

AUTOMOTIVE

Porsche centers collectors with third-annual Restoration Challenge' competition

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The company's Restoration Challenge is a U.S. competition in which older car models receive makeovers from Porsche-trained technicians. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German luxury automaker Porsche is inviting the public to submit their most prized possessions for fine-tuning, as the company celebrates 75 years in business.

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The company's Restoration Challenge encourages dealers based in the U.S. to obtain older car models, which get fixed up by experienced Porsche-trained technicians. This year, three champions will be crowned, as Porsche Classic announces the introduction of three new categories.

"The response from the Porsche community and our participating dealerships for the past two years has been tremendous," said Jonathan Sieber, senior manager of Porsche Classic at [Porsche Cars North America](#) (PCNA), Inc., in a statement.

"It's incredibly rewarding to watch a classic Porsche vehicle go through a well-documented, step-by-step restoration that the challenge expects, and the results certainly show," he said. "We've added new elements to the competition this year, which we believe will really resonate and capture the full range of capabilities and creativity from our dealers."

Spotlighting sports cars

Whereas last year's event solely focused on preservation efforts, Porsche's 2023 Restoration Challenge will branch out.

This year's programming features new criteria, judging the vintage models by way of not only "Preservation," but also "Restoration" and "Individualization" categories.

Post-revamp, the winner of this category should look like new, aligning most closely with original production specifications. Meanwhile, two new areas broaden opportunities for owners to step into the spotlight.

Differing slightly from previous focuses, this year's "Preservation" category takes interest in the integrity of the original model.

Instead of rewarding attempts to restore the model to like-new condition, here, vehicle enhancements that improve overall function while keeping its timeless aesthetic are preferred. The company lists minor paint corrections versus a full vehicle repaint as one example.

The automaker's final "Individualization" category is based on the Porsche Sonderwunsch program, for those entries that fulfill a special wish. This last area is intended for the creative use of Genuine Parts.



Porsche Classic announces the introduction of three new categories for 2023. Image credit: Porsche

Competition scoring starts this month and will wrap by mid-August. Entries from three sales areas East, South-Central and West will be judged by a panel of PCNA experts at one of three central events, with one winner for each category chosen per region.

All nine cars finalists for 2023 will be displayed, and winners awarded, during Rennsport Reunion 7, the world's largest Porsche fan gathering, slated to run from Sep. 28 to Oct. 1, 2023, at Monterey County, California's WeatherTech Raceway Laguna Seca car racing track.

Most models that make it to Porsche's programming hail from the 1950s, all the way up to the 2000s. The company's expert craftspeople maintain a portfolio of more than 80,000 Porsche Classic Genuine Parts, on deck to assist with first-place-worthy renovations.

This time around, Porsche anticipates Restoration Challenge participation from more than 60 dealerships nationwide. Those interested in following along are welcome to follow [#porscherestorationchallenge23](#) on social media.

According to the brand, the U.S. is home to more classic Porsche vehicles than any other global region the company set a record in the country last year, delivering a historic high of 70,065 vehicles to the States in 2022 ([see story](#)) making America perfect market for a standalone Porsche Classic facility, erected at Atlanta headquarters in 2021.

The \$50 million investment features on-site Factory Restoration and began accepting customer vehicles for work in January.