



**Celebrating 70 years of Porsche in Australia.**

**70** SINCE 1951  
PORSCHE AUSTRALIA





# 1950s

Australia's long lasting love affair with Porsche began in 1951. Melbourne businessman, Norman Hamilton, while on a trip in Europe, had a chance encounter with a Porsche test driver in the Austrian Alps. He swiftly secured the Australian and New Zealand distribution rights. Four months later, the world's first factory right hand drive 356 Coupe and 356 Cabriolet arrived in Melbourne.



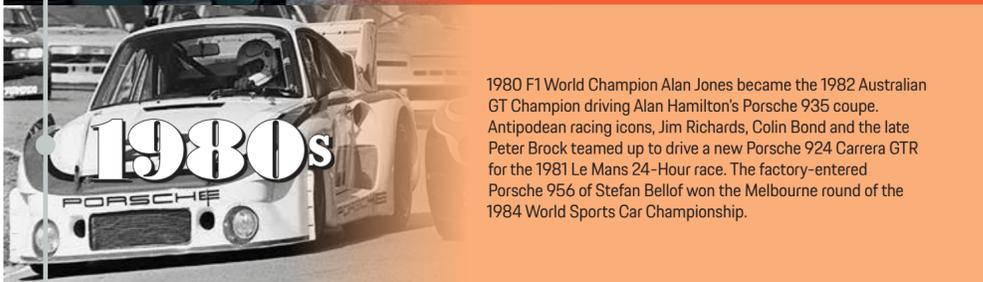
# 1960s

With import numbers increased, dealers were soon appointed across the country. In 1963, the first state-based Australian Porsche Club was formed in Sydney. Then, in 1965 the new six-cylinder 911 arrived attracting a new legion of fans. Porsche had a true performance car. Porsche then tasted official motorsport success with their first national motorsport title in 1966. A legacy was born.



# 1970s

The Porsche 911 Carrera 2.7 RS arrived in 1973. Just six of the cars originally came to Australia, at the time costing the same as a good suburban house. In the belief that the 911 was nearing the end of its development in the face of tightening emission and safety regulations, Porsche rolled-out the front-engined four-cylinder 924 entry model and the V8-powered 928 Grand Tourer.



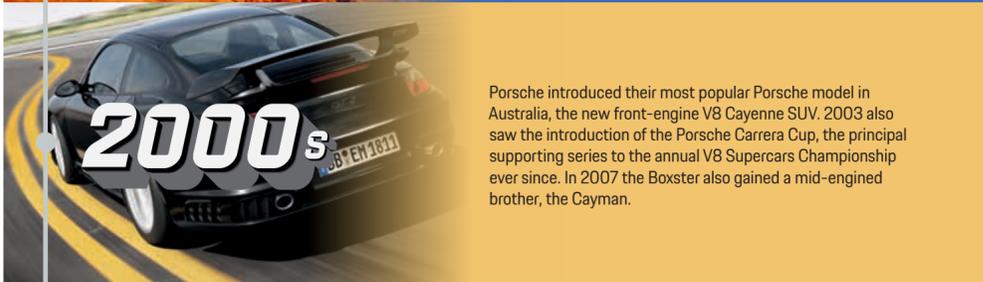
# 1980s

1980 F1 World Champion Alan Jones became the 1982 Australian GT Champion driving Alan Hamilton's Porsche 935 coupe. Antipodean racing icons, Jim Richards, Colin Bond and the late Peter Brock teamed up to drive a new Porsche 924 Carrera GTR for the 1981 Le Mans 24-Hour race. The factory-entered Porsche 956 of Stefan Bellof won the Melbourne round of the 1984 World Sports Car Championship.



# 1990s

The new mid-engined Boxster roadster arrived early 1997. It shared more than 40 per cent of its components with the new and similarly water-cooled Porsche 996 that followed shortly afterwards. Together, these new models revived Porsche's fortunes. Also, to celebrate Porsches 50th Anniversary, noted Indigenous artist Biggibilla painted his 'dreaming' song lines on a new 911 Carrera coupe.



# 2000s

Porsche introduced their most popular Porsche model in Australia, the new front-engine V8 Cayenne SUV. 2003 also saw the introduction of the Porsche Carrera Cup, the principal supporting series to the annual V8 Supercars Championship ever since. In 2007 the Boxster also gained a mid-engined brother, the Cayman.



# 2010s

The Cayenne E-Hybrid launched internationally in 2010 and arrived in Australia shortly afterwards – with the Panamera E-Hybrid following it into showrooms. While on the motorsport front, a factory supported GT3 R driven by Queensland's Matt Campbell brought Porsche its first Australian victory in International GT3 racing when it won the 2019 Liqui-Moly Bathurst 12 Hour race after dramatic final laps.



## Future driven.

Porsche continued to forge its way into the world of electric vehicles - embracing new electric vehicle technology, at a new 'greenfield' training centre at Melbourne's Essendon Fields. Finally, the new benchmark for EV technology and performance, the all-electric Porsche Taycan, went on sale in Australia in early 2021 - setting the brand on a bold and exciting future. [Discover the new Taycan at porsche.com.au/Taycan](https://porsche.com.au/Taycan)



### Electrifying Australia's Soul.

Porsche's new all-electric Taycan has landed in Australia with a scintillating spectacle in Sydney. Marking the beginning of a new era, it connects the brand's history with an electric future.

Scan to watch



## How Porsche Australia came to be.

Less than three years after the first Porsche got its road permit in 1948, Melbourne businessman Norman Hamilton shook hands with Ferry Porsche to become only the second agent outside Europe for the then barely-known German sports cars.

In the process, he instigated the production of the world's first right hand drive Porsches, forging a close and warm relationship with the parent company that remains unique and strong to this day.

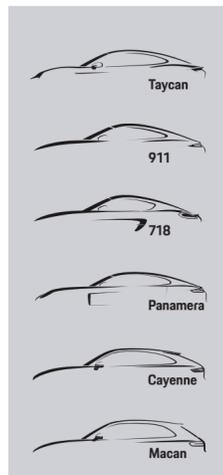
It all happened originally by serendipity. Hamilton, who was on the way from Austria to Switzerland to investigate the latest in hydraulic pump technology for Australia's nation-building Snowy Mountains Hydroelectric power scheme, was overtaken on a mountain pass by Porsche test driver Richard von Frankenberg driving a silver 356.

So impressed was Hamilton with the little silver car that he caught up with von Frankenberg when he stopped at an Inn and after inspecting the car, decided on a whim, to follow him back to the factory.

There, in a burst of entrepreneurial enthusiasm and after a formal introduction to Ferry Porsche, followed by a short factory tour, he secured the Australian and New Zealand commercial rights to sell the rear-engined sports cars.



Scan to watch Porsche's past meet the future



### The flyline is our bloodline

Ask a child to draw a sports car and they'll draw the shape of a Porsche.

From the very first sketches by the hand of Ferdinand Porsche to today, our flyline is and forever will be unmistakable, iconic and timeless.



### Porsche AR Visualiser

Build the car of your dreams with our online car configurator. A world first in the automotive industry, the online tool allows more than sextillion different illustration facilities enabling an unparalleled level of detail.

Once completed you can share a 360-degree model with your friends, or sift through the detailed consumption and price data generated specifically for your build.

Find it on the App Store.



### ROADS by Porsche

Access the world's most epic routes, simplify your road trip planning, discover new destinations, and connect with driving enthusiasts across the globe. ROADS by Porsche is an app for people who love to drive.

Download it today to create your own profile and become part of the ever-growing driver community. Together we can build the world's largest catalogue of epic routes.

Find it on the App Store.

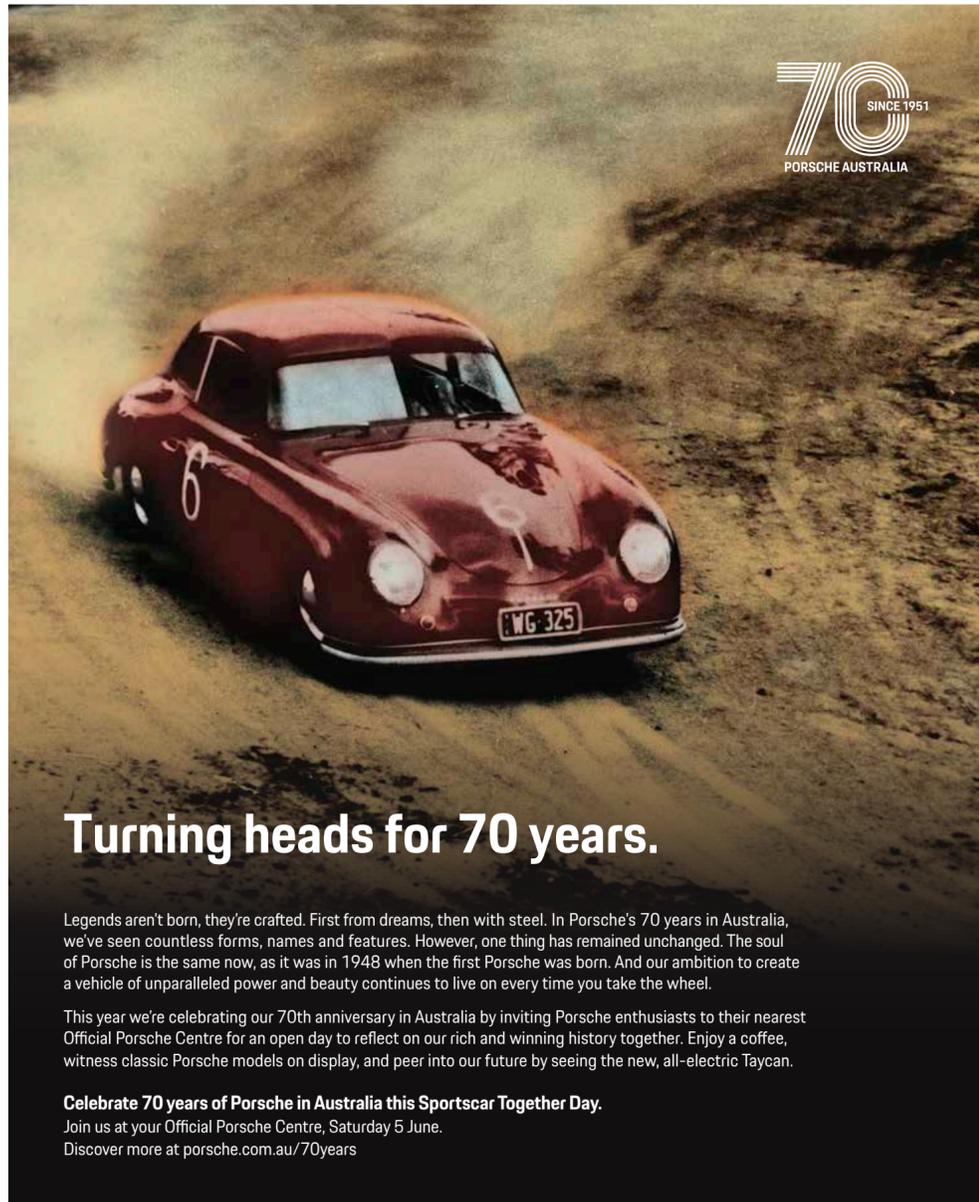


### Porsche on Instagram

We love hearing about your passion for Porsche and invite you to share it with our thriving online community. It might be a picture of your dream Porsche, or a video from your Sunday drive.

Whatever it is, hashtag **#PorscheAustralia** to connect and interact with the thousands of Porsche enthusiasts across Australia.

Follow @PorscheAus



70 SINCE 1951 PORSCHE AUSTRALIA

## Turning heads for 70 years.

Legends aren't born, they're crafted. First from dreams, then with steel. In Porsche's 70 years in Australia, we've seen countless forms, names and features. However, one thing has remained unchanged. The soul of Porsche is the same now, as it was in 1948 when the first Porsche was born. And our ambition to create a vehicle of unparalleled power and beauty continues to live on every time you take the wheel.

This year we're celebrating our 70th anniversary in Australia by inviting Porsche enthusiasts to their nearest Official Porsche Centre for an open day to reflect on our rich and winning history together. Enjoy a coffee, witness classic Porsche models on display, and peer into our future by seeing the new, all-electric Taycan.

### Celebrate 70 years of Porsche in Australia this Sportscar Together Day.

Join us at your Official Porsche Centre, Saturday 5 June. Discover more at [porsche.com.au/70years](https://porsche.com.au/70years)

