

## **PORSCHE BIOGRAPHY BOOK DEBUT AT 2008 GOODWOOD FESTIVAL OF SPEED**

CAMBRIDGE, MA, USA — July 8, 2008

The eagerly awaited Porsche history book **Ferdinand Porsche—Genesis of Genius** will have its international debut at the 2008 Goodwood Festival of Speed July 11 through 13.

Author Karl Ludvigsen and Ferdinand Porsche's eldest grandchild Ernst Piëch will both be on-hand as the book will be premiered at the annual motorsports event. Mr. Piëch's 1910 Prince Heinrich car, originally designed by Ferdinand Porsche, will be on display as well as participating in the traditional hillclimb. The story of the original conception and construction of the Prince Heinrich is a key feature of **Ferdinand Porsche—Genesis of Genius**. Karl Ludvigsen and Ernst Piëch will appear at the Goodwood Press Centre on Saturday July 12 at 10:30 AM to introduce the 1910 Prince Heinrich and answer questions about **Ferdinand Porsche—Genesis of Genius**. Karl Ludvigsen will be signing copies of his book from 2 to 3:30 PM at the Bentley Publishers stand.



The first copies of the book arrive for inspection at the Bentley Publishers offices

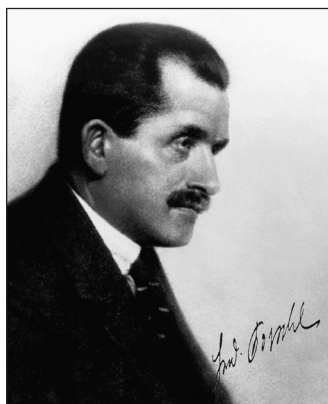
**Ferdinand Porsche—Genesis of Genius** is written by Karl Ludvigsen, award-winning author of **Porsche: Excellence Was Expected**. Produced with the generous support of Ferdinand Porsche's eldest grandchild Ernst Piëch and the Porsche Historic Archive in Stuttgart, this book includes hundreds of never-before-published photos and documents that catalog Porsche's prolific early output, as well as first-hand accounts by Ferdinand Porsche himself. **Ferdinand Porsche—Genesis of Genius** is being published in an individually numbered limited edition of 500 English language copies and 300 German language copies by Bentley Publishers.

Karl Ludvigsen's epic Porsche history **Porsche: Excellence Was Expected** will be available in a newly revised edition late 2008 from Bentley Publishers. Much more information on this new edition can be found at [www.BentleyPublishers.com/porsche/excellence-was-expected](http://www.BentleyPublishers.com/porsche/excellence-was-expected).

Additional material on **Ferdinand Porsche—Genesis of Genius**, including high-resolution images of the dust jacket, selected images from the book, pre-publication photos of the book itself, and other press materials, can be found at [www.BentleyPublishers.com/porsche/genesis-of-genius](http://www.BentleyPublishers.com/porsche/genesis-of-genius).

### **For more information:**

For more information on this book, please contact Maurice Iglesias, Sales & Marketing Manager for Bentley Publishers by email at [maurice.iglesias@bentleypublishers.com](mailto:maurice.iglesias@bentleypublishers.com) or by telephone at 1-617-528-4065.



## **Ferdinand Porsche—Genesis of Genius** **Road, Racing and Aviation Innovation 1900 to 1933** by Karl Ludvigsen Foreword by Ernst Piëch

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