RUF AUTOMOBILE UK

The RUF Automobile organisation have been around since the early days of Porsche, but did you know there is now a UK arm of the company to represent the German manufacturer? We talk to Richard Sekula, director of RUF Automobile UK to find out more.

Written by: Paul Owen

Richard and his son Mark have been in the car business for more than 30 years, running successful brokerage company thecarspy.net. The relationship with RUF began when one of his clients wanted to set up a RUF agency in Thailand. Richard thought that it would be worthwhile pursuing something similar in the UK and so approached the company, who agreed.

"RUF has had a presence in the UK since the early 90s in some shape or form", Richard tells us, "However what became apparent to us was a need for the UK market to truly understand what RUF is about. The marketing that RUF do is rich and informative, but it can only go so far. To have a formal RUF branded operation, where you can see and understand the differences between the cars available, would really benefit the company".

Together, Richard and Mark founded RUF Automobile UK, an exciting an independent company serving the UK market. "We are the official UK arm of the German operation", Richard explains, "Everything happens in Germany when it comes to designing and building your car, but we are your local contact as well as a point of reference to get to know everything about RUF".

All new RUF cars are sold directly from Germany as they are built to individual customer specification. "When you decide to buy your new RUF car, you will meet with the company owner, Alois Ruf, and he'll talk through all aspects of the car and the customisation options that are available to you", Richard says. The only place you can truly enjoy that customisation experience is to go to the factory. "We manage this relationship for our UK customers and would encourage all customers to go to Germany so they can be taken out in the different specifications of cars and fully experience what you are buying into. We can make these arrangements in the UK as well as provide lots of upfront information about the new cars that RUF has to offer. We usually find that a trip to the factory is enough to be convinced that these cars are very worthwhile and exciting purchases".

The latest addition to the RUF line-up is the SCR, a carbon fibre bodied car with four litres of naturally-aspirated power that will hit 200mph. It has been two years in development since the original prototype was unveiled to the world, and with its modern interpretation of a retro design, it looks absolutely stunning. With only 30 new RUF cars being built each year, exclusivity is guaranteed.

RUF Automobiles UK isn't just for new cars either, they have a selection of pre-owned RUF and Porsche cars for sale too, and when it comes to servicing your car, Richard has close connections with independent workshops in the area who have an ongoing experience of RUF cars.

Whilst RUF cars are very bespoke items with unique RUF components, you can still enhance a standard Porsche with RUF upgrades too, and Richard can offer you this service, "We have a whole menu of options", he says, "You can buy RUF alloys, steering wheels, exhaust and suspension parts from us and we can supply them from right here in the UK". ●

If you'd like to know more, or to visit RUF Automobile UK's private showroom featuring a number of pre-owned RUF cars, as well as a selection of classic Porsches, visit www.rufautomobile.co.uk or call Richard and Mark Sekula directly on 01892 506911.