

## Porsche: Excellence Was Expected by Karl Ludvigsen

Price: \$524.95  
 4-volume hardcover set  
 Publication Date: September 17, 2019  
 ISBN: 978-0-8376-1769-5  
 Bentley Stock Number: GPXS  
 Trim size 9 in. x 10.5 in.  
 2,834 pages, 2,912 photos, illustrations and diagrams

*Porsche: Excellence Was Expected*, Karl Ludvigsen's masterwork, is the unrivaled history of the Porsche company, its cars, and its motor racing heritage from the first Gmünd coupe in 1948 through its sixty years as an independent car company to its continued success with the 2020 Taycan under the auspices of the Volkswagen Group.

Over 40 years ago, Ludvigsen's first edition of *Porsche: Excellence Was Expected* was hailed as "the definitive archetypal marque history," and updates in 2003 and 2008 continued to enhance that reputation. For this final update, the first in over 10 years, Ludvigsen reviewed newly available Porsche archival material, conducted new in-depth interviews, and unearthed many fresh facts that allowed new and sometimes surprising interpretations of many aspects of the Porsche company and its cars.

Now four volumes, 2,834 pages and with nearly 3,000 photos and illustrations, every page of this all new *Excellence Was Expected* has been revised and redesigned.

### New for this edition

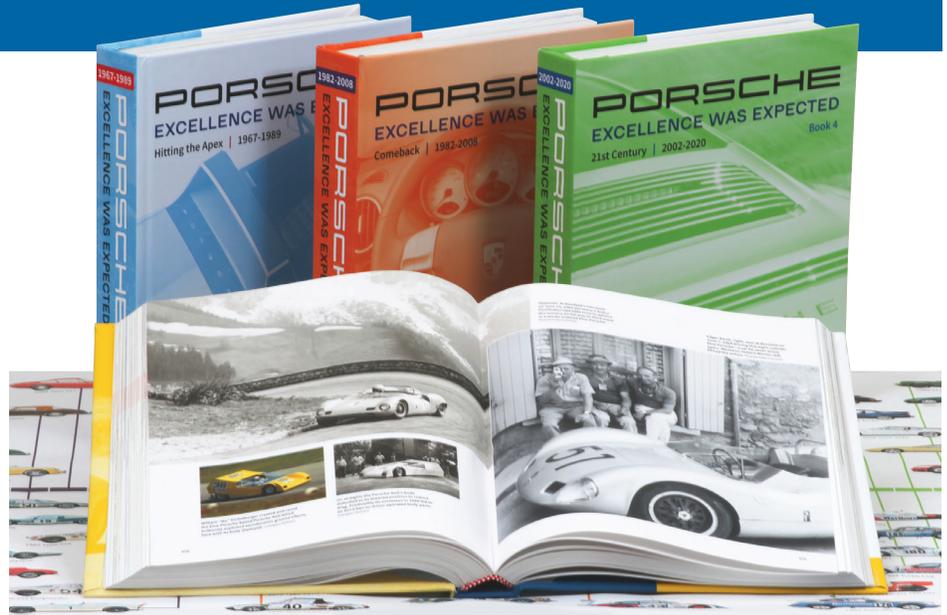
- Revised from beginning to end and updated through model year 2020
- New 4th Volume (up from 3 volumes)
- 132 chapters (up from 66 chapters)
- Over 1,000 additional pages
- Hundreds of new color photos and illustrations, with nearly 3,000 photos and illustrations total
- 66 new chapters, including new 911 (Types 991 and 992), 918 Spyder, 919 Hybrid, Taycan and Porsche company evolution coverage
- Updated coverage of Boxster, Cayman, Cayenne, Macan, and Panamera
- All new illustrated Porsche model timelines



Remarkable both for its breadth of coverage and its technical depth, *Excellence Was Expected* covers every road and racing car from the first Gmünd coupe through the development of the 2020 all-electric Taycan.

Ludvigsen dedicates 30 chapters to tracing the evolution of the iconic Porsche 911 from its conception in 1962 to the cutting-edge technology in the current 992 platform. As the world's largest race car manufacturer, Porsche's storied competition history is given 44 chapters, taking the reader from the 550 Spyder's class win in the 1954 Mille Miglia to the impressive 919 Hybrid's third consecutive overall win at Le Mans in 2017. Also closely examined is the market success of the Cayenne, Macan and Panamera, as well as the enthusiastic press and customer response to the Boxster/Cayman.

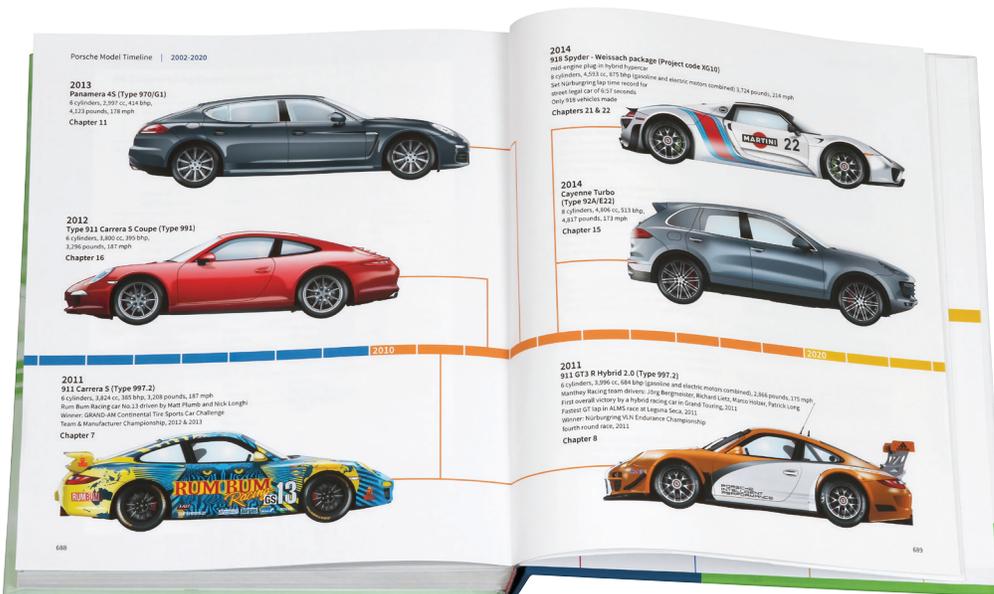
A more human drama unfolds as Ludvigsen presents the inner workings, masterpieces and failures of the independent automaker. And he outlines in detail just how and why, even after the events that eventually plunged Porsche into the hands of Volkswagen, Porsche has continued to be Porsche.



*Of course, our library is full of good and even excellent books on Porsche, but none of them are reached for as often as **EWE**. The quality that separates **Excellence Was Expected** from other books is its depth.*

—excellence: the magazine about Porsche

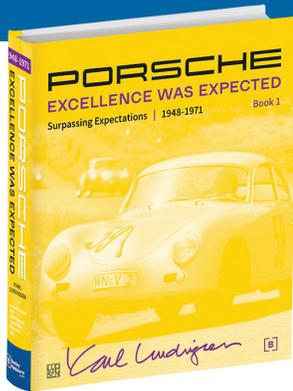
### Featuring all new Porsche model timelines



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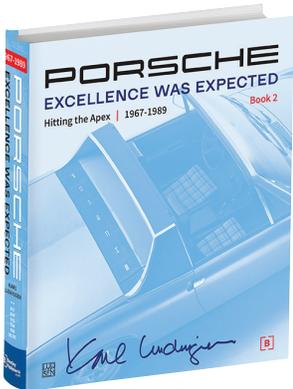
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## 1 Surpassing Expectations 1948-1971

### Highlights in Book 1:

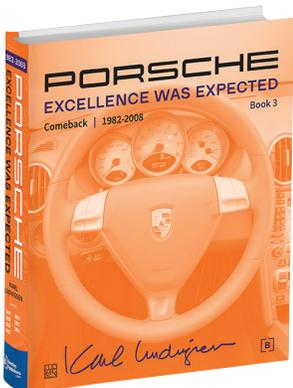
- Now 42 chapters
- Becoming an automaker
- The 356 (all models)
- Four-cam Porsches
- Porsche in Formula I
- Birth of the 911
- Contesting the big races



## 2 Hitting the Apex 1967-1989

### Highlights in Book 2:

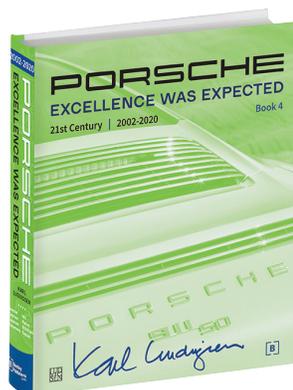
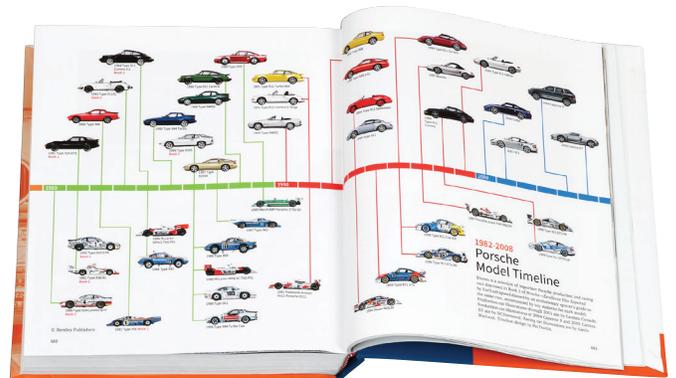
- Now 30 chapters
- The mid-engined 914
- 917 and victory at Le Mans
- Return of the Carrera
- Turbo 911s
- Front-engined Porsches (924, 928)
- Porsche builds a V-8
- Racing in Group C



## 3 Comeback 1982-2008

### Highlights in Book 3:

- Now 29 chapters
- 944 proves a winner
- Porsche's 959 supercar
- Formula I engine supplier
- Last of the air-cooled 911s (993)
- Boxster success (986)
- A new 911 (996)
- Cayenne SUV
- Carrera GT



## 4 21st Century 2002-2020

### Highlights in Book 4:

- 31 new chapters
- RS Spyderys in LMP2
- 911 evolution (997, 991 and 992)
- 4-door Porsche: Panamera
- Boxster/Cayman update (981)
- Cayenne (E22)
- Macan market success
- Domination by 919 E-Hybrid
- Porsche remains Porsche
- Taycan for the future



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## About the Author



Author Karl Ludvigsen at the Bentley Publishers office in Cambridge, MA.

Author Karl Ludvigsen is among today's most respected automotive historians. He has served as technical editor of *Auto Age* and *Sports Cars Illustrated* magazines, as east coast editor of *Motor Trend* and as editor of *Car and Driver*. He is the author, co-author or editor of over four dozen books about cars and the motor industry and was awarded the Friend of Automotive History award by the Society of Automotive Historians.

*If you can only get one book for your library on Porsche, this is the one.*

**–European Car**

*Without doubt, this is the definitive work on the history of Porsche. A must-have for any Porsche enthusiast.*

**–Purely Porsche**

*A must for those who can never have enough. Porsche, Excellence Was Expected is the gold standard of automotive books.*

**–Road & Track**

