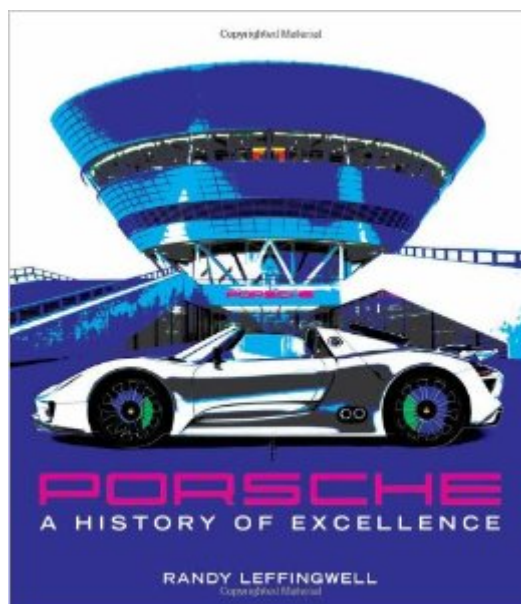


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# Porsche: A History Of Excellence



## Synopsis

No other sports car has had a run like Porsche's, on the street or on the world's racetracks. This richly illustrated volume tells the story of that fabled marque. Renowned automotive writer and photographer (and Porsche aficionado) Randy Leffingwell focuses his lens on each important model from the first 356 to today's Cayman and 911. His pictures, in-depth analyses of each car and its context, and interviews with key personnel comprise a complete, compelling, and often revealing history of the world's premier name in sports cars.

## Book Information

Flexibound: 348 pages

Publisher: Motorbooks; First edition (March 7, 2011)

Language: English

ISBN-10: 0760340161

ISBN-13: 978-0760340165

Product Dimensions: 9.5 x 1 x 10.5 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (16 customer reviews)

Best Sellers Rank: #785,871 in Books (See Top 100 in Books) #147 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Transportation #313 in Books > Arts & Photography > Vehicle Pictorials > Automotive #561 in Books > Engineering & Transportation > Automotive > History

## Customer Reviews

The author (Randy Leffingwell) does a pretty good job of relaying the company's inner workings, ambitious engineering, and market successes over time. He does this without glossing over the company's stark problems with inefficiencies, internal conflicts, and financial overreaching that at times could pitch the company toward dire straits. There are a number of recurring economic pressures faced by Porsche through the years. How currency fluctuations and American emission standards adversely affected budgets for car production, engine design, and racing obligations. It also delves into how Volkswagen and Porsche were related, not just in business, but through family ties. Both of which presented their own conflicts and operating challenges. This book illustrates Porsche's history of the highs and lows. Chapter 12 stands out as a great example of this. The spark and vision needed to continue 911 development despite its growing problems. The CEO that reminded his employees of the passion behind the name and the model that built the company. The

motivation needed and means to win in racing again. Of course, no story of Porsche is saved from its trend to unraveling and ultimate dysfunction by chapters end. The book's last chapter covers up to 2008 with Porsche engineers making vital updates to the 911 up through the GT's. All culminating with the back story engineering a Boxster variant that would ultimately become the well received Cayman series. This chapter fittingly ends an era of automotive history of Porsche on the upswing.-----By 2009's end Porsche's audacious plan to take over Volkswagen backfired. Ending its run as an independent sports car maker. Worth the read - Tables Turn in Porsche's Pursuit of VW - Link <http://goo.gl/ktj0bX>

The book does a good job chronicling Porsche's history. Nice photos. It would be nice if it had some more info on the latest generation 911. Great book for the money.

Good history and overall well written. Sometimes more information than I wanted on the bore and stroke of engines, but overall a good combination technical and historical history of Porsche with a good mix of pictures.

This is a nice overall history of Porsche that was a good value for the price. The photos were excellent, and while it was not a "nuts and bolts" technical as most of the Porsche history books I it did have some stories that I had not read about before and new interviews. I would say this is the book for the average Porsche enthusiast but may be found lacking by Porsche technophiles.

Leffingwell is one of the world's experts on Porsche engineering, marketing, company politics, and all matters Porsche. His style is objective and fact-oriented without being patronizing. While there is some overlapping material with his other works, this book nonetheless presents a comprehensive authoritative historical analysis of the growth of one of the world's most fascinating car companies.

A very nice history about a very good car company. Easy reading, not a stats book but full of history and excellent photographs!

Bought it as a gift. It was very well received by the gentleman who got it, and he's a Porsche fanatic.

Amazing book. Fabulous photography and lots of Porsche history.

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