Turbofied

28/12/2020 Guus Reinerink is an entrepreneur whose days are busy and tightly scheduled. For a few hours, he swaps his 930 Turbo for the Taycan Turbo – and just for a while he takes his foot off the metaphorical pedal.

"No Wi-Fi? No way!" For Guus Reinerink, family holidays can only be spent at carefully chosen locations. Fast Internet is a must for him and wife Saskia, as is the willingness of hosts to accept parcels and mail on their behalf. "We expect speed from all our partners, so we can't be the ones causing hold-ups." Reinerink is 51-years-old, a father of four, born and raised in the Netherlands, where the family live today. Tall, athletic and dressed in his favourite colour (blue) right down to his suede shoes, he opens the door to his company – "Corporate Fashion Industries".

The name of Reinerink's business is displayed prominently in front of the building in Ytong letters measuring almost three metres tall and painted to give the appearance of concrete. We have parked the Porsche Taycan Turbo next to "Corporate"; diagonally above is the boss's desk on the first floor. Nineteen steps lead up to the office. Car books and models fill the shelves, rally posters hang on the walls. An elderly man smiles from an oil painting on the side of the bookshelf in the direction of Reinerink's favourite car – a Porsche 911 from 1965 in Aga Blue. Parked two car lengths along from it is a 911 S with a 2.2-litre engine from 1971 in Ruby Red.

"You can't make something out of nothing"

"That's my father," he says, pointing to the portrait, and revealing how he was brought up in a very loving family. His mother was a housewife, his father was employed in a textile factory, and with four children at home there was always something going on, as there is today as his home. "That was a wonderful world. I appreciate everything I have today, because I know that nothing happens by itself," he explains, adding his life motto: "You can't make something out of nothing". Then all of a sudden his expression is serious: "But you also have to be lucky in life". He has been.

Reinerink is the proprietor of a textile company that produces corporate clothing. He studied International Marketing, graduating at the age of 21. His career ambition? "I always wanted to go into business," he says, chuckling as he recalls his first deals. "Even as an eight-year-old I used to dig up plants from the forest and then sell them." As a student, he dealt in cars. "Even though I didn't have a clue about technology, I knew that I could sell trust."

Sometime between digging up plants in the forest and his 50th birthday in July 2019, he had a lucky break. At the age of 22, he applied for the position of Sales Manager at the clothing company "State of Art". "There was a Porsche 944 Turbo in the car park, virtually right next to the entrance," he recalls. The Porsche belonged to the boss, Albert Westerman, who would later become his father-in-law. A few

months after the interview, Reinerink had the opportunity to accompany him to a factory collection in Zuffenhausen. A few weeks later, at the age of 23, he was sitting behind the wheel of a 964 C2 Coupé.

"That was the first time I drove a Porsche. I'll never forget it." Something else he'll never forget is meeting his then boss' daughter. Saskia. "Sparks flew as soon as we met. It took me a few months to confess my love for her to her father," recalls Reinerink. He was delighted by his reaction. "It was my decision to bring you into the company. So who am I to say you're not good enough for my daughter?" Reinerink worked at "State of Art" for almost 17 years before coming to the decision that he "would rather be a small-time boss than a big-time employee", and founded his current company together with Saskia as Office Manager. And what's it like working with your spouse? "That was the best decision we've ever made. We work really well together, as a couple and as business partners. We pull in the same direction and are passionate about making stylish

Reinerink shows us rally wear, swatches, posters – it takes what feels like an eternity for him to show us downstairs and into the garage. He opens the door to reveal a varied Porsche collection: a 914 in amongst 911 cars from every era. At the back right there is a very rare model: a 911 T with a 2.4-litre engine, driven by the Dutch police in 1974. The blue light still works. A few years ago, Reinerink drove the Targa to the Concours d'Elegance at Pebble Beach. "That was a great experience. The only thing that beats looking at a Porsche is driving one." And with that, he starts the three-litre boxer engine of the 930 Turbo, on the left – ideal for a left-hander, he thinks.

We as right-handers also enjoy turning the key on the left. The rain has cleared – time for a quick outing. His favourite route takes us along the long tree-lined roads around the small town of Lichtenvoorde. The town of 13,000 inhabitants in the province of Guelders is known to motocross fans as the home of the lively annual Zwarte Cross Festival, the largest motocross event in Western Europe.

Reinerink stops his 1975 930 Turbo next to the Taycan Turbo, takes a quick snap for the family chat group "Team Reinerink", sends it, and sets off again. Platinum diamond. The roads are wet; the sun is struggling to break through the clouds. Reinerink is in raptures over the turbocharger, the perfection of the design, the five round instruments, which for him are as intrinsic to this Porsche as team clothing to the Mille Miglia.

Outings as a personal luxury

"I find it incredible that this Porsche was built 45 years ago. To me it is still modern, powerful and attractive." He likes to unwind in his classic cars: "With four children at home, outings like this are an absolute luxury for me". His daughter has already reacted to the photo of the Taycan in the family chat group: "Are you picking me up from school in it?" Winking emoji. Reply: "Who knows!" Laughing emoji.

In the Taycan Turbo, the driver marvels at the paint colour – Gentian Blue Metallic. "This is my first time starting an electric car," he says with a rather serious expression. Yes, Reinerink, it's already on, just set the gear stick to the right of the steering wheel to "D" and away we go. Quietly. Wow. Reinerink talks

about holidays he would like to take as he cruises through his homeland in the Taycan Turbo. "A road trip from north to South Africa would be great to unwind," he says, returning to the here and now when the road clears and he sees his chance to hit the accelerator: "The acceleration is indescribable." Again. From 0 km/h. The road ahead is clear. He laughs. "It drives like a Porsche. It looks like a Porsche. I think this is the future. Of course, that is also what the people in the know are predicting."

He turns round and marvels at the small turning circle. Rear-axle steering. Ah, Reinerink doesn't want too much information. He searches for the right words. "At first, the Taycan doesn't feel real at all, more like you're sitting in front of a games console. Without sound." A wonderful new world, he thinks, so calming. Perfect for focusing your mind. Making calls. Unwinding. Cruising. Speeding up, slowing down. Exuberant yet grounded. We get out. His journey home and the Taycan now belong to him. Barely half an hour later, Reinerink picks us up again. He has to go. His 15-year-old daughter has football training, four times a week. The proud father likes to accompany her, including to weekend matches. She would like to become a professional player. "Whether she will manage it isn't certain. She has to fight in her position as a full back," he says, quoting himself again: "But you also have to be lucky in your career."

Taycan Turbo – technical specifications

Taycan Turbo (2023): Electric power consumption* combined (WLTP) 23.6 – 20.2 kWh/100 km, CO emissions* combined (WLTP) 0 g/km, CO2 class A

Engine: two permanently excited synchronous motors (PSM)
System voltage: 800 volts
Power output: up to 500 kW/680 PS (overboost)
Torque: 850 Nm (Launch Control)
Gearbox: two-speed transmission on the rear electric motor
Kerb weight: DIN 2,305 kg
Top speed: 260 km/h
Acceleration: 3.2 s from 0–100 km/h with Launch Control
Range: 381–450 km (according to WLTP)
Year of manufacture: 2019

911 Turbo 3.0 (930) – technical specifications

Engine: six-cylinder boxer engine
Displacement: 2,993 cm^3
Power output: 260 PS at 5,500 rpm
Torque: 350 Nm at 4,000 rpm
Gearbox: four-speed manual transmission
Kerb weight: 1,195 kg
Top speed: 250 km/h

Year of manufacture: 1975

Info

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MEDIA ENQUIRIES



Christina Rahmes

text@christinarahmes.com



Theodor Barth

mail@theodorbarth.de

Consumption data

Taycan Turbo (2023)
Fuel consumption / Emissions

WLTP*
Electric power consumption* combined (WLTP) 23.6 – 20.2 kWh/100 km
CO emissions* combined (WLTP) 0 g/km
CO2 class A Class

*Further information on the official fuel consumption and the official specific CO emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, COEmissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

Path: media/Images/img_2.jpg
Title: Corporate Fashion Industries, Taycan Turbo, 2020, Porsche AG
Subline: On the right of the picture is the Taycan Turbo. Two yellow 911 cars from the ground floor can be seen reflected in the windscreen.

Path: media/Images/img_3.jpg
Title: 911 Turbo 3.0, Taycan Turbo, 2020, Porsche AG
Subline: These two Turbos are separated by 44 years. The 930 Turbo was once considered one of the fastest sports cars in the world. The Taycan defines silence as a new luxury.

Path: media/Images/img_5.jpg
Title: 911 Turbo 3.0, Taycan Turbo, 2020, Porsche AG
Subline: The handsome classic takes the lead: large rear spoiler, wide wings, three-litre boxer engine. Followed by the fast man of the hour: the Taycan Turbo with two electric motors on the front and rear axle for indescribable propulsion.

Link Collection

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