

*Year in Review*  
*Finding your Point of Entry*  
*Cliff's Links*  
*Saving best for last*



The Monthly Newsletter of the PCA Palmetto Region

# Palmetto Pipes

[www.pcapalmetto.org](http://www.pcapalmetto.org)

## 2014 – A YEAR IN REVIEW

By Jackie Dasen

Another year has come and gone. As in the past our club was active in a lot different activities and events. In January we started off with our annual board planning meeting to set forth for the year.

As in the past many members traveled to Daytona at the end of January to attend the Rolex 24 Hours of Daytona Race. Our local race team Autometrics raced two cars in the Continental Tire race that weekend as well.

Other events that members attended through the year were: a trip to Raleigh, NC to view the Porsche by Design exhibit at the North Carolina Museum of Art. CERPCA and Bob Woodman Tires sponsored a BBQ and Driver Education event.

Two of our club endorsed car shows that were attended was the annual Trident Tech Car Show. Member Cliff Hudson is instrumental in putting this show together that benefits the Automotive Technology students at the College. Our other club endorsed show is the Veterans Victory House show in Walterboro. This show is also the Porsche-Corvette challenge, which was won by the Corvettes this year.

Two other big Concours events that several members attended were the Amelia Island Concours D'Elegance and the Hilton Head Concours.

Our Myrtle Beach group hosted their annual beach barbeque at Huntington State Park. The clubs Oktoberfest returned to Myrtle Beach this year and as always it was a ton of fun. Great ocean views at the hotel, great times in the cars, great food and most of all a weekend with a great bunch of people.

Members Herman Porter and Chris Porter once again participated in One Lap of America with their 944.

The national Porsche Parade was held in Monetary, CA this past summer with some members attending. The annual Porsche Escape found itself being held close to home this year, being hosted at Disney Worlds Coronado Springs Resort in Orlando, FL.

We returned to the Tail of the Dragon in September for our annual mountain trip. We had a lot of new attendees this year and as usual it was a great time by all. If you haven't been you need to go.

The club also participated in some dine and drives

throughout the year. Some of our destinations was Carmine's Trattoria in Walterboro, Harold's Country Club in Yemassee with members of Coastal Carolina, The Depot in Branchville, a combined Palmetto Region and Hurricane Region drive of West Ashley and downtown Charleston ending at the Crab Shack,

Other events participated in were a tour of Coastal Collision Works in West Ashley. Members Dr. Bob Stonerock, Josh Stolarz, Mike Duck, and his son Mike Duck traveled to Europe this past year to attend the 2014 LeMans race. Several members also participated in numerous DE's throughout the year as well as a in a few local autocrosses.

This year also saw one of our long time sponsors European Road and Racing move to a new facility, bigger, better but with still the same care to your vehicle as in the past. Many of us proudly joined in Karl Troy's in his grand opening.

This year also marked our regions 45<sup>th</sup> Anniversary as a charter region of PCA. We celebrated this mile maker on August 16<sup>th</sup> at Kiawah Island. During the celebration dinner our past club presidents were honored.

Our year ended with our annual Christmas/Holiday Party held at Ravenwood Plantation, graciously hosted by Lisa and Joe Boykin. Any one that has attended in the past can certainly attest to the amount of fun this end of the year event is.

We look forward to another successful and fun filled year in 2015. We are hoping to include a few more dine and drives, some rally's, and hopefully do another photo drive and dine. If you have any suggestions on events that would be of interest to the club please feel free to voice your suggestions and then make it happen. Just get with a board member so we can get your event on the calendar and make sure it doesn't conflict with something else.

# Finding your point of entry to the timeless world of Porsche

by Skip Kuhn

<http://exclusive.multibriefs.com/content/finding-your-point-of-entry-to-the-world-of-Porsche/transportation-technology-automotive>

Back in July, I made a couple of observations about the current Porsche business model.

The first one was that an entry-level Porsche was best defined as a used Porsche. Whether that means a 30-year-old 944 or a 12-year-old 996, it's a big difference compared to new Porsches starting at the \$60,000 range — not what one would traditionally call entry-level pricing. The second observation was that Porsche has definitely been targeting a broader and less traditional (at least for Porsche) customer base with the introduction of the SUV and sedan product lines.

Now, fast-forward a few months to comments by Detlev von Platzen, president and CEO of Porsche Cars North America, concerning the entry-level product question. Apparently, I was merely an observer of what Porsche had already decided. When asked about the possibility of the new 718 entry-level Porsche model, the response was as follows:

"We're not talking about entry models at Porsche," von Platzen said. "Our entry model is our preowned program." He further commented that the Macan is acting as "a kind of entry point to the brand attracting new customers."

So should we be concerned? Is this a bad thing for the future of the Porsche ownership base? I really don't think so.

Porsche's corporate siblings, VW and Audi, are more than capable of providing new products to compete with the Subaru WRX STI's and Nissan 370Z's of the world. Porsche, quite frankly, can and should do the same with its preowned program.

Why would a potential Porsche owner settle for a new 370Z when he could have a low-mileage Cayman or even a 2005 911 with 78,000 miles? He wouldn't, he would want a Porsche. This brings me to my latest observations.

"The first Porsche, built in 1948, is still with us. ... It will live on in all of our cars." — Ferry Porsche

This quote really stood out when I realized that all of my immediate friends who own Porsches — myself included — bought their first one used. It had nothing to do with the cost of entry; it was all about the point of entry. What point of entry do I mean? I'll explain.

Porsche owners, at least from my perspective, share a common enthusiasm for the Porsche brand and the driving performance and experience that it provides. All of Porsche's products carry this DNA, regardless of engine position, cooling type or number of doors. That is what enables new and preowned Porsches seduce and capture their owners. It's the esthetics and the experience, not necessarily the "newness."

While Porsche owners share a common enthusiasm for the Porsche brand and Porsche performance, they do not necessarily share a common opinion as to what design best defines it. You know the discussions — air-cooled vs. water cooled, front engine, rear engine, midengine, and please don't forget the "Oh no! Not an SUV!" debate.

We all had our definition of what we wanted our first Porsche to be, hence my "point of entry" observation. My friends who bought 1980s vintage air-cooled 911s as their first Porsche had no interest in buying a new 1990s or 2000s 911. The 1988 911 with a G50



transmission was their preferred point of entry into Porsche ownership.

My point of entry was a 1983 944. I had been in 911s and Boxsters, but as a refugee from the '80s, the 944 had been one of my icon cars — the Porsche to have back in the day, the one I thought I wanted. This particular car had been in my custodianship for a couple of years when the then current owner — a good friend of mine — asked me if I would like to finally take it off of his hands for a modest sum of money. Oh yeah, uh-huh!

Admittedly, the more time I had spent caring for the car, the more eager I had become for him to finally give up on storing the car and allow me to buy it. As any good friend would do, I decided to "do him a favor" it take it off his hands. I've since bought two more, sold one of those, and am working to get the "scruffier" one ready for track days next year.

So that leaves us with the market expansion observation — you know, the comment about the Cayenne and Macan acting as entry points to the brand attracting new customers.

The Cayenne has been a sales success and brought the Porsche experience to many new and potentially long-term Porsche owners. From my humble observing point, it has done nothing to dilute the Porsche brand or driver experience.

As for the Macan, von Platzen has stated that he expects possibly 80 percent of Macan buyers to be first-time purchasers of a new Porsche. According to popular reviews of the Macan, those first-time buyers will be rewarded with performance that is everything one would expect of a vehicle with a Porsche badge on the hood, a vehicle that was designed to be driven.

Isn't that what Ferry Porsche intended?

## Calendar: Upcoming Events in our Region and Beyond

For more information and event listings go to: <http://www.pcapalmetto.org/index.php>

	<b>Tue, Jan 13</b>	<b>7:00 PM</b>	<b>Monthly Social</b>	<b>Logan's, Summerville</b>
	Join us at Logan's (211 Azalea Square Blvd, Summerville) for updates from the officers, to talk about upcoming events, and to socialize with your fellow Porschephiles.			
	Sat, Jan 17	Sun, Jan 18	Driver's Education at Roebing Road	Florida Crown Region PCA
	The Driver's Education program provides a safe, structured, and controlled learning environment for your high performance auto. Track near Savannah, GA. Register at <a href="http://www.clubregistration.net">www.clubregistration.net</a> .			
	Sat, Jan 24		Rolex 24 at Daytona	Daytona International Speedway
	The Rolex 24 At Daytona features international stars of DAYTONA Prototype and GT-class racing twice-around-the-clock in the ultimate test of driver and machine. Past race winners include Dario Franchitti, Scott Pruett, Hurley Haywood and Juan Pablo Montoya.			
	<b>Tue, Feb 10</b>	<b>7:00 PM</b>	<b>Monthly Social</b>	<b>TBD</b>
	Join us at TBD for updates from the officers, to talk about upcoming events, and to socialize with your fellow Porschephiles.			
	<b>Mid-Feb TBD</b>			<b>SC Region SCCA AutoX &amp; Novice School</b>
	Expect a 2-day event weekend in which Saturday is a Solo Novice School and Sunday is a non-points Solo event. Info here: <a href="http://www.scsportscar.com/solo/">http://www.scsportscar.com/solo/</a>			
	Sat, Apr 18	10 AM - 4 PM	Walterboro Wings-n-Wheels	Lowcountry Regional Airport
	Save the date for the annual Walterboro Wings-n-Wheels event.			
	<b>Sat, Apr 25</b>		<b>Trident Tech Car Show</b>	<b>North Charleston, SC</b>
	Save the date for the Trident Technical College Annual Spring Spin-Off Car Show to benefit Auto Program Scholarship Fund.			
	<b>Sat, May 09</b>	<b>10:00 AM</b>	<b>Veterans Victory House Car Show</b>	<b>Walterboro, SC</b>
	Save the date for the Annual Veterans' Victory House Charity Car Show sponsored by the Walterboro Cruisers.			

Breakfast with Dr. Bob, Sunflower Café, West Ashley, 8 am.

Monthly Social, Second Tuesday of each Month, Location TBD. Check website for details.

**Note: Calendar events in bold type earn points toward the Palmetto Region Competitor of the Year Award.**

[For additional information and events outside of the Palmetto Region go to: http://www.pcapalmetto.org/calendar/](http://www.pcapalmetto.org/calendar/)

### Regular Events already on the 2015 Calendar:

2/14 - 2/15/15	DE at Roebing Road - Florida Citrus
3/10/2015	Monthly Social
3/13 - 3/15/15	Amelia Island Concours d'Elegance
3/21/2015	12 Hours of Sebring
4/14/2015	Monthly Social
5/12/2015	Monthly Social
6/6 - 6/7/15	DE at Roebing Road - Coastal Empire
6/9/2015	Monthly Social
6/13 - 6/14/14	24 Hours of Le Mans
6/21 - 6/27/15	PCA Parade - French Lick Indiana
7/14/2015	Monthly Social
8/11/2015	Monthly Social
9/5 - 9/6/15	DE at Roebing Road - Florida Crown
9/8/2015	Monthly Social
9/19/2015	Drive your Porsche Day
9/19 - 9/20/15	DE at Roebing Road - Coastal Empire
9/30 - 10/4/15	PCA Escape - Mt. Rushmore, SD
10/13/2015	Monthly Social
10/23 - 10/25/15	Savannah Speed Classic
10/31 - 11/1/15	Hilton Head Concours d'Elegance
11/10/2015	Monthly Social
12/5 - 12/6/15	DE at Roebing Road - Coastal Empire
TBD	2015 Holiday Party

**For 2015, expect the Myrtle Beach Area to continue the 3rd Sunday Drive & Dine. Watch email and calendar for details.**

**Also for 2015, we expect to plan a couple of events with our friends from the Coastal Empire Region. They have a some events they want to do in Charleston and there will probably be another Harold's night.**



# Cliff Links:

I'm going to have to take mine back.....

<http://finance.yahoo.com/video/porsche-recalls-918-spyder-faulty-073201672.html>

Never say never....

<https://autos.yahoo.com/blogs/motoramic/stolen--67-mustang-returned-to-lucky-owner-28-years-later-165711326.html>

8 Ferraris - 2 Fords

<https://autos.yahoo.com/photos/the-ten-most-expensive-auction-cars-of-2014-1419351581-slideshow/>

The past Things have improved a tad since.....

<https://autos.yahoo.com/blogs/motoramic/dec-18-first-land-speed-record-set-electric-135903158.html>

Porsche lands @ 4 On this list

<https://autos.yahoo.com/news/best-cars-2014-140000592.html>

<https://autos.yahoo.com/news/might-best-door-sill-ever-133014017.html>

## This Might be the Best Door Sill Ever

# BOLD

*By Jeff Perez December 22, 2014 8:30 AM*

Paint, wheels, exhaust — all of which are customizable on your new car. But you never really think of your car's door sill as something you can make your own. One Porsche 911 GT3 owner, though, was thinking outside of the box when he placed the order for his. The phrase "Kills Bugs Fast" shows up when you open the door to this 911 GT3. It was done up by [Porsche Exchange in Illinois](#), which posted the picture to its Facebook page and confirmed that it's 100% real.

You might remember this phrase goes back almost two decades to when Porsche used it for its last air-cooled 911 Turbo ads. Clever.



Check out.. The yellow Lambo - awesome looking front end  
<http://www.marketwatch.com/story/this-chart-proves-women-are-smarter-than-men-2013-12-23>

More Italians....

<https://autos.yahoo.com/news/ferrari-miami-vice-could-yours-230300739.html>

Hot! Average length of time for a Macan to sell - 10 days

<http://wallstcheatsheet.com/automobiles/americas-most-wanted-12-vehicles-flying-off-dealer-lots.html?a=viewall>

And quicker yet... 0 - 60 was 3.9 just a couple years ago, now 3.7. Where is the "we can get any quicker" line...?

<https://autos.yahoo.com/news/fastest-cadillac-human-history-gm-213800107.html>

Just like Viper... I forgot what the number is, but a large percentage of Vipers get totaled on the way home from the dealership. People purchase the car not realizing exactly how powerful it is. It appears that trend may continue.....

<https://autos.yahoo.com/news/2015-dodge-challenger-srt-hellcat-crashes-colorado-083512851.html>

Interesting... Same principal and design of the rotary A/C compressors

<https://autos.yahoo.com/news/worlds-most-advanced-gas-engine-170021695.html>

Hey buddy...I appreciate you loaning me the cool car, but.....

<https://autos.yahoo.com/news/porsche-918-spyder-crashes-china-driver-may-owner-123845114.html>

Why you shouldn't apex early.....

<https://uk.screen.yahoo.com/white-rally-car-crashes-barrier-002334927.html>



# Join the Tennessee Region for our annual Winterfest multi-region event! February 20 & 21, 2015

We will be back at the Volkswagen Conference Center for registration, reception and Concours (a special thanks to our friends from the Peachstate Region for assisting with the Concours!)

Hotel reservations will be at the Embassy Suites just north of Hamilton Place Mall. Details coming on discounted room rates.

Porsche of Chattanooga will be providing a shuttle between VW and the hotel.

Our Banquet will be at the Car Barn, an auto-themed venue for a unique time together!

Of course we'll have plenty of time for socializing, and getting reacquainted. We'll have a driving tour of beautiful southeastern

Tennessee and all the activities you learned to expect from Winterfest.

Registration information coming. See you in Chattanooga!!!

Alan Clark, Tennessee Region






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## Myrtle Beach Area Director

Todd Marshall  
todd.marshall@santecooper.com

## New Members Corner

Total Members: 238

New Members:

Mark Lewis – 2014 Boxster S

James Geiger – 2008 911 S

Michael Lam

Stephen Sanada – 2006 Cayman S

**A warm Low country welcome to you !!!** We look forward to seeing you at our next outing.

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## **Begin the New Year Bold and Inspired.**

Cheers to an ambitious 2015.

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# Retirement

## Doesn't Mean You Retire from Life

Maybe your idea of retirement is having a second career or working part time, volunteering or indulging in your favorite hobbies. Doing the things you want to do is what retirement should be all about.

That's why it's important to know the answers to these questions:

*Have I saved enough?*

*How will I pay for health care?*

*Will I outlive my money?*

*How much can I spend?*

*How will I manage and track my income?*

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Jackie Dasen,  
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Scott Cracraft of Charleston in his Mustang holds off a BMW in the Vintage Drivers Club of America season finale in Savannah earlier this month. Cracraft won the Production division race (Provided).

## Saving best for last

<http://www.postandcourier.com/article/20141227/PC2107/141229573>

Local car enthusiast Scott Cracraft ended the Vintage Drivers Club of America season with what all motorists strive for on the track - a win.

Cracraft, who races a '60s era Ford Mustang, took part in the Season Finale races the weekend of Dec. 13 at the Roebing Road sports car course in Savannah.

"I finished first in my class (which is B production) in the feature race on Saturday afternoon," he said.

As it turned out, fellow Charleston area racers Gordon King and Torsten Kunze were out of the country and missed the race.

The trio typically race in the VDCA ([www.vintagedrive.com](http://www.vintagedrive.com)) series, which had six events this year.

Cracraft's "day job," by the way, is as managing director of Lynch Cracraft Wealth Management of Raymond James in Charleston.

**Monthly Member Meeting is  
January 13 @ 7 pm  
Logan's Roadhouse**

211 Azalea Square Blvd, Summerville

## *Final Thoughts from the Prez...*

I would like to put out a special thank you to Jennifer for the fantastic job she has done over the past few years as president and for her continued support as vice president this upcoming year!! As our club continues to grow, we need all of our members to participate in at least one event or meeting. It is so true the club continues because of you, not the car. The car gets you started but you make it happen. This is your club and without you, we cannot become better. We are working on a calendar of events for the year and would like your input. I have already planned some Dine and Drives, a rally or two, some Driver Education (DE) events, an autocross, shine and shows, and, of course, our monthly socials throughout the year. Do you know of a fun car event, let's one of the officers know and we will work it in. Speaking of a fun car event, a cheap easy way to start to learn about your car and its handling is an autocross. There will be a novice autocross in Summerville in February, probably the 21<sup>st</sup> and 22<sup>nd</sup> but the date hasn't been officially set. Start thinking about it now, last year it was \$55 for both days. Todd will have the Myrtle Beach drives set soon so we'll look forward to those as well. First things first, we have our monthly meeting scheduled for Logan's in Summerville and I look forward to seeing everyone there. Also, please don't forget about the Rolex 24 race at the end of the month. I'm sure we have some folks going but unfortunately I won't make it this year. The Rolex race is always a great time. I will be at Roebing Road for the January 17 and 18 DE so come on down and check it out because whether a spectator or driver, it's a good time. Jackie will be kicking up the newsletter a notch so don't be afraid to give her some articles of interest or just an idea. I hear she is working with Cliff and Roseann to beef up the member section. KEEP THE WHEELS TURNING !! Ken

***" it's not just the cars, it's the people..."***