

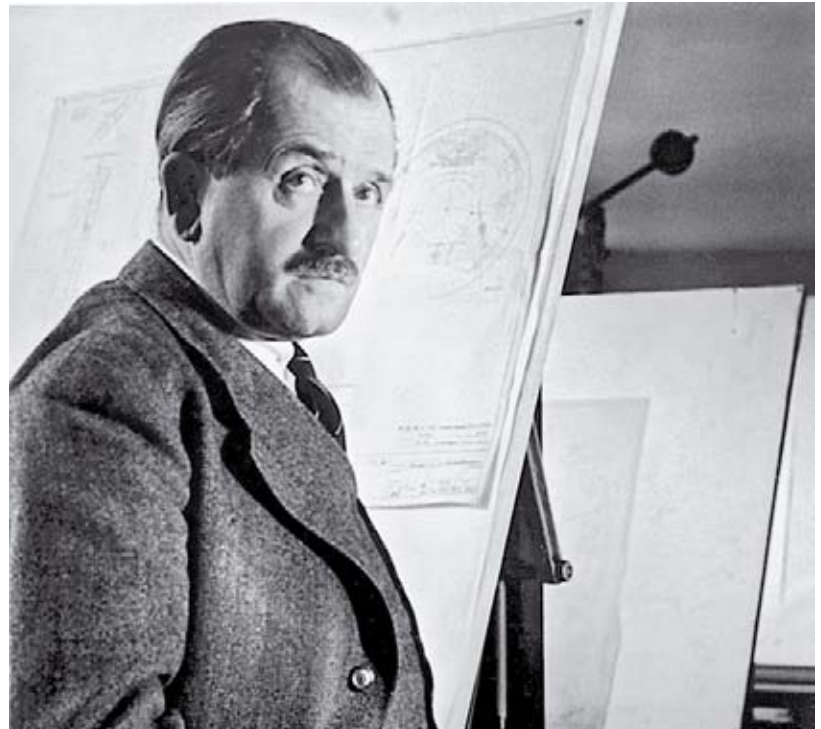


# 1: A brief history of Porsche

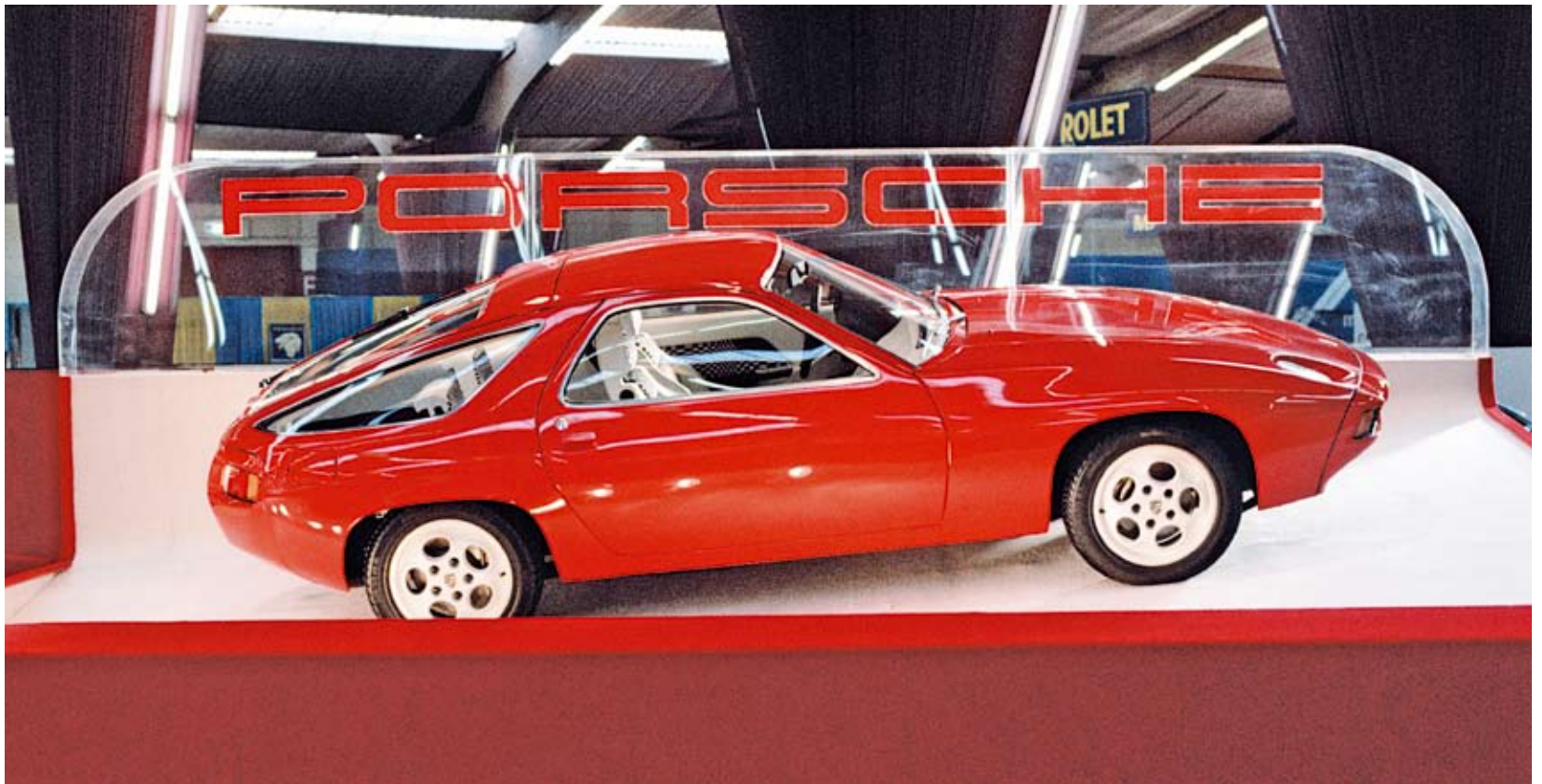
Professor Ferdinand Porsche had worked for Lohner, Austro-Daimler, Daimler (which soon after became Daimler-Benz) and Steyr, and had an unrivalled reputation in Germany as a designer. After leaving the latter concern, he felt the time had come to establish his own company. Registered in April 1931, a design studio was set up in Stuttgart with a team of hand-picked engineers and designers. This team included Porsche's son, Ferry, who was then just 21 years old.

Ferry Porsche inherited much of his father's natural flair for engineering, and although he wanted to become a racing driver, his father soon put a stop to his aspirations. This is perhaps fortunate, for without him, the Porsche company as it exists today would never have evolved, and neither would the vehicles recognized as the 'true' Porsches.

As Germany's Chancellor, Adolf Hitler was naturally



**Professor Ferdinand Porsche pictured in his design office in Stuttgart in pre-war days.**



The 928 taking centre stage in Geneva. Even the brake discs became a styling point, which was very unusual in the 1970s. The other car attracting a lot of attention at the event was the Matra-Simca Rancho, which was probably way ahead of its time back in 1977 ...





**Porsche luggage in the trunk of the strict 1981 928. Note the revised luggage cover that had been introduced the previous year.**



**Close-up of the 15-inch alloys, fitted to a 1981 US-spec 928 model.**



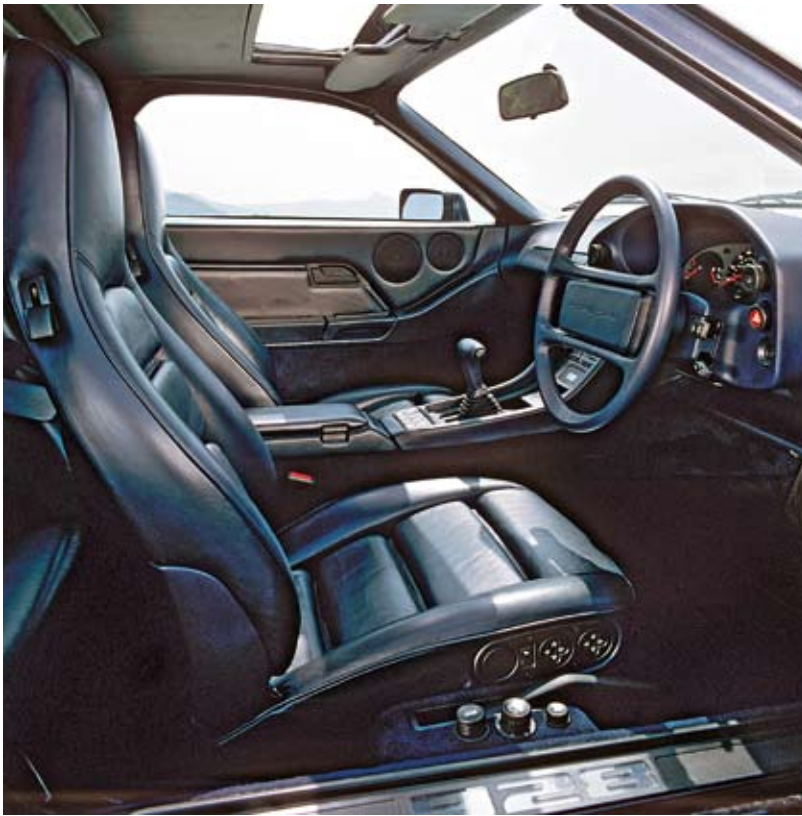
**Another view of the domestic 928 (foreground) and 928S from 1981.**

### **Standard trim options (1981 MY)**

Black, Brown, Beige or Dark Blue leather or vinyl, with seat inlays in matching leather, Blue/Black, Grey/Black or Beige/Brown chequered 'Pascha' velour, Black, Beige or Blue 'Uni-Stoffe' cloth, or Grey/Black, Blue/Black or Burgundy/Grey 'Berber' cloth. Carpets came in Black, Brown, Beige or Dark Blue.

The 1981 engines for North America (M28.15 or M28.16) were given a three-way catalyst, air pump, oxygen sensor, central cold-start injection, and L-Jetronic in order to meet Federal emissions regulations. Although many saw the return of an air pump as a retrograde step, due to the way it was applied (pumping air into the catalytic









**Gunther Steckkönig testing the 928GT with sports suspension at the 'Ring for the May 1990 edition of *Christophorus* – Porsche's in-house magazine. Note the 'Design 90' wheels.**