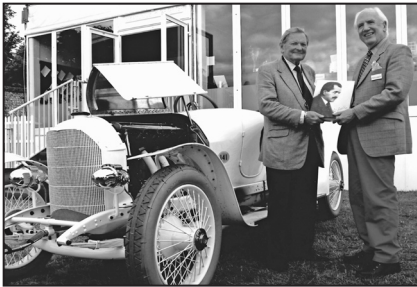


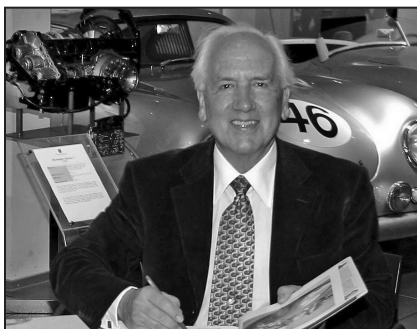
Ferdinand Porsche—Genesis of Genius by Karl Ludvigsen wins three top International Automotive Media Awards

CAMBRIDGE, MA, USA — July 7, 2009

Bentley Publishers is proud to announce that *Ferdinand Porsche—Genesis of Genius* by Karl Ludvigsen won three International Automotive Media Awards on June 23rd at the International Automotive Media Competition awards ceremony held at the Automotive Hall of Fame in Dearborn, Michigan. Ludvigsen's heavily illustrated biography of Porsche's early years in the fledgling automotive industry won awards for Best of Books for 2008 and Best Design of 2008 as well as the 2008 Best of the Year award—the top IAMA given to the best entry across all forms of automotive media including books, magazines, newspapers, multimedia and PR campaigns.



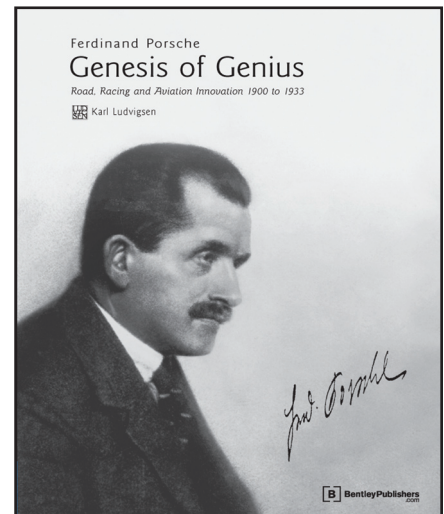
Karl Ludvigsen (right) and Ernst Piëch pose with the book and Mr. Piëch's restored Austro-Daimler Prince Heinrich car at the 2008 Goodwood Festival of Speed.



Karl Ludvigsen signing books at the Porsche Museum in Stuttgart, Germany.

Ferdinand Porsche—Genesis of Genius is the biography of the dynamic young innovator who helped to chart the course of the automobile through the first decades of the twentieth century. Produced with the generous support of Ferdinand Porsche's eldest grandchild, Ernst Piëch, and the Porsche Historic Archives, this book includes hundreds of never-before-published photos and documents that catalog Porsche's prolific early output.

Ferdinand Porsche—Genesis of Genius was first published in July 2008 as a limited run, hand-numbered collector's edition that sold out within six months. Bentley Publishers will be releasing a new edition for Fall 2009. This hard-cover edition contains all the original text and artwork from the collector's edition, including 7 full color fold-out drawings of important Porsche designs that were specially commissioned by Ernst Piëch.



Ferdinand Porsche— Genesis of Genius Road, Racing and Aviation Innovation 1900–1933

by Karl Ludvigsen

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For more information:

To learn more about *Ferdinand Porsche—Genesis of Genius* and to download additional press materials, visit the Bentley Publishers website at www.BentleyPublishers.com or contact Maurice Iglesias, Sales & Marketing Manager for Bentley Publishers by email at maurice.iglesias@bentleypublishers.com or by telephone at 1-617-528-4065.