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AUTOMOTIVE

Porsche proves racing spirit remains in retirement

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Still from Porsche's "Retired Racers." Image credit: Porsche

By STAFF REPORTS

German automaker Porsche is revealing that you never truly retire from your passion in a humorous short.



A film featuring retired Porsche racecar drivers Patrick Dempsey and Mark Webber shows the duo testing their speed and agility off the track as they navigate through more mundane scenarios. In addition to acting as a sendoff for these two racers, it also speaks to the continued relationship Porsche has with these drivers.

Life in the fast lane

Porsche's film takes place at an airport as both retirees meet up at a waiting area. They discuss their shared appreciation for their slower paced lives post-racing, saying that they do not miss their sport.

The film then humorously cuts to each of the men maneuvering through the airport as they contradict their words. Mr. Dempsey is seen pushing a luggage cart at top speed, while Mr. Webber recreates the pressure of a pit stop turnaround at security, timing himself as he unpacks and repacks his carry on.

As the men are called to proceed to the gate, they first set off slowly but then break into a run, racing each other to their gate.

After their flight, the pair go their separate ways only to reunite in two Porsche convertibles at a stop. Their racing instincts kick in as the film says, "Once a race driver. Always a race driver."

Patrick Dempsey & Mark Webber Retired Racers

Mr. Dempsey had been a part of Porsche's motorsport team since 2013. He has been a fan of the brand since childhood, watching the automaker take home trophies at various races (see story).

Similarly, Mr. Webber began racing for Porsche in 2014. While retired, he has taken on a role as a special representative for the automaker.

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