

EVENTS/CAUSES

Porsche brings history to race track for brand enthusiasts

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Porsche Rennsport Reunion

By NANCY BUCKLEY

German automaker Porsche is hosting the fifth installment of Rennsport Reunion V, an event that honors Porsche's history at Le Mans.

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Porsche's event is a celebration in North America that raises attention toward the automaker's racing history. A separate Web site was created by the brand to bring attention to Rennsport Reunion V and will likely create a hub for interaction with fans through a hashtag and up-to-date information on drivers and cars attending the event.

"The new Web site, porscherennsportreunion.com will add to the overall theme of Rennsport for all of fans and enthusiasts - those who can and those who won't be able to make it to Monterey this fall," said Dave Engelman, media relations manager at [Porsche](#), Atlanta.

"With pictures, videos and stories from the past four Rennsport Reunions, along with information on the upcoming fifth installment, there will be a lot to see, read and follow," he said.

Brand extensions

The event will be held at the Mazda Raceway Laguna Seca Sept. 25-27. The event will highlight the brand's 16 wins from 1970 to 1998 at the 24 Hours of Le Mans.

Porsche's event is the largest gathering of Porsche's racecars and drivers. The first three events were on the East Coast, but in 2011 Rennsport Reunion relocated to the Laguna Seca.

Guests will see the iconic racecars on the track at near race speeds and have a chance to see the cars and meet the drivers.

Drivers attending include Hurley Haywood, who has won 24 Hours of Daytona five times, the 24 Hours of Le Mans three times and the 12 Hours of Sebring and Derek Bell, who is a five-time time winner of the 24-Hours of Le Mans – four times in a Porsche.

Vehicles attending, images, videos and schedule of events are available on the site.

Race time

Racing is a part of automakers that the casual consumer is not necessarily familiar with, but die hard fans engage with on a regular basis. Focusing on the race side of a brand can reach out to the aspirational consumers who are interested in the non-consumer side of the automobiles created.

For instance, British automaker Bentley Motors assessed the pros and cons of its return to racing as it geared up for the next season's affairs.

The brand tallied three victories on two continents and came in second during a championship race, proving that its return to racing was not spur of the moment but rather a deliberate process. Indeed, with social media amplifying the reach and accessibility of races, many auto brands are finding that success on the course, and the unspooling history that follows, translates to enthusiastic social followers ([see story](#)).

Also, Porsche Cars Great Britain enticed top-tier automobile owners and enthusiasts by showcasing the innovations of its iconic Carrera during the model's 50th anniversary year.

The automaker introduced Project 50, a campaign comprised of involvement in European racing events, through a YouTube video to get the word out to its fans. Porsche was likely to maintain the 50th anniversary celebration momentum by participating in racing events that show off the 911 throughout the years ([see story](#)).

Creating events around the racing season brings fans and consumers together with the brand.

“For Porsche, Rennsport Reunions are really Family Reunions - a chance for our drivers, mechanics and engineers to get together to celebrate with the cars they drove and with their lifelong fans that have followed them,” Mr. Engelman said. “And as with any family, it isn't just about the past. As in previous Reunions, we will have our current street cars, race cars and race teams participating, intermixed with the iconic cars and drivers,

everywhere you look.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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