

EVENTS / CAUSES

Porsche builds brand community, showcases model history

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Promotional image for the Porsche Rennsport Reunion

By STAFF REPORTS

Porsche Cars North America is gathering brand enthusiasts to participate in the fifth Porsche Rennsport Reunion Oct. 9-11.

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The Rennsport Reunion attracts around 1,300 vehicles from Porsche Club of America members and will take place at the Mazda Laguna Seca in Salinas, CA. Although automakers have developed formidable communities on social media, the most valuable consumers are those who attend brand gatherings.

The core

The Rennsport Reunion occurs around once every three years and brings together Porsche models from the past 66 years, representing the vehicles most coveted by brand followers.

Porsche will supplement the affairs with many rare models and will pay special tribute to the 919 LMP1 Prototype, a vehicle that helped launch the brand's racing profile.

Attendees will spread out among the show fields, racecourses, and parking lots of the Mazda Laguna Seca to create a festival of Porsche models.



Porsche Spyder

The three-day program will feature on-track events and special activities that celebrate the brand's history.

Porsche initially hosted the event on the East Coast, but shifted to the West to appeal to the many brand enthusiasts in the region.

Other automakers have recently hosted brand gatherings.

Italian automaker Maserati furthered its centennial celebration by traveling to historic landmarks in the brand's history.

From Sept. 18-20, consumers followed the brand on social media and through a dedicated microsite to see how the festivities progressed. Hosting a physical event with digital extension helped Maserati involve both locals and a larger fan base in the milestone ([see story](#)).

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