



Porsche mourns Alan Hamilton

04/03/2025 Dr. Ing. h.c. F. Porsche AG and Porsche Cars Australia are mourning the loss of Alan Hamilton, the former Australian importer and distributor of Porsche Cars in Australia, who has passed away at the age of 82.

Alan Hamilton was only nine years of age when his father, Norman, introduced Porsche to his life – and Australia.

In 1951, his father's chance encounter with noted German racing driver and Porsche tester, Richard von Frankenberg, during a drive from Austria to Switzerland to investigate the latest in pump technology for Australia's nation-building Snowy Hydro project, led to a meeting with Ferry Porsche. The introduction saw Australia become only the second Porsche market outside Europe, following Max Hoffman's appointment in the USA.

Alan commenced his career with Porsche in Australia when he entered the Hamilton family business in 1962. He began by establishing the marque's service division in Melbourne and later moved to retail sales.

He started his successful racing career in a 1954 VW Beetle and went on to achieve successes in various Porsche sports cars, including a 904/8 Bergspyder, 906 and various 911s, including a special 911 T/R in which he almost secured the 1969 Australian Touring Car Championship.

Alan led the growth and expansion of Porsche in Australia for many years, during which time he created his landmark Melbourne dealership in Church Street, Richmond.

Norman and Alan Hamilton laid the foundations for Porsche in Australia for 41 years, paving the road for a marque that has become one of the Australian motor industry's longest-standing and most cherished brands.

Dr. Ing. h.c. F. Porsche AG and Porsche Cars Australia extend their condolences to Alan's family and friends.

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