

Porsche: Excellence Was Expected

The Comprehensive History of the Company, its Cars and its Racing Heritage

by Karl Ludvigsen

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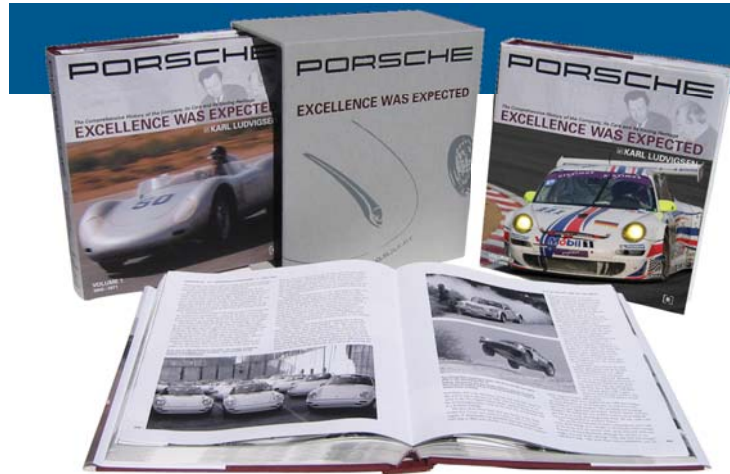
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Since 1977 Karl Ludvigsen's **Porsche: Excellence Was Expected** has been regarded as the definitive work on Porsche history. In this masterwork Ludvigsen presents the inner workings, masterpieces and failures of an independent automaker that has exerted a disproportionately powerful influence on the automotive industry. Remarkable both for its breadth of coverage and its technical depth, **Excellence Was Expected** covers every Porsche road and racing car from the company's beginnings through the development of the 2009 Panamera.

In this first revision since 2003, Ludvigsen has updated the three-volume set through 2008, including five augmented chapters, five completely new chapters, and 230 new images. The five new chapters feature full-color artwork throughout and cover the RS Spyder, the Cayman, The Type 997, the 997-based GT racers and the Panamera. He also looks closely at Wendelin Wiedeking's financially savvy stewardship of the Porsche company through the first decade of the twenty-first century.

With this 2008 edition, **Excellence Was Expected** remains "the definitive archetypal marque history," (Michael Scarlett, *Autocar*) that it was in its first edition. And Karl Ludvigsen continues to set the bar high for automotive historians, just as the company he chronicles continues to shape our very definition of the term "sports car."

About the Author



Author Karl Ludvigsen.

Author Karl Ludvigsen is among today's most respected automotive historians. He has served as technical editor of *Auto Age* and *Sports Cars Illustrated* magazines, as east coast editor of *Motor Trend* and as editor of *Car and Driver*. He is the author, co-author or editor of more than three dozen books and reports about cars and the motor industry.

Also available July 11, 2008 by Karl Ludvigsen:
Ferdinand Porsche—Genesis of Genius
in a highly collectible limited edition.

More info at: www.bentleypublishers.com/genesis



New for the 2008 edition

- 257 new or revised pages and 230 new photos
- Five new full color chapters covering the RS Spyder, the Cayman, the Type 997 production and GT cars, and the Panamera
- Updated coverage of the Boxster, the Type 996, the Cayenne and the Carrera GT
- Updated Competition Victories appendix



At the Watkins Glen Six Hours, 1970, a Carrera 6 (Bartling/Peterman/Ranier) leads the third-place finisher, a Ferrari 512S (Andretti/Giunti). Victory went to two Porsche 917's. Photo by Barry Tennin

Porsche brazenly broke free of its sport-car niche with the launch of its Leipzig-built Cayenne in 2002. In this sport-utility developed in cooperation with Volkswagen, the emphasis was on "sport." Photo courtesy Dr. Ing. h.c. F. Porsche AG



At Sebring in January of 2008 the Penske team's RS Spyder strutted its stuff in the ALMS practice session, showing that despite a weight penalty it still had the credentials to lead the field. Photo courtesy Dr. Ing. h.c. F. Porsche AG

1988 Type 911 Carrera. Illustration by Carmen Console

