

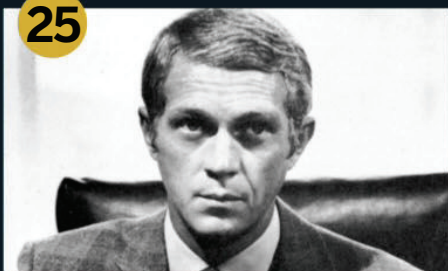
THE 25 MOST INFLUENTIAL PORSCHE ⁹¹¹ PERSONALITIES OF ALL TIME

With the help of readers and industry experts, Total 911 presents the definitive countdown of Porsche heroes – the men responsible for cultivating the unrivalled legacy of Zuffenhausen’s motoring icon

Written by **Lee Sibley & Kieron Fennelly**



25



STEVE MCQUEEN

The King of Cool elevated the 911 to iconic status by famously driving a 2.2 911S in the memorable opening scenes of 'Le Mans.' All that Porsche exposure evidently hooked him – he acquired several more and led the US charge to buy the Turbo when it was launched in 1975.

24



WOLFGANG MÖBIUS

Despite being relatively unknown among the wider Porsche fraternity, Möbius' role in the 911 evolution is crucial. Poached from General Motors by Tony Lapine, Möbius drew the ducktail, that symbol of the amazing 2.7 RS, while his whaletail and impact bumpers would define an entire generation of 911s.

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PETER GREGG

Owner of Porsche dealer Brumos in Jacksonville, Florida, Gregg was for over a decade one of America's most energetic and competitive Porsche racers. Campaigning 904s, 906s and the 914/6 GT, his greatest successes came in the famous white with red/blue stripes Brumos 911 RSR.

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THE KREMER BROTHERS

Erwin and Manfred Kremer stood out from Germany's Porsche racing fraternity: they took on the 935 after Porsche withdrew in 1977, developing it into a winner well into the 1980s. So successful were the K2 and K3 935 evolutions that the Kremer Brothers also sold them to other teams, as Porsche itself had with the 935.

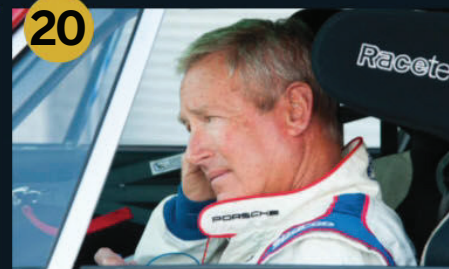
21



VIC ELFORD

A talented all-rounder, 'Quick Vic' won the 1968 Monte Carlo Rally and should have won Le Mans. In 1966 he turned to the 911 and his televised Lydden Hill debut, a win with Isleworth's demonstrator, led to a remarkable works Porsche career. Elford's early competitive success in the 911 is widely credited with cementing the car's sporting credentials.

20



HURLEY HAYWOOD

A lifelong Porsche enthusiast, Haywood joined Peter Gregg at Brumos to form a very successful pairing that won at Daytona with the 2.8 RSR in 1973. He took over Brumos in 1981 after Gregg's death, and became one of the US's most celebrated racers as part of an almost entirely Porsche career, with three Le Mans and five Daytona victories.

19



ROLAND KUSSMAUL

An engineer working on Porsche's Leopard Tank, he was co-opted by Peter Falk to work on 911 rally support. When Porsche entered the Dakar Rally, Kussmaul led the development team driving vast reconnaissance mileages as well as competing with the back-up car. His discipline and attention to detail helped Porsche to its three Dakar wins; as designer of the lightweight 964, his design became the template for the Porsche Cup car and he was instrumental in the development of the GT3.

18



WENDELIN WIEDEKING

A production specialist, Wiedeking joined Porsche in 1983 only to leave because of differences over inventory. Invited back in 1991 by Ferdinand Piëch, first as spokesman for the Board, then as president, Wiedeking rescued Porsche by breaking with hallowed traditions and forcing a more market-oriented attitude. Under Wiedeking, the 911 model line-up underwent huge expansion, with the introduction of the GT3 most notable, as the company once again turned profitable.

17



JÜRGEN BARTH

In a 53-year Porsche career, Jürgen Barth worked up through the motorsport department before winning Le Mans in 1977. His greatest influence was as motorsport manager; he built up enduring relationships with private teams and was behind the SC RS and the lightweight 964 C4. He started the Porsche Archive, filing publicity manager Huschke von Hanstein's photography, and as author of *Das Grosse Buch der Porsche-Typen*, Barth has become the authority on Porsche racing history.

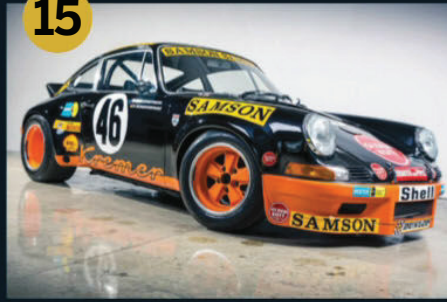
16



BERND KAHNAU

He had set his sights on working for BMW and joined Porsche only when his father, a Zuffenhausen production manager, died suddenly. He worked on the 924 GTS before becoming 911 development engineer, where he defined 911 specifications for over 20 years. Appointed project manager for the 993, he also managed its successors, the 996 and 997. Known as der Elf Macher by this point, his final responsibility before retirement in 2010 was the 991.

15



WOLFGANG BERGER

A chassis engineer from Norbert Singer's squad, Berger was mandated by Ernst Fuhrmann to strip a 911T shell and modify it to accept the wider wheels and revised suspension for Fuhrmann's proposed 911 club racer, the 2.7 RS. Its competition derivation, the 2.8 RSR, won the World Manufacturers' Championship in 1973, putting Porsche back on the racing map. Berger was also instrumental in engineering the 935 silhouette, a race car which would keep Porsche on podiums well into the 1980s.

14



HELMUTH BOTT

A largely self-taught engineer, Bott's commitment and common sense led Porsche's engineering for two decades. Bott was a visionary, and new technology – ABS, double clutches, petrol-electric hybrids – fascinated him. One of the first to investigate safety and deformable structures, Bott was always ahead of the legislators; his stunning 959 showcased many of the advances he wanted to see in series production, and the car still stands up to 911s rolling out of Zuffenhausen today.

13



ERNST FUHRMANN

A talented engineer who worked for Porsche in the post-war years and again in the 1970s, as managing director he pushed the 2.7 RS and 911 Turbo to market. Fuhrmann also produced the 911's intended successor, the 928, famously underestimating the strength of support for the 911, eventually leaving under a cloud. However, his commitment to Turbo and Rennsport 911s was well placed as both model designations are still used by Porsche today.

12



PINKY LAI

Controversial when it was launched, today the clean lines of the 996 provoke favourable comparison with the simplicity of the early Porsche 911. The 996, which won him many awards, was the oeuvre of Pinky Lai, who was a Ford-sponsored graduate from the London Royal College of Art. Recruited by Harm Lagaay, Lai created the 996 despite limited budgets and later became chief of exterior (customer) design for Porsche.

11



HARM LAGAAY

First of a new generation of trained auto stylists, Dutchman Lagaay worked on the 924 before leaving for Ford, then BMW, then rejoining a struggling Porsche in 1989. He quickly set in train the 993, rescuing the 911 from its design stasis and boldly telling Porsche the 911's trademark headlights had to go. He rebuilt Porsche Styling with new talent Lai, Kulla and Larson and oversaw the 996 and 997 platforms, which boosted profits.

10



WALTER RÖHRL

Simply put, German rally and racing driver Walter Röhrl helped to inspire a generation of Porsche owners, who were mesmerised by his trickery at the wheel of various Porsche 911s around the world's most famous racetrack.

Seemingly a part of Porsche for decades, his role as test driver and brand ambassador began some 20 years ago after his retirement from competition, which had seen him win various rallies and championships across the world.

Porsche has for years now held Nürburgring lap times dear to its heart, and as Porsche test driver, his Nürburgring lap times have become the benchmark of performance for each successive new model.

An impressive and principled Porsche brand ambassador, as a nonsmoker Röhrl reportedly refused to be a part of any filming or publicity for the Rothmans-sponsored cars, claiming he had been hired as a driver, not an actor.

9



NORBERT SINGER

Singer joined Porsche in 1970 and worked on the successful 917s; promoted to manage the 911's transformation into a GT, he designed the 934 and his famously imaginative interpretation of the FIA rule book led to the all-conquering 935 'Silhouette'. This put Singer at the centre of Porsche's competition effort, where he masterminded the outstandingly effective 956-962 group C racers, supervised Le Mans teams and led the GT1-98 project that gave Porsche its 1998 (and until 2015) last overall victory.

Singer also contributed to GT3 Cup development before retiring in 2004, and he will long be known as a veritable wizard with an extraordinary understanding of how engines, chassis and aerodynamics work together.

8



FERDINAND PIËCH

The brilliant, mercurial grandson of Dr Porsche, his first task was assisting Hans Mezger with the flat six engine. Then as technical director, he was tasked with resolving the 911's handling problems; he took over Porsche's competition programme, seeing it as the opportunity to promote his and Porsche's ambitions, creating the still sensational 917.

Sidelined in 1972, he went to Audi NSU and rose to become chairman of VW. Behind the scenes though, his influence at Porsche helped to ensure continuity of the 911: his position as a shareholder blocked a Porsche takeover and he brought in Wendelin Wiedeking to save the company, then saw him off when Wiedeking over-reached himself.

7



PETER FALK

At the age of just 26, Peter Falk abandoned a promising career at Daimler Benz to join a one-model sports car maker because it looked "more exciting." A key figure in the development of the early 911, he managed the Le Mans teams before returning to road car development in the 1970s.

Once more wearing his competition hat, Falk oversaw the successful Dakar campaigns; seen as the repository of traditional Porsche values, when the 964 seemed to be losing its way, the Executive Board asked him to redefine the Porsche 911. His seminal *Lastenheft* underlined the importance of lightness, agility and driver interaction and these features have underpinned 911 developments ever since.

6



FERRY PORSCHE

Imprisoned with Dr Porsche by the French, Ferry was released first, returning to Gmünd to build the sports car he had long wanted to, which had been prevented by his domineering father. Sales of the first 50 cars paid for the return to Zuffenhausen and by 1951, Porsche was class winner at Le Mans.

As shrewd a businessman as he was a manager, Ferry oversaw the move to the 911 and the purchase of Reutter (later named Recaro). He selected Ernst Fuhrmann, then Peter Schutz, for their roles within the company, and he never allowed Porsche to borrow money, which helped to prevent a hostile takeover in 1990-91. Ferry's crowning achievement is a Porsche 911 that is as individual now as it was in 1964.

5



ALOIS RUF

The Porsche tuner who stands out from the aftermarket crowd, Alois Ruf began making a name for himself with performance kits for Porsche 911s, but it was uprating the Turbo that really made his name known. Granted manufacturer status in 1983, his twin-turbo, 211mph Yellowbird brought him international renown.

Always a step a head of Porsche – twin turbos, six-speed gearboxes and clutchless transmissions to name

just a few alterations – Ruf flaunted his innovative technology with the first electric Porsche 911 and a V8 911. Yet unlike other Porsche tuners, often threatened with legal restraint, Ruf has successfully cultivated a close and lasting relationship with Zuffenhausen.

Several former Porsche engineers have worked for Ruf and rumours persist of an actual technical collaboration between the two.

ANDREAS PREUNINGER

Where would the Porsche GT department be without 'Mr GT3', as he is often known?

The chief of GT car development at Porsche Motorsport is a new phenomenon – an engineer that Porsche allows to talk directly to enthusiasts. But Preuninger knew where he wanted to work after visiting Weissach as a student in the late 1980s.

He was heavily involved with the GT3 project and became prominent

with the RS 4.0, the last 997 and a car that generated interest well beyond the usual circles; numerous interviews showed him adept at retaining this level of interest. And the manual gearbox 991 R released this year has further increased his credibility with Porsche fans.

An admirer of Piëch, Röhrl and Kussmaul and driver of a 993, Andreas Preuninger has become Porsche's most listened-to spokesman.



4



3



HANS MEZGER

Mezger's engines have defined generations of the Porsche 911. Like Piëch, he had wanted to go into aviation; barred by post-war restrictions he turned to automotive and to Porsche, local and more interesting than the big manufacturers. Mezger never looked back: working initially on the complex Fuhrmann four cam, he rapidly became the kingpin of the engine department. After creating the 911's flat six, he moved to Porsche's racing division where his air-cooled turbocharged creations became the stuff of legend.

In the 1980s he was central to the relationship with McLaren and the success of the TAG Formula 1 engine had much to do with his rapport with McLaren CEO Ron Dennis; Mezger was saddened when interests diverged and the partnership ended. For 911 enthusiasts though, his name will forever be associated with the flat six air-cooled engine that endured in the GT3 and Turbo models (by virtue of having a version of the same crankcase) right up until 2012.

2



PETER SCHUTZ

A refugee from Hitler's Germany, the American Peter Schutz was working at diesel maker Klöckner-Humboldt-Deutz when he was invited to be Porsche's new CEO. His ebullient personality quickly re-invigorated Porsche – he instigated the Le Mans winning 936, the start of a decade of Group C domination, refired the 911 programme, allowing development of the Cabriolet (vital for the US market), and even succeeded in 'federalising' the Turbo.

His enthusiasm stoked the 959 project and over five years, Schutz's 'never say no' salesman approach quadrupled revenue. But when the dollar halved in value, there was, in his words, no plan B and Schutz was released from his contract at the end of 1987. Helmuth Bott and Tony Lapine would follow, but unlike his engineering and design lieutenants, Porsche would rehabilitate Schutz's reputation in more successful recent times. At 86 years old, the man himself remains an unquenchable Porsche advocate and enthusiast.

FERDINAND "BUTZI" PORSCHE

Ferry Porsche's first son, Ferdinand Alexander III – also known as 'Butzi' – was the first of his generation to join the firm in 1957. He graduated from technical drawings to modelling and design work just as planning for the 356's successor got underway. At that time 'body engineering' was in the hands of Erwin Komenda: the question of style did enter the discussion, though engineering requirements ultimately took precedence.

However, for Butzi design was paramount, bestowing looks, interior space, handling and the very character of the car itself. His generation was the first to incorporate styling as a concept and he was adamant that the new Porsche should be a 2+2, not Komenda's four-seater.

More recently, historians have attributed some design work to Gerhard Schöder (designer of the 911 Cabrio) and Heinrich Klie (who styled the 914), though the truth is that the 901 was most likely a team

effort that was fronted by Ferdinand Alexander. Certainly, Butzi's design influence crops up in other Porsches – for example, the brushed steel panels of the Targa, revived for the latest 991-generation, were also one of his inspirations.

He left the company in 1972 and took his creative talents back to Austria where he established Porsche Design, a haute couture brand, making this logo a watchword for stylised personal accessories.

He remained a Porsche shareholder, replacing Ferry as head of the supervisory board from 1990-93. Personable and always approachable, Butzi remarked: "Good design is where you don't force things into success or recognition. Catch a glimpse of the silhouette and you know it is a 911."

The Porsche 911 has always been famous for its elegant, simplistic design, and it was Butzi who created that legend. Without his input, your 911 would look very different today – if it would even exist at all.



INDUSTRY TOP 5_S

Of course, no matter how definitive our list can be, not everyone's list of heroes will be the same. We asked a selection of those who work full-time in the Porsche industry for their top five most influential figures behind the iconic Porsche 911. The results of our public vote were also printed on page 18 of issue 140.

DO YOU AGREE?
Tell us what you think at editorial@total911.com

Alex Ross, Co-founder, SharkWerks Inc
My top five

1. "Butzi" Porsche
2. Hans Mezger
3. Andreas Preuninger
4. Walter Röhl
5. Peter Gregg

Ian Heward, Co-founder, Porscheshop
My top five

1. "Butzi" Porsche
2. Hans Mezger
3. Kremer Brothers
4. Bruce Anderson
5. Walter Röhl

Chris Seaward, General Manager, Porsche Club GB
My top five

1. "Butzi" Porsche
2. Vic Elford
3. Peter Schutz
4. Tony Hatter
5. Hans Mezger

Paul Stephens, Owner, Paul Stephens
My top five

1. "Butzi" Porsche
2. Hans Mezger
3. Wendelin Wiedeking
4. Norbert Singer
5. Pinky Lai

Cam Ingram, Co-owner, Road Scholars
My top five

1. Norbert Singer
2. Peter Schutz
3. Valentin Schäffer
4. Vic Elford
5. Andreas Preuninger

Darren Anderson, Commercial Director, RPM Technik
My top five

1. Ferdinand "Butzi" Porsche
2. Hans Mezger
3. Peter Schutz
4. Jürgen Barth
5. Andreas Preuninger

Jürgen Barth, 17th most influential 911 figure of all time
My top five

1. Ferdinand "Butzi" Porsche
2. Dr Ferry Porsche
3. Helmut Bott
4. Peter Falk
5. Hans Mezger

The top five: Public vote
Here's the results of our poll on Total911.com, as revealed in issue 140

1. Ferdinand "Butzi" Porsche
2. Andreas Preuninger
- 3= Ferdinand Porsche
- 3= Hans Mezger
- 3= Steve McQueen

