



PORSCHE

News Release

February 23, 2022

No. 19/22

## Bringing back the Classics

*Porsche Classic Restoration Challenge returns for 2022*

**Atlanta** For the second consecutive year, Porsche Classic is hosting its nationwide Restoration Challenge, inviting dealerships to return a beloved Porsche sports car from the 1950s to 2000s back to its original glory.

The U.S. is home to more classic Porsche sports cars than any other market, and after decades on the road some will inevitably be in need of a little extra care. For the 2022 Porsche Classic Restoration Challenge, dealers will acquire a car that is due for some expert technical attention and oversee the vehicle as it undergoes restoration in the best possible hands: Porsche-trained technicians who will have a portfolio of more than 60,000 unique Porsche Classic Genuine Parts at their disposal.

The 2022 edition of the Challenge is expected to have more than 60 dealers participate, a 50% increase in involvement year-over-year.

“The mission of Porsche Classic and our dealer partners is to go above and beyond every day to keep vintage cars on the road and driving just as well as the moment they left the factory,” said Jonathan Sieber, Manager Porsche Classic with Porsche Cars North America. “With the Restoration Challenge, dealers and service teams are able to showcase their skills and capabilities while revitalizing these dream machines. Our inaugural competition in 2021 produced some truly stunning examples of classic Porsche sports cars, and we expect even more from our participants this year.”



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Porsche 356 and 914 models, five generations of the 911, transaxle models like the 944 and 928, as well as modern classics such as the first-generation Boxster and Cayenne are eligible for the Challenge, which will run through July. All entries will be judged at one of three central events, where one finalist will be picked to represent their respective areas of the country: East, South-Central and West. Those three area winners will then move on to the final where the overall winner will be announced in September.

All along, a panel of experts from Porsche Cars North America, Inc. (PCNA) will be judging the progress based on criteria that include not only Restoration - such as engine, suspension and interior – but also Marketing and Documentation like the Classic Technical Certificate, which includes original vehicle production information.

Authenticity, craftsmanship and, most importantly, a smooth-running engine will decide which car takes home the top honors of the 2022 Porsche Classic Restoration Challenge.

### **2021 Porsche Classic Restoration Challenge**

The 2021 Porsche Classic Restoration Challenge saw close to 40 dealerships from around the country take part.

After months of diligent work, documentation and check-ins, the 1989 Porsche 911 Targa G-Model restored by Porsche Ontario won top honors over a 1990 Porsche 911 Carrera 4 Targa Type 964 from Porsche Dallas and 1990 Porsche 911 Carrera 4 Type 964 from Porsche Warrington. The overall winner was crowned in Victory Circle at the Indianapolis Motor Speedway during Sportscar Together Fest.



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The bold red “Carrera” lettering down the side of the 1989 Porsche 911 Targa G-Model tips a hat to the work the Porsche Ontario team did under the hood of its Area West winner. With an engine-out restoration underway, the team decided to upgrade the performance and aesthetics of its 117,000 mile sports car into an RS-inspired ride. The results are stunning.

“If you told me I would be re-building a 3.2 Carrera engine as part of a Porsche Classic competition I would have told you that you were crazy,” said Manni Viana, Porsche Ontario Service Manager. “This project was a culmination of all the love and passion for the brand that I’ve had since childhood. I have been with Porsche for over 30 years as a Technician in Motorsport while doing retail and now as a Service Manager at the newest Dealership in Los Angeles. It wouldn’t have been possible without the support of my owner Steve Kienle, my GM Mark Marchant, my Foreman Matt Esber and my whole team at Porsche of Ontario. Being able to put my skills to the test and be competing among the best Porsche restorations in the country is one of the best achievements I’ve had in my career and I have never been prouder.”

Porsche Ontario will be entering a 1993 Porsche 911 RS America Type 964 in the 2022 Porsche Classic Restoration Challenge.

## Info

To ride along for the transformation of these amazing cars, enthusiasts can watch this space on Porsche Newsroom and follow #porschere restorationchallenge22 on social media.

***Further information and photo material in the Porsche Newsroom: [newsroom.porsche.com](https://newsroom.porsche.com)***



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**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 194 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's more than 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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