

# Porsche 356 Registry

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# Scott Long Gets His 356 From Porsche Classic

By Sean Cridland

Photos by Caleb Brown

Until his most recent purchase, a 1964 356 C, Scott Long had never even considered getting an “old car.” But, with more and more of his friends active in the world of Porsche collecting, he figured it might not be such a bad idea to have one parked in his garage, ready for jaunts around town or for weekend getaways.

Scott was a made-in-America car enthusiast for most of his life. Growing up in Colorado Springs as the son of the local Ford dealer, Long drove countless Mustangs, Torinos, and Thunderbirds, till about ten years ago when local enthusiast Fred Veitch suggested that he try driving a Porsche. And, with that, he got the bug: first it was a 911, then a Turbo, then a Cayman, a GT4, and a GT3. It didn't stop there. Soon after, he was attending classes with Hurley Haywood at the Porsche Sport Driving School at Barber Motorsports Park. Recently, he's been working on getting his competition license while driving in events at Utah Motorsports Campus in an Air-power Racing-prepared GT3 Cup car. Buying a 356 signals that he's come full circle, ending up where many Porsche enthusiasts first started. It's a pretty little car, red with black interior, matching numbers, with just over 90,600 original miles on the odometer and Long as its second owner. It hasn't been restored, it's not perfect, nor does it need to be.

## A 356 revelation

His having the car is only part of the story. The fact is, he loves driving it around town, the many thumbs up he gets at stop lights and the positive comments he gets as he writhes his way out of its small door. There's a liteness he's noticed when compared to his newer cars. As he says, “I didn't think I'd like it, but I love how it drives. It's just a FUN car!”

Given his enjoyment factor, it's a wonder he didn't have one earlier. But, if you really don't know much about 356s, where do you turn for your first in an age where prices for even the non-special models are starting to eclipse the base price of a 2018 Boxster? As we know from reading Prescott Kelly's monthly article on valuation, purchasing a 356 without having a lifetime of knowledge or an agent can be a perilous, confusing and costly enterprise.

## A Porsche from a Porsche dealer?

For Long, that question was answered simply when local dealer Porsche of Colorado Springs was awarded a “Porsche Classic” designation just over a year ago. Rather than having to wend his way through an entirely new and sometimes labyrinthine world of opinion and “sacred knowledge”, he went to the same people he usually works with when making new acquisitions - his local Porsche dealer, where he consulted head of Porsche Classic sales Justin Underwood and mechanic Dave Petitti, who had

also guided Long through this first year of race-team ownership. They found a 356 that was in good shape and only needed to have the mechanicals checked out. There was no anxious effort to make everything perfect, just make it right so a new owner can have some fun.

## Porsche who?

Of course, that begs the question: what is Porsche Classic and what does it mean for owners and enthusiasts? Simply put, it's Porsche's attempt to recapture the customer loyalty of owners of older cars who have been servicing their cars at independent shops. Is it a marketing ploy? Partly, but it also makes good business sense, given that an estimated 70% of all Porsche cars produced are still on the road. The establishment of Porsche Classic is an attempt to bring back those customers who had no option than to look for good independent mechanics, body shops who would work on older cars, or restoration shops who had the knowledge and skill to return older cars to their former glory.

For decades those options worked, mostly. Sometimes a vintage car owner would find a mechanic they could trust. Sometimes they might wander from independent to independent, never quite finding the expertise or service they were looking for. Or, they may have found one of the true masters, someone who had worked and trained with some of the classic Porsche race teams of the 1960s, 1970s and 1980s, but now those craftsmen were starting to retire or pass away, leaving owners to start their search all over again.

Of course, there are the recognized masters of restoration, with waiting lists that stretch out years - but many drivers of older cars either don't want a full resto or don't need one. They just want proper maintenance and good service they can get without drama. If you can take your car to the same people who service your Cayenne, that might be ideal. For some new owners of older cars, like Long, they just want to get good service and deal with people they already know.

Almost every 356, older 911 or 924/4/8 owner has stories about taking their car to the Porsche dealership for service only to draw a blank stare from the service manager. To be sure, the problem has not yet been solved across the board. There are only a handful of Porsche Classic certified dealers and shops in the United States where both sales staff and shop mechanics are certified to work with older cars. But with the values of all older Porsche cars holding and climbing, one would have to imagine an increase of dealers seeking the Classic designation.

Other realities of the 21st century are apparent, not just for Porsche's business model, but also for the ownership demographic. The



Photo by Sean Cridland



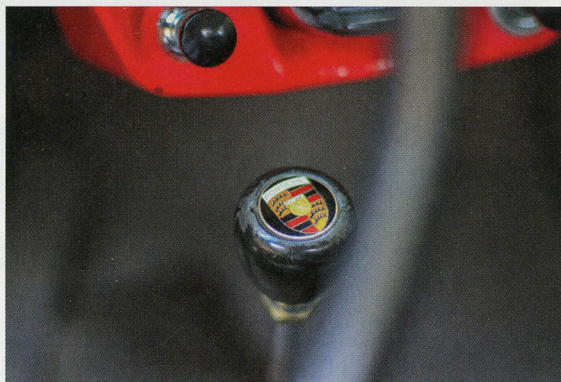
Photo by Sean Cridland

He may be relatively new to the Porsche world, but Scott Long has completely immersed himself in it as a driver, race team owner (top) and now, 356 owner. Here he consults trackside with Dave Petitti (right). The 356 won't be put through concours judge scrutiny, but it will be put through the winding roads of Colorado's Front Range.





Showing signs of use, the 356 has a nice patina and although it's shiny, it doesn't give an aura of Garage Queen. And that's just fine with Scott Long, who would rather drive than show it. And he knows where to go for service when he needs it.




days of the one-owner Porsche are rapidly dwindling with many of our veteran members passing on. We're now looking at second, third, fourth, and fifth owner cars as inevitabilities, and with fewer owners who are as passionate about self-maintaining their cars. If the original experts are gone, where does one turn, especially as car values continue to climb?

And it's not just a question of who will work on the cars; from where will the parts come to ensure that a Porsche gem maintains its "original" designation? New-old stock parts have been a staple of that trade, but what happens when those run out? Porsche is attempting to answer that question with newly produced parts for older cars. Some are made with original techniques and labor practices, but many are now made with their original function in mind, but with better materials and techniques, allowing them to work better and last longer. At least that's the mindset; how will the older car market—in which we all have our own favorite parts sources—adapt, if it will at all? As many enthusiasts of older cars will tell you, the discovery of the proper knob or a particular door panel is part of the fun. Events like the LA Lit Meet and the Hershey Swap Meet have long been the technological and social hubs of the 356 and early 911 world. Will that continue into the next decades, or will a fourth generation owner simply drop their cars off to the local Porsche Classic shop while they go off shopping? Nobody knows what the future of the automotive hobby will bring.

Similarly, Porsche is also looking at the Porsche Classic concept as an opportunity to increase its sales demographic. Porsche Classic works with cars all the way up to ten years before the current model year, including the original front-engined water-pumper cars of the 924/4/8 series, Cayennes, even the Carrera GT. As 356s and early 911s have been reaching into six figure prices for years, other Porsche models, such as the 993 have also been spiraling up in value. Even the 964 and 996 models, which previously saw little love, have taken on new value.

Justin Underwood, Classic sales specialist for Porsche of Colorado Springs, notes that it's not simply as easy as going out and buying old cars to flip. Nor is it a guarantee that a buyer will be purchasing a collectible. "We're trained to look for the traditional problem areas, both mechanically and structurally, to find cars with which we can uphold the standards of a Porsche program, but we also need to make money. We may have some high-dollar cars in our showroom, but we also have cars that customers can just enjoy driving." The dealership currently has a few early 911s, several 993s, a 928 and even a Speedster.

Scott Long's pretty little 356C driver is the perfect example of a car that his local dealership sourced, inspected for soundness, and did a relatively small amount of maintenance updates and upgrades, and he's loving it.  [www.porsche.com](http://www.porsche.com)