jumping into on the side of the

driving purists.

Let's consider two examples. First, there's the feud between the Ford Motor Company and the former



Ford GT

wrestler turned actor, John Cena. According to a Dec. 1, 2017, article in the Detroit News, at the end of November 2017, Ford sued Mr. Cena in Federal District Court in Michigan. The lawsuit alleges Mr. Cena breached a contract with Ford, by which he was chosen out of 6,500 online applicants to purchase one of the first 500, 2017 Ford GTs. In exchange, Mr. Cena was to keep the car for at least two years before selling it. After signing a contract, Mr. Cena purchased the supercar for close to \$500,000. However, after only a few weeks of ownership, Cena sold the car (flipped it) for an undisclosed profit.

Ford alleges that in early communications with Mr. Cena after the issue was raised, he said: "I completely understand and as stated am willing to work with you and Ford to make it right. My sincerest apologies." Since the matter was apparently unresolved, Ford sued Mr. Cena to get the Ford GT back, and to force Cena to give the profits he earned (back to the purchaser I presume).

In the lawsuit, Ford alleges, in part, breach of contract and fraud as bases to recover the car. The suit alleges: "Mr. Cena has improperly benefited to Ford's detriment by receiving a large profit from the resale. Ford also has lost almost two years of ambassadorship and brand value that Mr. Cena would have offered by owning the vehicle for the contractually required time," the complaint concludes.

"Moreover, the unlawful resale bypassed a line of people waiting to purchase the vehicle through the program, thus affecting Ford's goodwill



918 Spyder

Continued on next page

To 'flip' or to drive

Continued from previous page

and customer relationships." The suit is still pending.

Another recent example is one made by Porsche in response to perceived flipping, or speculative reselling of the 911R. It is a special model of course, limited to production of 991 examples. According to an article written by Chris Perkins, which appeared in *Road & Track* on Dec. 4, 2017, Porsche did not like the perceived flipping. So they created the 911 GT3 Touring package car. And later they created the 911 Carrera T, which will not be a limited production model.

The 911 boss at Porsche, August Achleitner, indicated that production of the GT3 Touring package car was a direct response to the speculative buying and reselling the 911R. Porsche was not pleased the reselling of the 911R was going for many multiples of the original \$185,000 asking price. "We did not expect this, let me say, crazy reaction concerning used car prices," Achleitner told *Road & Track*. "Because some people are making only money with the car. We don't like that. If [the GT3 Touring Package] helps keep the prices a little bit lower for the average customer of our cars, it's better," he added. "Of course, there are some specific customers who are a little bit disappointed, but it's ok, we can live with this."

Achleitner also said the R and the new 911 Carrera T are similar too. He had the idea for the Carrera T model back in 2015, shortly before the R made its debut. He told *Road & Track*: "I had the first idea to form such a base 911 about two years ago during the last Rennsport Reunion. I had some discussions and talks with fans and journalists, American journalists, and they mentioned such a base 911 would be nice, and I took this idea with me."

In essence, anyone who bought a 911R in the hopes of a big payday in flipping it is now slightly disappointed. The price of the model rose by multiples, but may not stay as such when sufficient production of the Carrera T and GT3 Touring package models are in the stream of commerce. On the other hand, the purists that bought the 911R for the love of driving and the added thrill of owning a limited production model can still have their cake, and eat some of it too, just not as much if they are looking to speculate the value of the sports car.

to the prospect of flipping could not be more sharply drawn. Ford chose the American way of litigating the matter and suing a customer. I'm not certain how well that bodes for people that can afford the super cars, but want to retain the right to sell it at their whim. True, Ford did have Mr. Cena sign a contract, which he apparently did, not knowing Ford would require the obligations to be kept.

On the other end of the spectrum, we have the more reserved response from Porsche. They have chosen not to engage in contracts or lawsuits. However, they have certainly retained the right to control the resale market by controlling supply and demand. Thus, they have chosen the more subtle route of economic theory to punish those who choose to strike at the purity of the brand.

As a mere mortal with little hope of owning a limited production model in the supercar category, I am glad Porsche is looking to protect the brand (and resale prices) from speculation. I really enjoy going to Porsche Parade, Rennsport Reunion and museums to see the rare supercars. But don't we all love to imagine what it would be like to own a supercar? And doesn't protecting the prices from undue speculation put those cars within a less stratospheric reach?

And most of all, for the people that own the supercars, doesn't the slightly decreased value of those rides encourage them to actually drive the car? Isn't that what it's all about?



Carrera T



GT3



911R

Enjoy the ride!

The distinction between Ford and Porsche in responding

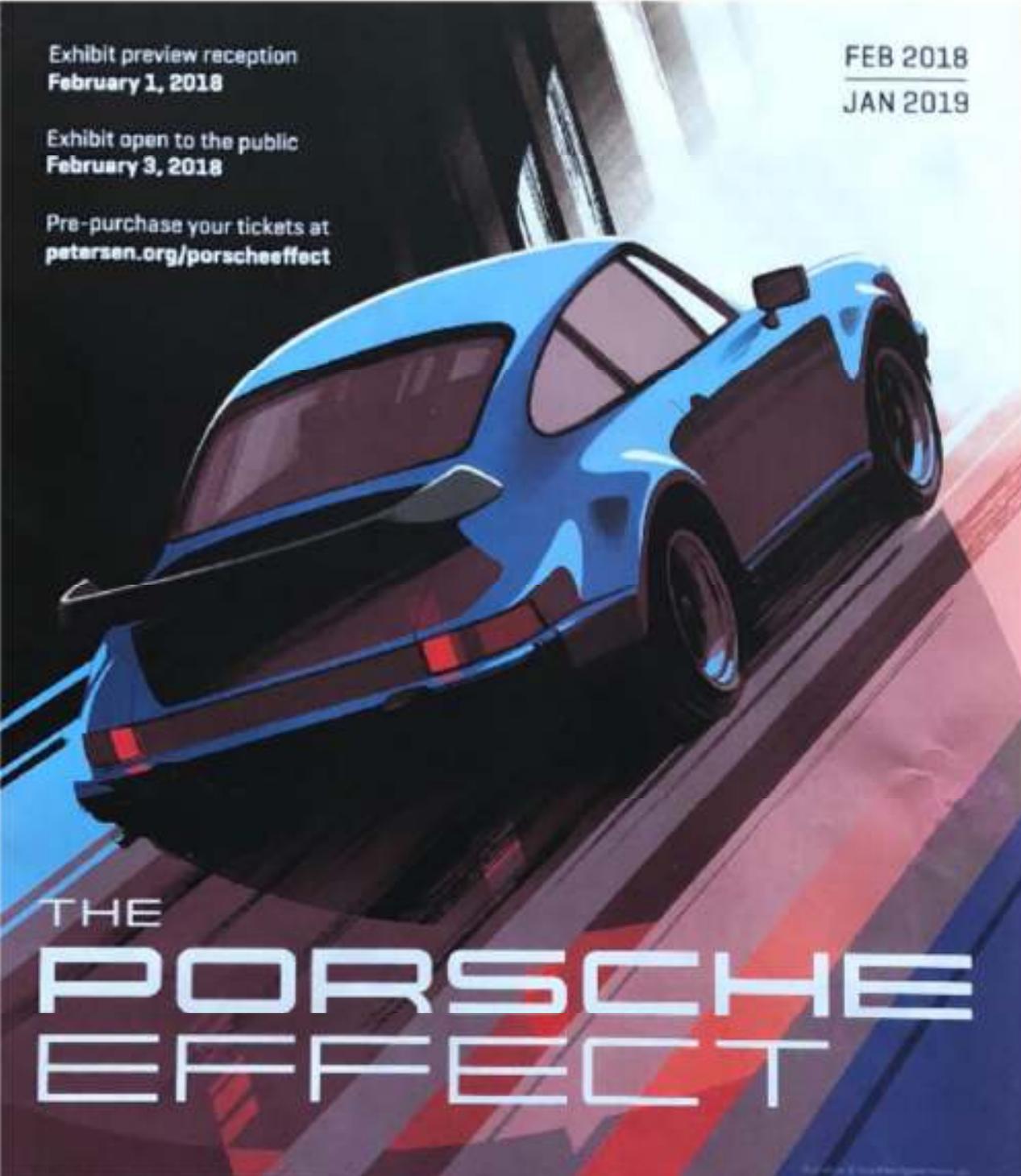


Exhibit preview reception
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Tech session and open house at Umansky enjoyed by 50

By Mike Wiviott, tech chair/photo by Donna Daufenbach

The weather outside was delightful!!!! The people inside were even better!!!!

The temp was in the mid-50s on Dec. 2; the sun was out and the Team at Umansky Porsche Milwaukee North were hosting the group from Milwaukee Region PCA for a combination Tech Session and Open House. Roughly 50 guests (old and new friends alike) from the club and a special Invitees from the Umansky team descended upon the dealership for an 11 a.m. kickoff.

After a brief introduction by myself, and club President Tony Quebbemann where we thanked Jessica Montoto, marketing manager, who was unable to join us, for helping to put this event together. Tony also reminded all of the upcoming Holiday Party and then we turned it over to Tom Herbert, service manager – Porsche.

Tom greeted everyone and then we proceeded to move out of the Mercedes service waiting area where we had gathered. First stops were the Old VW showroom and the current Porsche Showroom. For those that were not aware, Porsche Milwaukee North is getting a major makeover. The two showrooms and a little bit more are being remodeled to make way for the new entrance for Sales and direct to Service. This is not a small undertaking and we encourage club member to stop by often and review the progress. They are truly working on something special in the coming months.

After that – we proceeded on to their service area. Changes are coming to that area also. As we walked through the area we took a few minutes to talk about the alignment system that they had been using for both Porsche and Mercedes. A top-flight rig – but not enough for Porsche!!! A new unit is being installed for just them. The same can be said for the tire changing station where a high-end unit is in play today and a new \$30k plus unit is being set up for Porsche. For those on site we were also able to look over some of the various things in the service bay including an interesting experiment of a S class Mercedes and a leather couch. Also tucked in a corner was what I believe was a newer model Mercedes SLS convertible and a G550 sport ute that has had a serious aftermar-

ket make over.

On to the Porsche workshop. As we found out – this area will be moving around as part of their major remodel. Currently with six side lift racks filled with various “toys” – we were at our destination to talk about winterizing Porsches, winter tires for Porsches and the new technical team working at the shop.

Tom introduced us to Tim Zeirke, newly awarded Gold Technician. Tim just took sixth in the country during recent testing and will be working with a silver and a bronze technician at Umansky Porsche Milwaukee North. We also met Ryan Liebner from Porsche parts and Bianca Pinkerton who is the Porsche service assistant and your go to person for scheduling. Porsche Certified Brand Ambassador and General Manager of Umansky Porsche Milwaukee North – Aaron “Kiwi” Vrhovnik then joined us and we were ready to dig into the QA and session as well as discussions of what services they have to offer.



Roughly 40 minutes later – and with dozens of questions answered we took a slight break for a light lunch graciously provided by the Umansky team. We worked on more questions and on to a little in-house version of Porsche Trivial Pursuit for some wonderful gift bags and posters. With topics ranging from what kind of oil to use, rules for winter storage and even an introduction to the new 718 Boxster loaner car with snow tires on it – everyone realized that 2.5 hours had flown by. We even had discussions on the future of Porsche and the future of self-driving (autonomous) cars.

For more information about winter tires, download the Porsche winter tire brochure. Please reach out to the team at Umansky to see about making your special ride one that can go year-round!!!

The Club thanks the entire Umansky team for making the afternoon event just fly by.

We all look forward to seeing how the remodel turns out.

Look for future Tech Sessions in 2018. If you have any ideas, please reach out to Mike Wiviott. Michael.Wiviott@gmail.com.

See more photos at: <https://pcamilwaukee.shutterfly.com/pictures/3620>



Meet the 2018 board of directors, from left: Tim White, Todd Ponath, Jeff Chang, Greg Kizevic, Donna Daufenbach, Alan Bloom, Tony Quebbemann and Al Wagner.

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Facebook: <https://www.facebook.com/pca.milwaukee>

Adverting rates: http://www.porschepark.org/content/Steinlifters_ad_rates.pdf

Photo albums: <https://pcamilwaukee.shutterfly.com/>

YouTube: <http://tinyurl.com/y9w3ccnk>

Minutes — board of directors meeting

Dec 7, 2017 Ally's Bistro Menomonee Falls

Meeting called to order at 6:32 p.m. by Tony Q.
Present – Alan Bloom, Greg Kizevic, Al Wagner, Mike Wiviott, Donna Daufenbach, Tony Quebbemann, Todd Flemming, Todd Ponath, Jeff Chang, Robert Budecki, Tim White

December 2017 Minutes approved with a motion by Al Wagner, Second by Todd Flemming.

Treasurer's report -- Alan Bloom reports that the club's finances are ahead of last year with the first payment for the 2018 DE going out in January. Motion to approve treasurer's report by Todd F with a second by Greg K.

Autocross – No report. Tony Q reported that the Autocross committee is still trying to secure dates for next year. Todd Flemming is working on the step by step directions for set up and running of the new timing equipment.

Concours – No report. The board is looking for volunteers. Al bloom added that the Milwaukee Concours is holding their event in 2018 on one day only. The show and glow portion of the event will be held at the same time as the invitation- only concours.

Dealer/Liaison – Tony reports that Bev will be focusing on the web site and newsletter and not on the advertising space that is available in the newsletter. Tony reported that he is looking for someone to take on some or all of the responsibility. New board member Jeff Chang stepped up and offered to help Tony with contacting and securing potential advertisers.

DE – The 2017 committee held their thank you party for a successful DE for committee members with special thanks to Mike Schmitz for hosting. Todd P reports that the DE committee is holding their first planning session for the 2018 event Dec. 11. Also the contract is in hand ready to be signed and returned to Road America and the installment bills have been forwarded to Treasurer Al Bloom for payment.

Historian – Greg K – Nothing new to report.

Insurance – Good through the end of the year.

Membership – Donna reports the club has experienced steady growth throughout the year with 911 total members with four new. Al Bloom stated he believes that the strong growth numbers are attributable to the strong offerings the club has presented annually for members.

Rally – Bob Budecki reports that he is still interested in continuing as the lead for organizing rallies. Bob

reports that he would like to host a spring gimmick rally. Bob did report that the last few have been disappointing with only 6-8 cars participating. Some suggested dates for the 2018 gimmick rally are June 3 or June 9/10. Bob will check the calendar and come back with suggestions for the January meeting and will also let Bev know the date for posting on the Web site and addition to the club calendar.
Porsche Park – No report.

Safety – No report.

Social – Betty Arndt – Betty reports that the Holiday Party already has 80 paid attendees. There has been lots of interest in the party. Committee members made personal calls to new members inviting them to the event and those calls were well received. Betty believes that people are excited by the new venue and that we could see attendance topping 125 people. Donna D. will get photos and a projector together for the Holiday Party so we can show pictures from the year's events during the party. The cut off date for signing up for the party is set at Dec. 23. The Turbo Spaghetti event is scheduled for Feb 24 at the Gilberts in Wauwatosa. The event will be capped at 50 people. Planning for the summer picnic is underway with Matt and Laura Engerman chairing the event. The summer picnic will be held at Doctors Park with the primary date being July 28 and the back up date Aug 11. The committee will need to put down a \$100 deposit to hold the reservation but it is refundable. The committee is also looking into a fall fish fry for 2018 to take place Oct 19.

Tech Sessions – Mike W. – The 12/2 Umansky tech session was a great success with 52 attendees. Mike reports that he received great reviews on the event and Umansky was also happy with the event. Mike is looking into future tech sessions at Motion Products, Kelly Moss, and Valenti. Mike is checking with the Bavarian Bier Haus for a gathering to watch the opening hours of the 24 hours race as the club did last year. Mike will also reach out to the Audi and BMW clubs to invite them to the event as well. Mike also reports that he is reaching out to Lake Forrest Sports Cars and the Porsche Exchange for possible future tech sessions. Mike will try to lock down as many dates for next year as possible so they can be added to the calendar that will be passed out at the Holiday Party.

Tours – Al W. – Al reports that there are 20 people interested in his Asheville NC driving tour and at this point it is the only tour on the 2018 calendar. Al is hosting an informational meeting on the event Saturday, Jan. 13 at 10 a.m. at Umansky for those interested in the tour. All the information is posted on the

Continued on next page

Minutes continued from previous page

web site. Bob Budecki and Al W also talked of a day trip to Madison to tour Epic Software. Bob and Al will work together on the details and report back to the board. Mike W also suggested a day trip to tour Lambeau Field in Green Bay.

Website – Dec. Steinlifters is published. As always, thanks to Bev for another great newsletter.

Old Business – Business cards have not yet arrived. Donna expects them in the next week or two. Tony wanted to thank the election committee for their hard work on finding candidates for the board. Tony also thanked on behalf of the club and board, Mike Wiviott and Todd Flemming for their service on the board. Tony also welcomed Jeff Chang and Tim White to the board and welcomed back Donna Daufenbach for being re elected. Tony Q was also re elected to the board. Mike W reported that pricing for club logoed shirts would run \$18-\$20 per shirt and he is also looking into embroidery for the shirts. Mike will try to get a sample made in time to be shown at the Holiday Party. Mike also reported that the mugs will run approx. \$9 a piece for a 1 liter tankard. Todd Flemming reports that after discussions with Mike Bolton that a 10x15 pop up tent would be the best option for the club. Todd reports that the

club can purchase a high quality tent kit with walls, bracing and weights for approx. \$950. Al Bloom made a motion to purchase the 10x15 pop up tent not to exceed \$1,000. Al Wagner seconded the motion and the board voted unanimously to approve the purchase. Todd Flemming will make the purchase and submit a bill to the board for reimbursement.

New Business – Bob Budecki brought up name tag badges wondering if the club should offer them to new members or people who do not have them yet either at the Holiday Party or the Summer Picnic similar to the Holiday party offering last year. The Board decided it was too late to offer them for the Holiday Party. After some discussion by the board a motion was made by Todd Flemming to have nametag forms at the Holiday Party and the cost for them to be covered by the club. Tony Q seconded the motion and the motion passed unanimously. It was reported that Cliff Albino suggested the club do some sort of charitable event in conjunction with Children's Hospital. The board decided that an event with Children's would be beneficial but would like to hold any event on the hospital grounds so more children could participate. The board will discuss further at the January meeting. Mike W brought up the idea of a raffle for either the Holiday Party or summer picnic.

Motion to adjourn the 2017 Board by Todd F, Second Mike W. Board adjourned at 8:09 p.m.

Classifieds

FOR SALE: New Original Porsche Tequipment Battery Maintainer/Tender

I bought this unit 1 year ago for my 2016 Porsche Macan S as it gets stored in Northern Wisconsin over the Winter. When I took the car to Bergstrom Porsche for its oil change just prior to my storing it, they suggested they install a battery maintainer they use which stays under the hood always. I agreed to do this and tried to return the unit I bought from my Florida Porsche dealer in Destin, Florida. I was told that they are not allowed to take this back. So now I have it available for sale to any Porsche owner need-

ing one of these for over the winter storage. New, I paid \$139 and would sell it for \$75 and I pay the shipping. Bob Burress, Box 400 Saint Germain, WI 54558 715-542-4602

FOR SALE: Region name badge

The Milwaukee Region is pleased to offer high quality name badges for members to wear at PCA events. Order one for yourself and the family member or associate member who is part of your membership record. The badges are \$10. Your choice of a magnetic catch or an alligator-type clip.

Order form for name badge: http://www.porschepark.org/content/Region_badge_order_form.pdf

Tech Q & A

What's wrong with this picture? →

We are adding a new feature to Steinlifters -- a Tech Q&A column that Tim White will moderate.

Tim will field your technical questions about maintenance for your Porsche. The questions will be published in Steinlifters and readers will be invited to send in their answers. The region will not be responsible for any technical advice provided. The last names of both the person asking the question and the persons answering will be withheld. Only the first name and initial of the last name will be used.

"We know there are a lot of do-it-yourselfers in our region and we thought that sharing knowledge among members would be a great idea," Tim said. Tim is a DIY guy himself.

Questions can be about anything related to Porsche ownership -- maintenance, equipment (such as tires), modifications, features of various models, oils, storage tips etc. Answers that are not respectful in nature will not be published. The region will not endorse any specific repair shop or brands. The opinions shared by members will be expressly their opinions and not the



opinion of the region, its board or members.

Q. Changing from fossil oil to synthetic. I have been changing the oil in my 930 for years, using a fossil oil. I recently took the car to an independent shop and they are telling me I should be running synthetic oil as it is better for the turbo. Is it OK to switch to synthetic after all of these years running regular oil? What problems might I have if I do this?

Send your answers to Tim White.
tswwhite15@gmail.com

Got a question? Send it to Tim White. It will be published in the next Steinlifters for members' comments.



Steinlifters is published monthly for members of Porsche Club of America, Milwaukee Region. Comments and suggestions for content should be sent to the editor, Beverly Jurkowski, beverly.jurkowski@sbcglobal.net. We reserve the right to edit or reject all submissions.