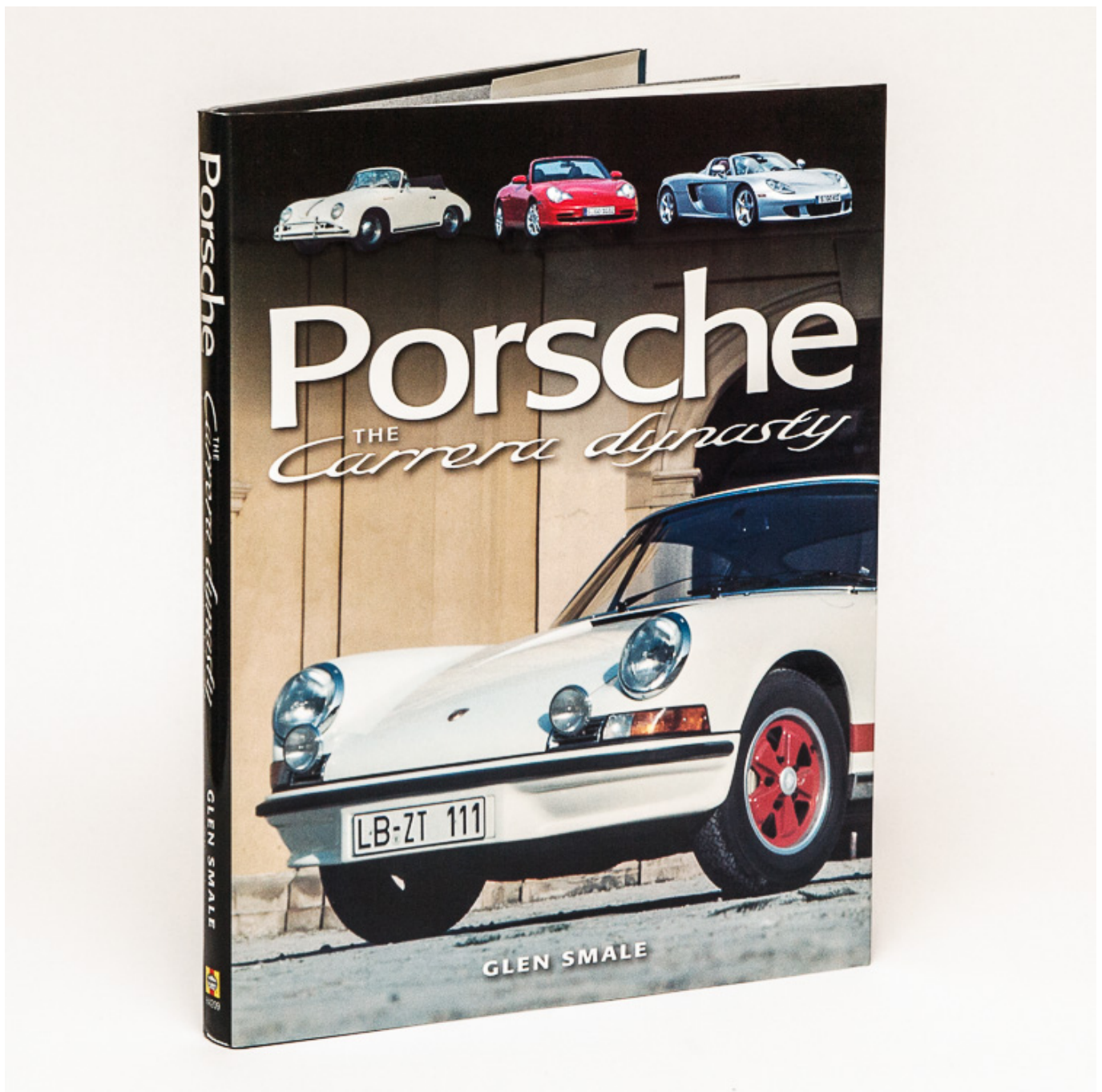


## Porsche: The Carrera Dynasty

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## Porsche: The Carrera Dynasty by Glen Smale © Glen Smale

A Spanish noun, 'carrera' can mean road, track or race and since the 1970s 'Carrera' has been a model name synonymous with Porsche. In fact, and as the author explains, Porsche had been using the name 'Carrera' since 1954 to commemorate its success in the Carrera Panamericana road race, one of a gruelling and dangerous series of point-to-point competitions in central America whose heyday was during the 1950s.

courtesy of: Göttingen

### Porsche's international sales

1954 Porsche was a small, struggling company, selling only 100 cars. In 1955, the company was bought by Volkswagen, which gave Porsche the financial backing to expand its production and sales. In 1956, Porsche was sold to Ferdinand Porsche's son, Ferry Porsche, who took over the company and began to expand its production and sales.

Historically, Ferry Porsche, who for many years had been in charge of virtually every company function from engineering and production to marketing and financial planning, now took an even greater interest in expanding international sales. In early 1956, he presented the establishment of a competition department and the expansion of additional external markets, the United States in particular. It would be said that there was one reason for this: Ferry Porsche's activities for the rest of the decade. With sales in Europe and Britain meeting his demands, Ferry realized that the American market held the key to his company's growth.

It is fair to say that the American car buying public was going to be hard to persuade just with their money that small, foreign equipment. Instead, a certain car had to be in a position to be sold. Furthermore, it was not enough to do it under the aegis of sales and it was a while before

then anything the 'Big Three' manufacturers in America could offer. That said, this situation Ferry Porsche was going to have to work out on his own. He had to convince the American car buying public that the Porsche 356 was a car to buy. He had to convince the American car buying public that the Porsche 356 was a car to buy. He had to convince the American car buying public that the Porsche 356 was a car to buy.

As far as marketing strategy was concerned, there was one. There was no money to pay for advertising in the United States, and there certainly was no money to employ the services of an external agency to carry out this work. Relying upon the company's own resources, it was decided, and in the right place, where newspaper advertisements would be the main, such as motor magazines or the sporting press in the press.

Always looking for a public relations opportunity, Ferry Porsche made a move of how effectively one had to convince the media to get attention in the newspapers. This was the



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Glen Smale is a seasoned Porsche writer: in *The Carrera Dynasty* he explains how Porsche sought to make its name through racing with vivid descriptions of Porsche’s early racing history, especially its less familiar Pan-American campaigns. From its very beginnings when the first open Porsches built in Austria were sold to Swiss hillclimbers, the company was competition-led, and its sure eye for its market made the use of the name Carrera an obvious move.

1967-1968 Racing around the world



**1967-1968 Carrera GT**  
The Carrera GT (Type 796) was the first Porsche GT car to be developed as a road car. It was designed by Ferdinand Piëch and was produced in 1967-1968.

car was. The final version of the 356 body came with the transmission of the Type 190 (190 B) and an engine that was only slightly larger. There he considered that the model had been developed as far as possible and that no alterations in the bodywork were necessary as it was already an aerodynamically efficient design.

After a production run of 13,679 units, the 356 C was finally discontinued in 1965 to make way

for the six-cylinder 901. Karmann in Osnabrück carried 586 production on 21 January and the Porsche-owned Bremer factory finished work on the model on 18 April while the Zuffenhausen works also said farewell to the 356 on the same day with the production of the final 190 C Cabriolet.

### Farewell to the 356

The ultra-availability of the Carrera model's transmission also meant for the time, it carried a hefty price premium compared with the production engine car and required a reputation for availability due to incomplete overhead camshaft features – especially the way in which that fulfilled 18 the model in such proportions in further place.

Production of the 356 model had then place at various sites including Karmann in Osnabrück in northern Germany as well as Daimler with the total number of 23,667 units. However, the bulk of the model's production had taken place at the then far eastern Porsche factory in Stuttgart-Zuffenhausen. One of the cars 356 was manufactured in September 1967 at the Zuffenhausen plant, but in 1996 a batch of 356 Cabriolets was produced as a special order for the Stuttgart factory team.

Three and a half years, the 356 was praised for the quality of its build, proof of engineering integrity and, mainly due to its 1.6-litre, six-cylinder overhead-camshaft engine. In the 15 years, between 1950 and 1965, the 356 had established the name of Porsche for all over the world, which is a reason for its small manufacturing.

### Other four-car development

**Porsche 908 B (1000 CC Carrera GT), Model (Type 796) - a 4000 cc 4-cylinder**

Development in a heavy mid-engine. The moment you appear to have the appearance that they change the rules and the Porsche, America had given to the chief of United Motors in the new track. The Sports Club of America (SCA) had up to 1970 in production race cars based on engine design and build, playing, ready for the hands of the 911 A-Carrera.

### REVIEW

After the factory's temporary closure in 1965, the 356 was still seen by Porsche. The 356 Carrera GT was approved in the production of 1967, and this was the first time, however, for sports car with 1.6-litre engine built from the joining together of the 911 base body and 1300 cc transmission to form.

Other features were conventional but modernized in design, but through the release of the factory's temporary closure of 1965, it was not all about the factory's organization. Some of the original factory employees are still with the company.

Production requirements. They had some experimental cars, these cars all made with people who are manufacturing. The features include, the release of Porsche's 1967. The 1967 Carrera GT was developed in the Stuttgart plant, but the factory's temporary closure in 1965, the Carrera GT was not developed in the factory's main plant in Stuttgart. The Carrera GT was not developed in the factory's main plant in Stuttgart. The Carrera GT was not developed in the factory's main plant in Stuttgart.

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**Porsche: The Carrera Dynasty**

Building will into the world, in what was undoubtedly a highlight of the 1960s, the Carrera GT (Type 796) was the first Porsche GT car to be developed as a road car. It was designed by Ferdinand Piëch and was produced in 1967-1968. This was the first time that the 911 was used for the factory with the four-cylinder boxer engine. This model's specifications were an equal competition which included Porsche's eight-cylinder prototypes, the Carrera GT and Carrera GT. The Carrera GT was the first Porsche GT car to be developed as a road car. It was designed by Ferdinand Piëch and was produced in 1967-1968. The Carrera GT was the first Porsche GT car to be developed as a road car. It was designed by Ferdinand Piëch and was produced in 1967-1968.

PORSCHE CARRERA GT (Type 796)	
DETAILS AND SPECIFICATIONS	
Engine	
Type	1.6-litre
Location	Mid-engine, longitudinally mounted
Configuration	1 (9000)
Max. rev.	1 (6000) rpm (2000)
Fuel tank	1 (200) litres (50) gallons
Gearbox	1 (5-speed manual)

**Porsche Carrera GT (Type 796)**

Price	1 (100,000) - 1 (150,000) USD
Top speed	1 (180) km/h (112) mph
0-100 time	1 (10) seconds
Weight	1 (1300) kg (2870) lbs



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The first production Carrera was the twin cam 356, but it was the Carrera RS 2.7 of 1972 which really brought the name into the automotive lexicon. Since 1982, the name has usually been attributed to the 911 coupé, usually to distinguish it from the Targa and Cabriolet versions. Porsche departed from this only twice (with the 924 Carrera GT and twenty years later with the 2003 Carrera GT, a V10-engined spyder) and each Carrera is described and its significance in the Porsche story clarified.

Carrera as Carrera – the road of the future

**1972** One of the most distinctive cars in the motor world, the Carrera RS 2.7 was one of the first sports cars to be built with a rear spoiler. The spoiler was late added to the production cars, but the '72 Carrera RS 2.7 was the first one.

**1973** The Carrera RS 2.7 was the first sports car to be built with a rear spoiler. The spoiler was late added to the production cars, but the '72 Carrera RS 2.7 was the first one.

the styling of his original 911 car design. But this was done with the idea that the car would give the car a more aggressive attitude. It was a long time before the car was finished. It was a long time before the car was finished. It was a long time before the car was finished.

It was a long time before the car was finished. It was a long time before the car was finished. It was a long time before the car was finished.

It was a long time before the car was finished. It was a long time before the car was finished. It was a long time before the car was finished.

The interior was a simple work of art for any driver. It was a long time before the car was finished. It was a long time before the car was finished. It was a long time before the car was finished.

It was a long time before the car was finished. It was a long time before the car was finished. It was a long time before the car was finished.

It was a long time before the car was finished. It was a long time before the car was finished. It was a long time before the car was finished.



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After 1974, the Carrera RS 3.0 was discontinued with a bigger 3.200cc engine developing 170hp.

**The Carrera RS 3.0 (914)**

In 1974, the Carrera RS 3.0 was introduced, sporting a bigger version of the 2.600cc engine (the one was homologated from 1969 to 1974). Putting out 130hp, the RS 3.0 at DM64,000 was almost double the price of its predecessor, which cost DM34,000 the year before. There was more than just the slight increase in engine capacity that accounted for the huge jump in price.

Porsche began the production of series of 100 of the new 3.0-liter car in the autumn of 1973, with the first 15 of them reserved for the FIMCC (International Motor of Champions) series in America. These were specially prepared RSs, each with the 1974 2.600cc engine and larger fuel injectors, although the common one was not as aggressive, giving the car a more production look.

A complete production, about 1170 in total, 1973 highlighted the changes in the following year's model: The main feature of the RS 74 was a Carrera engine with capacity increased to 3.0 liters,

a modified and more effective rear axle, wider wheels and tires, but an unchanged weight of 1040kg (2300lb).

Getting the 1974 Carrera RS 3.0 homologated was not as much of a problem as it had been for the original RS 2.7 back in 1972. The new model was described as an evolution of the original Carrera RS 2.7, and therefore the company only had to produce 100 of the original cars (although 110 was eventually produced). But nothing is more quiet than a race and the old rules of 1973 remained, which not done off-line into the management of the car's development. Starting with a load of high-powered, but small capacity. This strategy was done first however, as it was more using a better case than the way the car was sold elsewhere.

Other victories included the IMSA Grand GT and European FIA GT championships during that period, as well as a host of individual success stories, including the Targa Florio in 1975. The car proved to be a happy hunting ground for the Stuttgart firm, winning the 24-hour race

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Compiled in the days before the internet was significant and when research involved going out into the field, *The Carrera Dynasty* exudes the authenticity of a work where the author has spoken first hand to many of the key individuals. He quotes for example the versatile Rolf Sprenger who started Porsche Exclusive, and works driver and tester Herbert Linge whose career at Porsche spanned a half century, both typical of the kinds of men who *made* Porsche and who appear in this book.

## PORSCHE – The Carrera Dynasty

Tony Dron, international sports car driver, remembers: 'I won the 924 Championship which they ran for one year in 1978, Andy Rouse was second in the Championship and the two of us were invited to drive at Le Mans in works 924s in 1980 as a result.' The 924 Championship was run in Britain for the 1978 season which served to generate publicity for the model launch here. These cars were standard 924s and clearly many lessons were learned from this race series.

The difference between the 924 Carrera GT and its predecessor, the 924 Turbo, was increased performance. Fitted with the same 1,984cc Audi engine unit as used in the first 924 (1975), by increasing the compression ratio and installing a new digital ignition timing system, power was boosted to 210bhp, giving the car a top speed of 150mph (240km/h). At a time when the 3.0-litre 911 SC Coupé cost DM48,750, the 924 Carrera GT in the early autumn of 1980 came in at a hefty DM60,000.

The intention of the company through the introduction of the 924 Carrera GT was two-fold. First, to move the 924-series upmarket through the use of the 'Carrera' nameplate and secondly to serve as a platform with which to go racing. In order to homologate the 924 Carrera GT for racing in Group 4, the company was required to produce 400 cars. According to a company press release in June 1980, all these cars were earmarked for the European market with half of this number staying in Germany, 75 right-hand-drive cars were destined for the UK and the balance were to be distributed in other European countries.

Distinguishing the 924 Turbo from the Carrera GT is a fairly simple matter as the latter car was fitted with a rather bold air intake on the bonnet and the front spoiler was deeper and faired into wider wings, which housed much larger, 215/60 rubber. Body rigidity was improved through the windshield which was now bonded to the body

**BELOW** Fifty 924 Carrera GTs cars lined up outside Werk 2, Stuttgart-Zuffenhausen awaiting distribution in 1981.



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*The Carrera Dynasty* is comprehensively illustrated with archive pictures from Porsche, as well as the author's own contemporary photography, and the book provides the Porsche newcomer especially with an informative background to an endlessly fascinating company.



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network, when a single potential customer was questioned on the marketability of such a model, his answer was the first back of any answer ever obtained. "Waiting is on the road with this which makes them believe the rest of any competition. Porsche relied very much on the vast experience of its own race department. No critical was the moment of decision in the company that Chairman Dr. Wendelin Wiedeking insisted that the Carrera GT would be the vehicle to be built with a strong margin of approval by world-renowned Porsche racing driver, Walter Röhrl. Röhrl spent many hours testing and improving the GT on the race circuit at Weissach.

Händler went on to say, "Walter Röhrl was involved as soon as we had hardware. He had already made an assessment of our racing track in order to evaluate the experience with the view of professional race driver. His main job/role when the first desirable prototype were available."

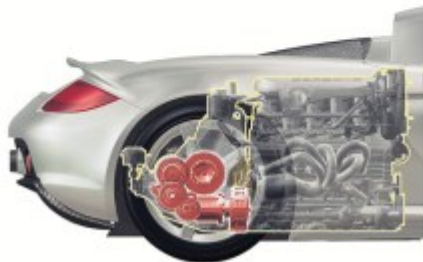
The first experience was not used for Richard Goodson at the Weissach test track after

which the class engineers were to send race tracks with Bill and Goodson. The main focus at the Weissach was to test the driving demands on the engine, including such aspects as suspension, steering, spring and dampers, noise, tyre behaviour and aerodynamics.

The decision to build the engine support structure was another three months which produced much head scratching between, according to Michael Häfner, nobody had built such an engine frame in the 'sixties and 'seventies. The technical competence properties of carbon fibre, it could be used in strength without wanting to approach the leading price. However, in overcoming this challenge, it got the engineers the opportunity to apply the engine frame, a frame that he would even realize, one which shows that such carbon fibre components and materials even to the engine components is possible.

The decision to go with the V10 engine was not a given from the beginning, although this was a state-of-the-art piece of technology that

was to deliver more driving the position of the engine in the Carrera GT. The Röhrl's perfect/ideal car the engine was to deliver



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### Author's note

*This book sets out to explore the path that the name 'Carrera' has taken for the Stuttgart sports car manufacturer, Porsche. It traces the origins of the name 'Carrera', where and how it was first used within the company, and what car/model it first referred to. In uncovering this interesting history, interviews were conducted with Porsche's first official test driver and accomplished racing driver, Herbert Linge, and later well-known personalities including Dr. Heinz Rabe, Jürgen Barth, Rolf Sprenger, Klaus Bischof, Anatole Lapine, Michael Hölscher and others.*

courtesy of: [Steering is all again](#)

#### A POWERFUL STATEMENT

After the mid-engine sports car of the 1960s, Porsche's Carrera GT is a true sports car. It's a statement in the car world. The Carrera GT is a true sports car. It's a statement in the car world. The Carrera GT is a true sports car. It's a statement in the car world.

Chassis design and engineering are made and tested in-house. The Carrera GT is a true sports car. It's a statement in the car world. The Carrera GT is a true sports car. It's a statement in the car world.

**NOTE:** The Carrera GT is a true sports car. It's a statement in the car world. The Carrera GT is a true sports car. It's a statement in the car world.

nothing quite so iconic as the sleek V10, which, for a company having grown up in the boxer engine, is itself a game-changer. Porsche had always prided itself on being the way to a new level of technological innovation and in staying step ahead of the competition, but now, in the "V10" era, the Carrera GT is a true sports car. It's a statement in the car world. The Carrera GT is a true sports car. It's a statement in the car world.

#### The 997-series (August 2004)

In many ways the 997 is a return to the original, sleek 911 of 1963, combining the same sleek Porsche look back down of lightweight, stable sports car. It's a statement in the car world. The Carrera GT is a true sports car. It's a statement in the car world.



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**NOTE:** The 911 Carrera S Cabriolet offers serious performance with top-down driving.

**NOTE:** The 911 Carrera Cabriolet is all about luxury open-top driving — a city from the days of hot engines and open air.



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*The name 'Carrera' disappeared from the model line-up at times in the early days, but that was because this name was to be applied only to the top performing Porsche of the day. When in the 1980s the company was in a sticky financial position, the name 'Carrera' was given to all 911s with the exception of the 911 Turbo, and the background to this decision is explored within the pages of this book.*

to have survived in its various guises for over 40 years, which must surely rank as one of the longest production runs in auto history, it was inevitable that the car would change in many ways during that time. Today, the 911 Carrera, or 997 to give it its factory reference, is filled to the brim with technology which has enabled this classic to keep pace with its competitors over the decades, while still retaining the same basic silhouette. Other manufacturers in the market have introduced countless new models to replace earlier ones, but the basic 911 shape has remained true to its origins.

So successful and simple was that original shape that thousands of customers have returned to buy the next model upgrade, resulting in 60 per cent of all Porsches, which means that a high proportion of all 911s, are still on the road today. This has resulted in Porsche actively working to retain the original 911 silhouette rather than seeking to change it, which is an interesting principle in itself, and a concept strongly avoided by most other manufacturers, but not Porsche, where things don't change easily, and certainly not without good reason.

#### The 911 Carrera (2005 Model Year)

With the return of the oval front headlamps, the visual similarities between the 1963 Porsche 911 and the new 997 were emphasised. But there is, however, another similarity which both the 996 and 997 Carreras share with an even earlier model, the 356 A Carrera of 1955, and that is they all run with twin overhead camshaft engines – but that is where the mechanical similarities most definitely end. For the first time since 1977, the new 911 Carrera is offered with two different engine sizes – the Carrera comes with a 3.6-litre unit while the Carrera S is fitted with the new 3.8-litre motor.

A significant design cue taken from the earlier 356 can be seen in the 997, with its tensed rear haunches, but even here, the 997 is vastly different from its immediate predecessor, the 996 Carrera. Slightly shorter but significantly wider than the 996, the new model offers all-round improvements in body stiffness and for the first time, Porsche active suspension management (PASM) is available as standard on the Carrera S.

**RIGHT** The 997-series marked a return to the familiar oval front headlamps. (Author)



**BELOW** Firm lines and tight haunches characterise the rear end of the 997-series 911 Carrera (2004). (Author)



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*This book was the first to uncover in some detail this evocative model name and its origins, and to follow its path through the decades. The Carrera Dynasty is essential reading for both the newcomer to the Porsche brand, as well as those who are looking for some extra, deeper knowledge on this great brand. The book is now out of print, but new [autographed copies can still be obtained directly from the author](#) (see below) - Glen Smale.*

## Key information

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