

# chri sto pho rus

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# THE OUTSIDER SETS THE PACE



They faced a difficult decision, those 51 renowned European motor journalists who must select a Car Of The Year every twelve months. This time the major production cars which usually contest this event were joined by the Porsche 928, a crass outsider, yet one

which had to be taken very seriously. Never before had this Car Of The Year title gone to a sport car since the interests of the average motorist have naturally been in the foreground for the jury. But when the votes were counted this past year, the exception had proved the rule.

Below we publish, with the kind permission of the jury, a number of comments with which its members explained their choice. These statements demonstrate in an impressive manner the fact that the motoring press didn't take their selections lightly.



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“The Porsche simply defies comparison with the other cars or with these objective standards: it defies the mean and carping spirit of our times, it defies many conventions of design, it defies compromise (save in the rear seats) and it even defies its makers' own traditions. It would deserve top marks if only because it is a thing of beauty, statically and dynamically; but it gets them, defiantly, for sheer courage.”

*L. J. K. Setright, Great Britain*

“... because it is impossible and makes little sense to pick one car model from the many good debuts of any model year, in the most varied classes, and still call it Car Of The Year. Each of the cars I listed has a full right to call itself Car Of The Year in its own ads.”

*Fritz B. Busch, Germany*

“When my choice, despite all this, falls on the 928, it is because this vehicle achieves touring car qualities while remaining a Porsche. Even with a manual gearbox it can be used around town like a luxury sedan.”

*Henri-Fr. Berchet, Switzerland*

“I hate to place ahead a car as expensive and marginal as the Porsche. Things being as they are, the Porsche should be nominated for sheer excellence.”

*Edouard Seidler, France*

“The 928 opens a new era and is technically the most sophisticated car to reach the market in 1977.”

*Roland Christen, Switzerland*

“Excellent, outstanding new ideas from one of the great brain trusts. An exclusive car, almost too exclusive for the circle concerned with this vote.”

*Hans Patleich, Austria*

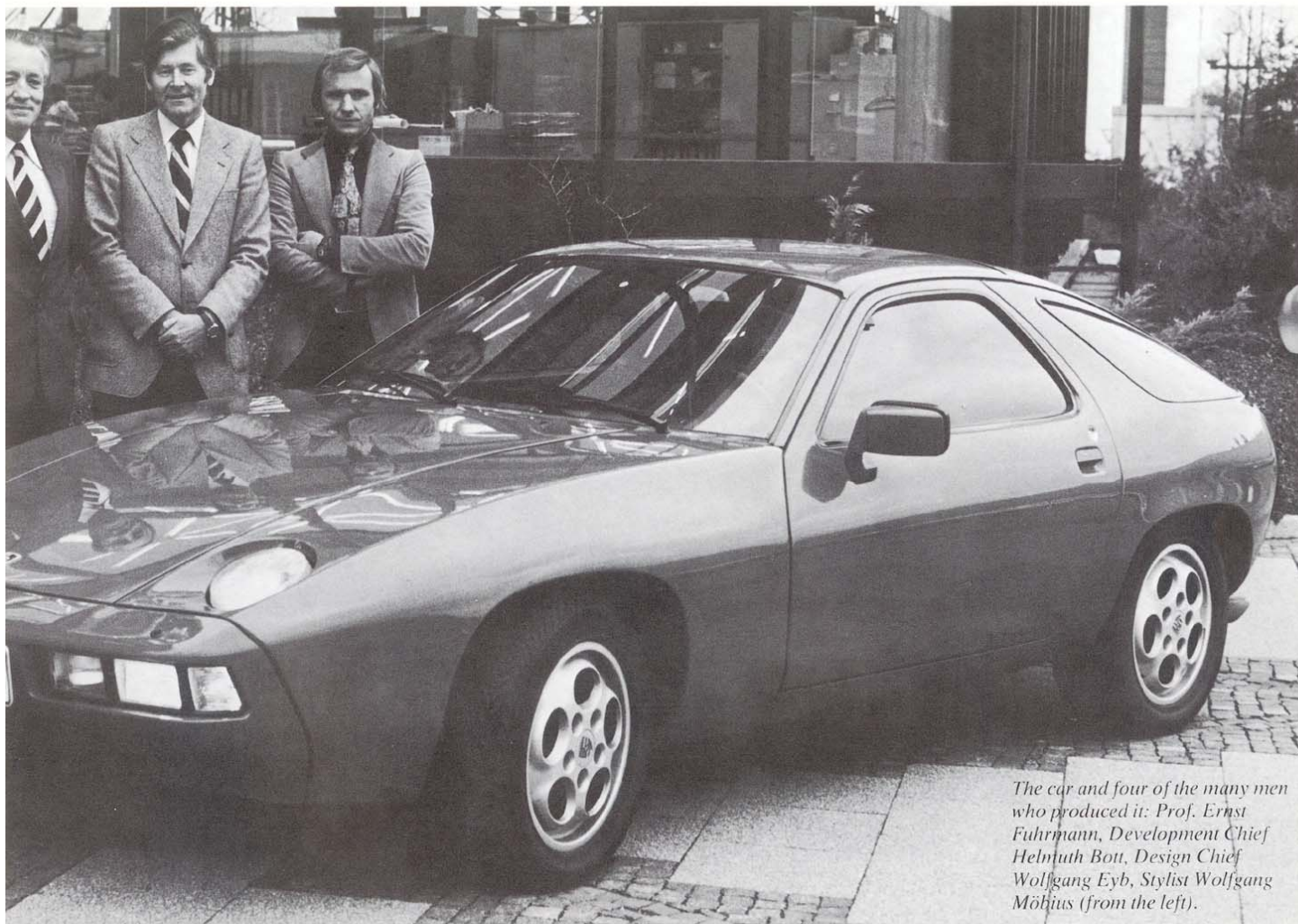
“The 928 is not only the Car Of The Year, it is the best car ever produced from a driver's point of view. Of course, near perfection is expensive, but if one can afford the initial cost it may be that in the long run the 928 is not much more expensive than an ordinary tourist car.”

*Didier Merlin, France*

“928 – an important milestone in the technical and styling development of the automobile – not only the sport car but automobiles as a whole.”

*Athos Evangelisti, Italy*





*The car and four of the many men who produced it: Prof. Ernst Fuhrmann, Development Chief Helmuth Bott, Design Chief Wolfgang Eyb, Stylist Wolfgang Möbius (from the left).*

“Among the few true novelties of the 1977 year, the Porsche 928 is truly a new automobile.”

*Sergio Favia del Core, Italy*

“The Porsche 928 shows the technical frontiers of this year. This car can be built till 1990 and shows the coming styling trends after 1980.”

*Engelbert Männer, Germany*

“The 928 is a complete turnaround by Porsche which, in itself, constitutes a sensation. In addition, however there are immensely elegant technical solutions.”

*Jean-Paul Thevenet, France*

“The Porsche breaks some new ground (aluminum engine, powder-forged connecting rods, rear suspension). It would rank higher if it were less expensive and less exotic.”

*Olaf v. Fersen, Germany*

“First place to Porsche 928 as an outstanding example of modern automobile design and technology.”

*Rudolf Glismann, Germany*

“Porsche’s 928 is certainly the best all-round car of the year I have driven, but it loses out on the value judgment.”

*Frank Page, Great Britain*

“The most astonishing refinement of a sports car concept in this decade.”

*Peter Glodschey, Germany*

“I select the Porsche because of its good sense in advanced technology.”

*Mario Poltronieri, Italy*

“Porsche 928: The engineering, styling and road behaviour are outstanding at any price.”

*Paul Frère, Belgium*

“As long as there are people who build cars like the 928 I cannot lose my faith in humanity.”

*Philippe Toussaint, Belgium*

“The Porsche is excessively expensive but it incorporates so much advanced thinking that it is impossible to ignore it.”

*Judith Jackson, Great Britain*

“Although the Porsche 928 remains only a dream for the majority, it confirms to the world the creativity of European design. In its class it offers astonishing value for the price.”

*Philippe de Barys, Belgium*

