

# 356 Registry Magazine

## 41-2

### July/August 2017





# Porsche 356 Registry



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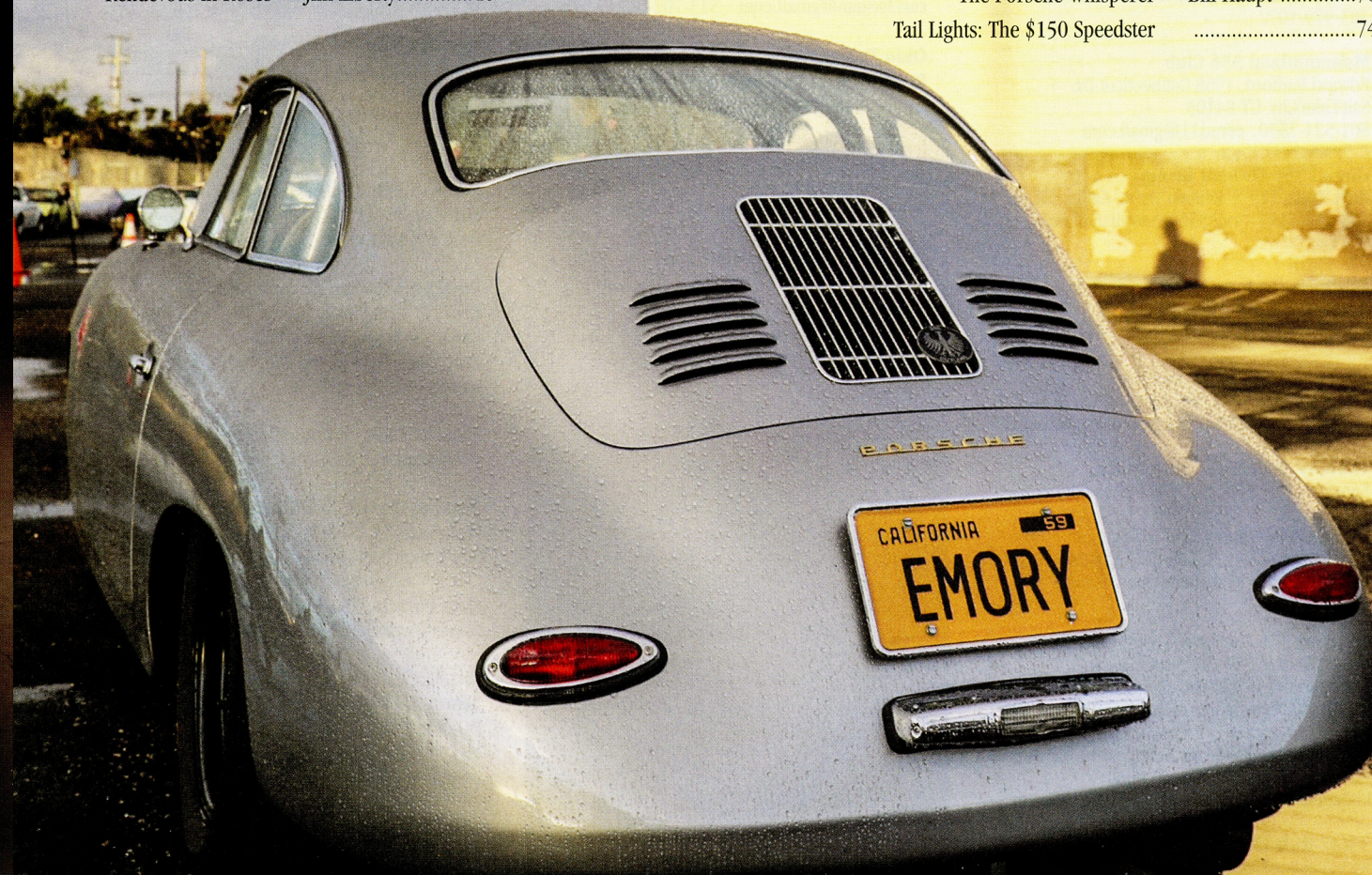
# Porsche 356 Registry



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Cover: Wayne and Nancy Baker's 1951 coupe at Luftgekühlt, photo by John Straub.  
This page: An outlaw coupe seen at Luftgekühlt, photo by Sean Cridland.





# Luftgekühlt No. 4



**From top:** Early arrivals waited out the sunrise and clearing skies. The Rod Emory-restored 1951 Le Mans class winner on display. Jerry and Jeff having a good time along with thousands of other enthusiasts.



## At Warehouse No. 9: New venue, same vibe

Story and photos by Sean Cridland

**Take a bunch of old cars, several thousand people and toss them into the LA Harbor warehouse district on a rainy, unseasonably cool day and what do you get?** The latest incarnation of Patrick Long's and Howie Idelson's air-cooled Porsche happening: Luftgekühlt 4, an annual celebration of air-cooled Porsches.

If the rest of the Porsche world seems mired in auction values, barnfind searches, preservation quests and investment worries, the Luftgekühlt happenings of recent years have been refreshing expressions of fresh air, reminding people of all ages that the most remarkable thing about Porsches is how much fun they are!

Equally amazing to the dyed-in-the-wool Porsche enthusiasts is the "Long factor." Porsche factory racer Patrick Long has been publicly passionate for the older cars for years and is bringing ever-increasing numbers of the next generation of Porsche-lovers with him. Say what you will about millennials, man-buns, tattoos, purple hair, leashed dogs and micro-breweries, Long and Idelson have discovered the formula for enticing younger people to take interest in cars produced during their grandparents' lifetimes.

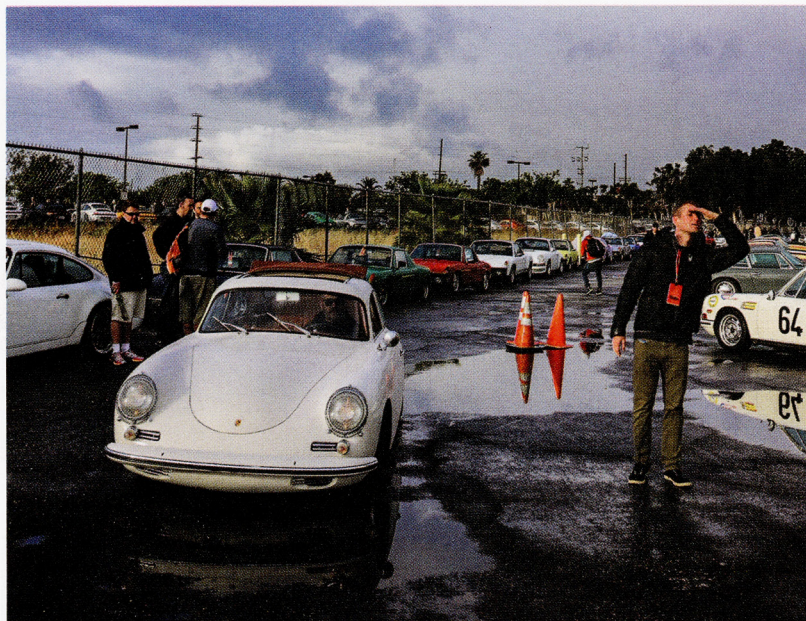
Maybe that needs clarification. Luftgekühlt is not exclusionary or exclusive—it's not a Millennial event, and it's not a Boomer event either—but somehow manages to reach across time to those eras when people bought sports cars because they were fun, rather than expressions of disposable wealth or status. No matter which decade the attendees were from, everyone felt young that day. And that's what counts. *Continued on page 16*



Rain? No worries. 356 owners turned out in force. **Right:** Patrick Long is a hands-on organizer. If you bring the family, bring the supplies. **Below:** '70s jellybean colors.



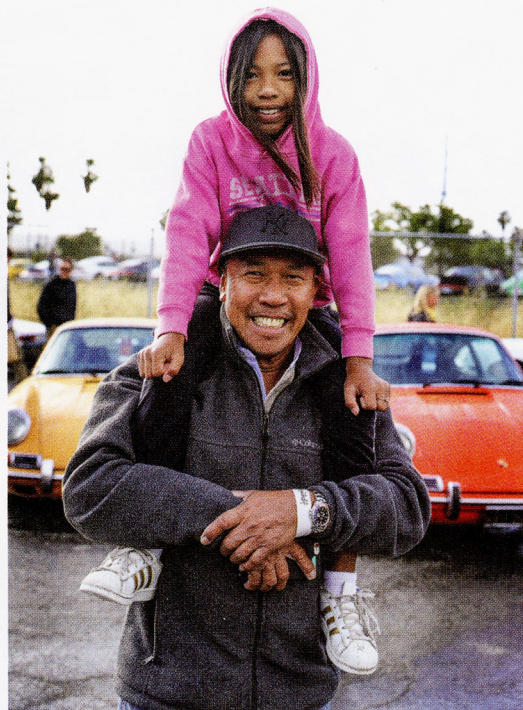




Parking for the hundreds of Porsches was spread out over several lots, well organized thanks to many volunteers. Kids and dads could bond with a shared interest in the cars.



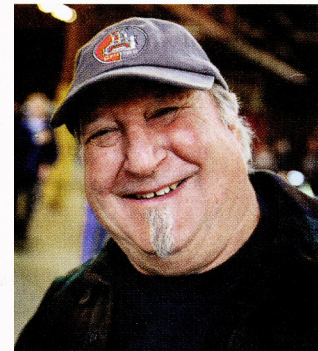
**Below:** Patina is a badge of honor at Luftgekühlt, and there was plenty of honor to go around. **Right:** Dieter Inzenhofer and Bob Ruder from Vail, Colorado share a laugh under umbrellas.



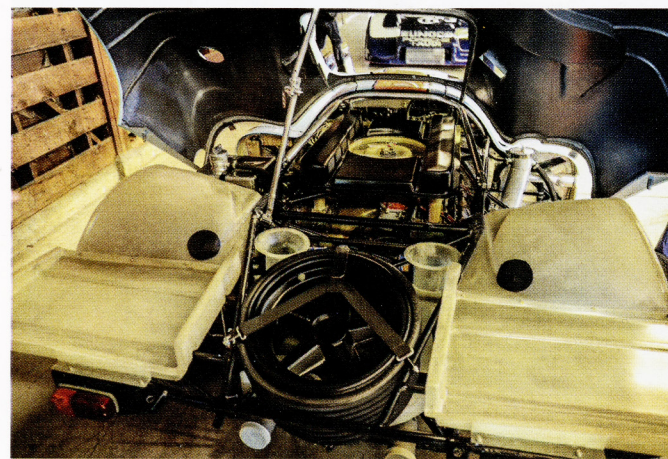
Cars on hand were from a diverse set of groups. The earliest pre-As took their place of honor on podiums and loading docks above the seething masses. A recent barn-find was aptly displayed, hidden in plain sight, right in the center of mid-way. Pikes Peak man Jeff Zwart was recently returned from his Baja adventure to display the two Rothsport Racing 911 desert racers. Rod Emory was there heading up a wonderful group of outlaws and there was an entire ballroom of notable and rare Porsche race-cars. Venturing inside brought views of the now famous number 46 1951 LeMans winner, one of the Donohue 917-30 turbopanzers, a 959 Paris-Dakar racer, a beautifully displayed 959, the 1979 LeMans-winning 935, and a rare 911R. And the list went on... and on...

Outside of the main pavilion was another rainbow of a show, with SoCal air-cooled owners coming out in droves to show and talk about their cars. For those who might think, "This just sounds like cars and coffee..." it's true, there are cars, and there is coffee, but there's just something about Luftgekühlt. As poet/performance artist Laurie Anderson would say, "Paradise is exactly like where you are right now - only much, much better." That's Luftgekühlt.

*Continued*



**From top left:** John Straub was on hand and took our cover photo. Of course there was a DJ. And a brewery on the premises (where some special 911s were parked). And food trucks. And art. And crafts. And almost every type of air-cooled Porsche.



The genesis of the event has taken it from an invite-only affair just three years ago, to a manageable word-of-mouth-sized event, to last year's super-cool web-advertised-sized event in the Los Angeles industrial district. The question on everyone's mind before the 2017 gathering: how do you grow the event and maintain the "cool?" Is it even possible? As it turns out, the answer is a resounding YES! Water-cooled weather, air-cooled cars and LA hip, all day long.

Start planning your 2018 calendar for Luftgekühlt 5. 🚗



In a fitting juxtaposition, a first-year 911 Turbo in all its fender-flared and whale-tail-winged glory is displayed, along with several other significant 911s, in front of some classic Pirelli advertising. The artwork, like the Turbo, was unusual, even outrageous in its day but went on to become appreciated as classic. Perhaps Luftgekühlt itself will enjoy the same fate when we look back years from now.