

Bringing back the Classics

23/02/2022 Porsche Classic Restoration Challenge returns for 2022

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.”

2022 Porsche Classic Restoration Challenge entries

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.

2022 Entry - Porsche Chandler - 1982 Porsche 911 SC

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.

Info

To ride along for the transformation of these amazing cars, enthusiasts can watch this space on Porsche Newsroom and follow #porscherestorationchallenge22 on social media.

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.

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.

Background information on each of the 2021 finalists

Area East 2021 - Porsche Warrington

1990 Porsche 911 Carrera 4 Type 964

When Porsche Warrington acquired its 1990 Porsche 911 Carrera 4 Type 964 it was in need of a total makeover down to the carpet. Most pressing, however, was the neglected Marine Blue Metallic paint that had been peppered, burned and scratched after years on the asphalt. The complete respray was one of many details that elevated the era-appropriate restoration to Area East winner.

“The Porsche Classic Restoration Challenge was a great experience for our dealership. It not only encouraged the collaboration between parts, service and sales, but it also brought everyone together around a vision that demonstrated our collective passion and enthusiasm for the Porsche brand,” said Marc Brenner, General Manager of Porsche Warrington. “We look forward to sharing our project and using it as a Porsche Classic show case with not only our customers, but fellow enthusiasts and our entire dealership team.”

Area South/Central 2021 - Porsche Dallas

1990 Porsche 911 Carrera 4 Targa Type 964

It was another Porsche 911 Type 964, this example from Porsche Dallas that would capture the eye of judges at the Porsche Experience Center Atlanta, where the regional finalists of South/Central were being inspected. Pebbled leather on the roof and side mirrors looked factory-fresh, and just as clean as the navy leather inside.

“We were given the opportunity to partake in the Classic Challenge with our client's 1990 911 C4 Targa in Dunkleblau – “Dark Blue.” We really enjoyed getting to know the client and the ownership history of the car. The client's initial plan was to just get the car drivable again but once we looked the car over, we realized it was going to need a lot of work,” said Patrick Huston, General Manager of Porsche Dallas. “The most rewarding part of the challenge was building the value of restoring the car to the client, which made all the hard work worth it on that first test drive. Being able to feel the performance of the 911 during its first test drive, compared to how the car would barely move when we first received it, was well worth our efforts into making the car new again. Something interesting of note, this 911 is number 90 of the 964 platform.”

Area West 2021 - Porsche Ontario

1989 Porsche 911 Targa G-Model

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“Metal sharpens metal and to be a finalist in Indiana with the best, is an honor.”

MEDIA ENQUIRIES



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America
404-539-5031
frank.wiesmann@porsche.us

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