

RED RIVER RAMBLINGS



**WORKING THE WHEELS
CALI CARS & COFFEE
THE PORSCHE CREST**

MARCH/APRIL 2025



Hello Red River PCA Members,
As March arrives, we're all eagerly anticipating the return of our Porsches to the road. With spring just around the corner (weather and potholes permitting!), we're likely only 5-6 weeks away from summer driving

season. It's fantastic to see some members already enjoying their cars in warmer climates, sharing their adventures with us!

70th Anniversary Celebrations Begin!

Have you spotted the 70th anniversary window decal in your January Panorama magazine? 2025 marks a major milestone for the Porsche Club of America, with the official anniversary on September 13th, 2025. PCA is encouraging all regions to host events on this date and share content on social media. We're already planning a fun celebration for our Red River region, so stay tuned!

Did You Know?

- PCA is the world's largest car club, regardless of brand, with over 235,000 members globally.
- We're also the largest Porsche club, boasting over 160,000 members and growing.
- PCA is unique in its independence from Porsche AG.
- Our Red River region is part of Zone 10, which includes 10 regions across the US Midwest.
- Zone 10 represents 3.4% of PCA's total membership, with over 4,000 members.
- You can visit the Zone 10 website here: <https://zone10.pca.org/>

Zone 10 Meeting Highlights

I recently attended the annual Zone 10 meeting in Des Moines, Iowa, where I connected with fellow region presidents. These gatherings are invaluable for sharing ideas and best practices. It's inspiring to see how our shared passion for Porsches transcends any differences. We're excited to bring back fresh ideas to enhance our Red River events and activities.

Let's look forward to a fantastic driving season and a memorable 70th anniversary year!

Rob



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MEMBERSHIP REPORT

February 2025

- Primary Members 176
- Affiliate Members 104
- Total Membership 280

PCA National: 163,091 members

If you know someone who owns a Porsche, why not ask them to join the Club?

Contact Our Membership Chair

Membership@redriverpca.org

On the Cover... 993 at a sunny Cars & Coffee. Photo by Dale and Eleanor Milne



OK, Spring is almost here and I for one cannot wait to get the Porsche and motorcycles on the road again. It seems like it's been a long winter and there's driving and riding to be done.

And unfortunately there is some work that's had to be done on my daily driver GTI. All my own fault but it was annoying to say the least. On the day before my scheduled appointment to have the winter wheels and tires swapped on last Fall, I hit a patch of ice in my neighbourhood that sent the car sideways into a curb - hard. This resulted in a steering wheel cocked 10 degrees to one side and two badly curbed alloy wheels.

The misalignment in the suspension was cured by a new bearing and a hefty labour bill at my local shop. The good news, if there was any, is that after alignment the car's pointed straighter down the road than it was after the installation of the new H&R lowering springs.

The wheels were dropped off last Friday for refurbishment at Winnipeg Wheel Works - you can read about Ken and his very cool business in the profile later in this issue. Suffice to say I am very glad to be able to take advantage of his services rather than send the wheels off for repair (\$\$\$) or buy new ones from VW (\$\$\$\$\$). And it was really cool to get a behind-the-scenes tour of the shop. Till next time!

Dallas



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CALI CARS & COFFEE

By Dale and Eleanor Milne



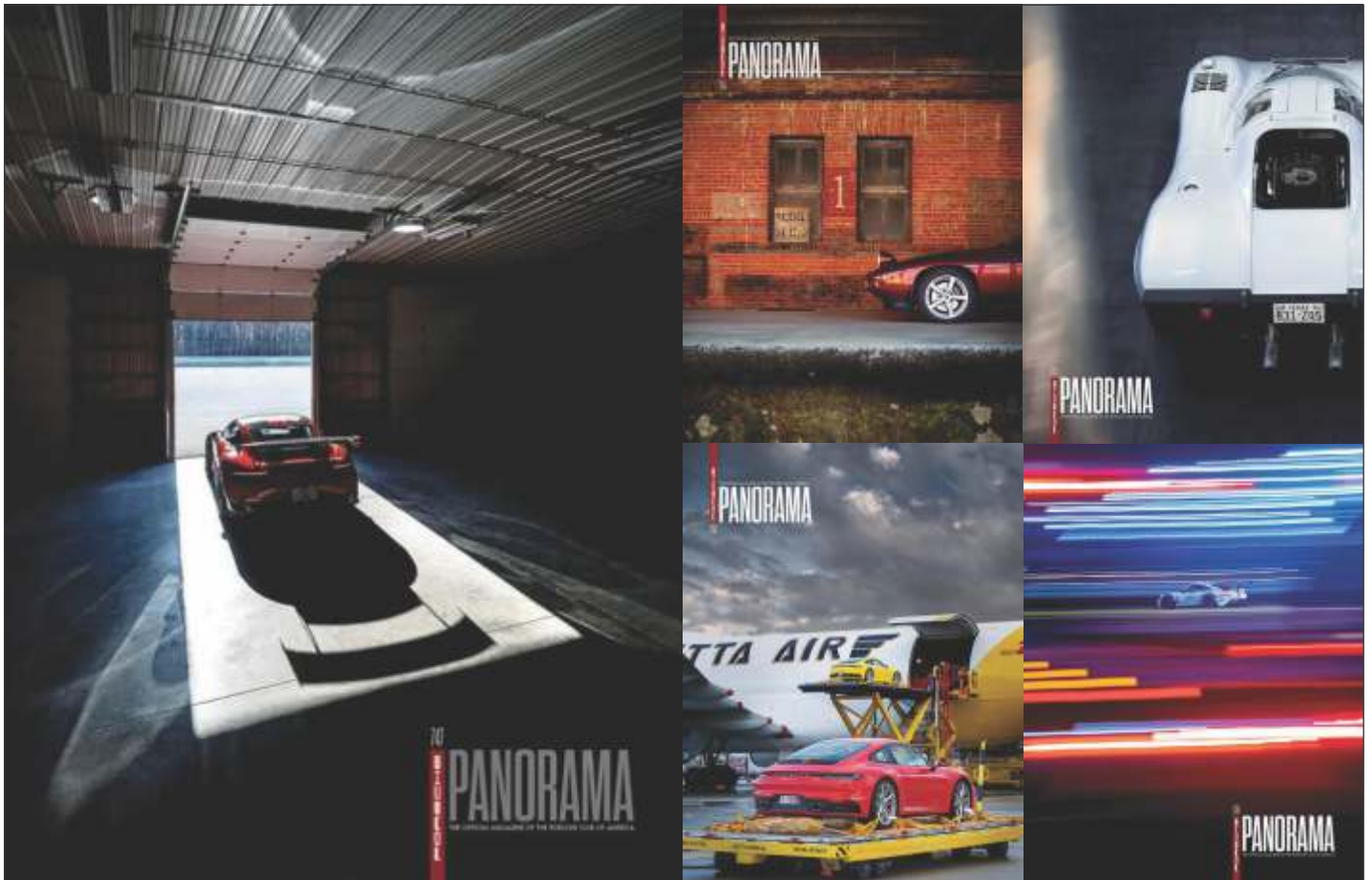
Greetings from the sunny South!

Eleanor and I have been enjoying several car events while here in Rancho Las Palmas,

On the first of February we attended the cars and coffee for the Cochella Valley PCA. It was held at the dealership in Palm Springs and did not disappoint. The event was scheduled to begin at 8:00 am and we arrived at about 8:07 and had to park about three blocks away. There is always a beautiful selection of cars at this event, some spectacular air-cooled cars plus a plethora of modern cars as well. I hope you enjoy some of the photos I have sent along. The local club does a tremendous job of hosting with a wonderful selection of beautiful pastries, specialty coffee and mimosas for those that are inclined.







Porsche Panorama

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Porsche Panorama is the official magazine of the Porsche Club of America. A 160+ page glossy, full-color magazine that features the work of some of the most prominent automotive writers and photographers in the industry. When other magazines are shrinking in size, or printing on lower-quality paper, *Porsche Panorama* is doing just the opposite, bringing you feature stories about classic Porsches, Porsche personalities, and the latest new models from Porsche.

Sign up for a PCA membership today. It's the only way to get *Porsche Panorama*. Your \$46 annual membership breaks down to just \$3.84 an issue. Not counting the other myriad benefits of membership, it's an incredible value.

CURRENT AND BACK ISSUES ONLINE: <https://ww2.pca.org/panorama/current>



PORSCHE CLUB OF AMERICA



We enjoyed not only the great cars, and met several club members that made us feel very welcome indeed. If you find yourself in this area it is always the first Saturday of the month. We will be returning for this March event!



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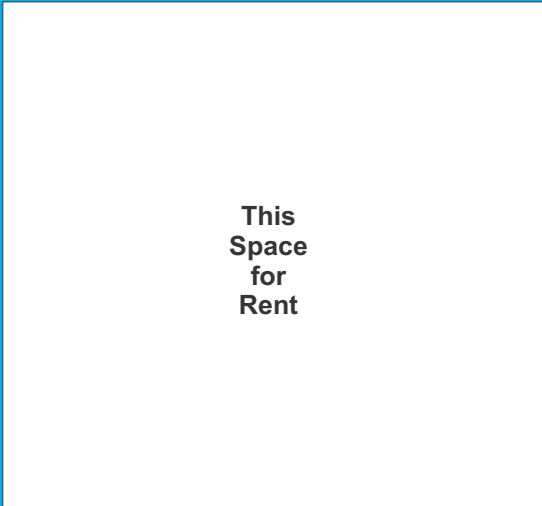
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Advertisement fees are payable in advance of publication. Please contact the Treasurer at treasurer@redriverpca.org

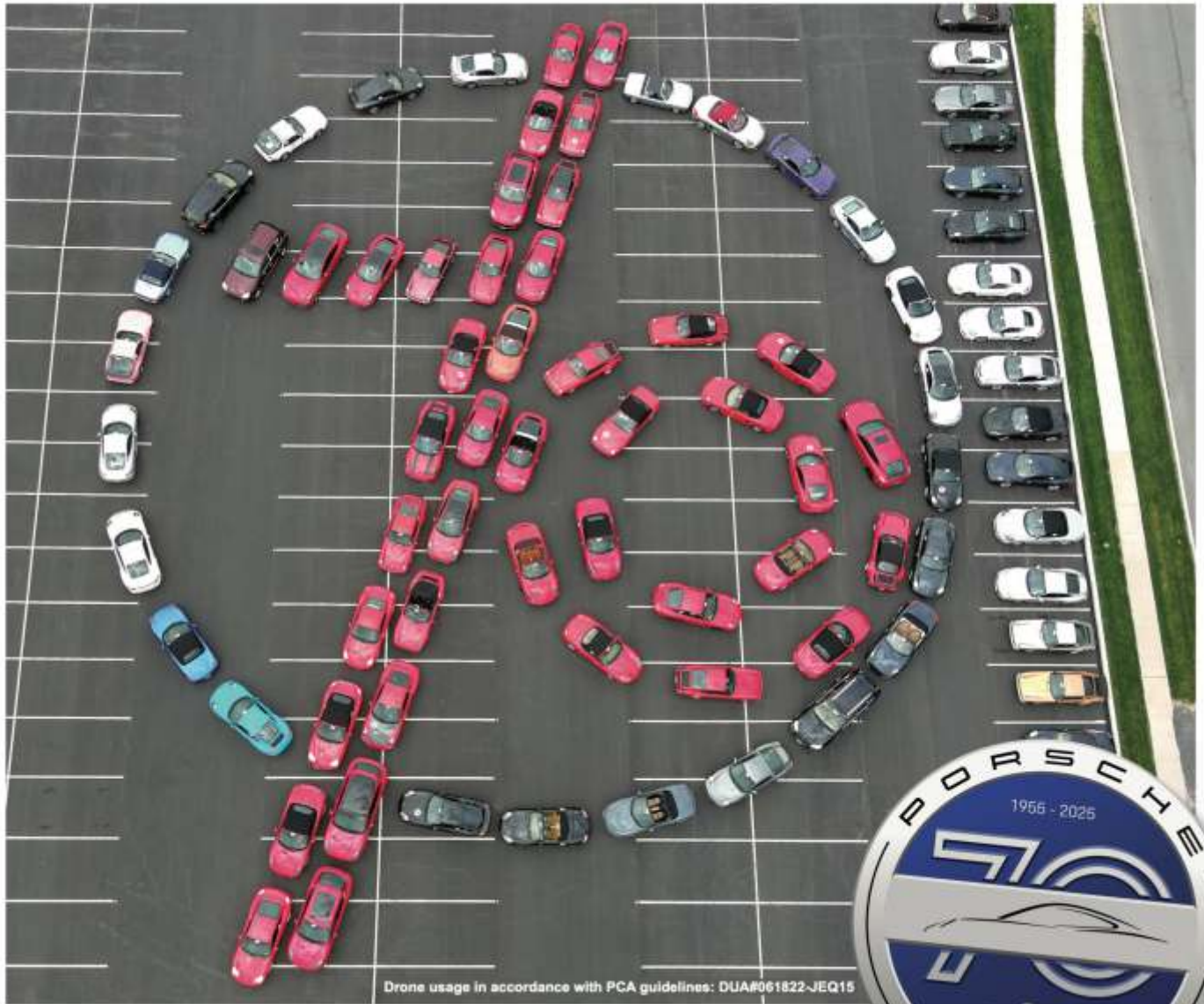
Classified advertisements will continue to be free for members, please see the Classifieds section for full details.

Rates current as of the date of publication and are subject to change



On the 8th of February the area boasts the Dr George Car show. It is an annual fundraiser in support of cancer treatment and research here in the valley. They had over 1500 cars on display this year as well as many booths and static events for patrons to enjoy. While it is not a Porsche specific show it did have many P cars on display. Here's some photos!





Drone usage in accordance with PCA guidelines: DUA#061822-JEQ15

PCA Celebrates 70 Years!

Porsche Club of America started in 1955 with 190 charter members. 70 years later, PCA has grown to over 167,000 members, across the United States of America and Canada, in 14 Zones and 148 Regions with thousands of events annually! PCA has big plans for our 70th anniversary including special events, activities and announcements!

Save the Date: September 13, 2025



PORSCHE CLUB OF AMERICA

The weather has been spectacular averaging about 22 -25 C every day. The best part is no snow to shovel. We will continue to keep our eyes out for events to partake in and hopefully we'll be able to share them in an upcoming bulletin.



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WORKING THE WHEELS

A tour of Winnipeg Wheel Works - Story and photos by Dallas Ewen



Damaging your wheels is a bummer. And it can happen many ways. Carelessly brush a curb when parallel parking, hit one of the million foot-deep potholes cratering our roads, even tire changes can damage your beautiful wheels. Fortunately there's a business right here in Winnipeg that can help make your car's wheels beautiful again.

I found Winnipeg Wheel Works through a referral from Red River Region member Andy Tighe, who'd had his wheels fixed there after another shop damaged them in a careless tire change. And when I had to swap out tires on my 911's Fuchs forged aluminum wheels, I took them straight to Winnipeg Wheel Works and they did a great job with that.

Unfortunately I needed to visit them again to fix the alloys on my GTI after damaging them last Fall. But this time I asked owner Ken Hunter to meet me there and give me a tour of the shop, and he graciously agreed. Since Andy's a curious man and always up for learning something about automotive repair, he met me there too.





Ken and his business partner Chris Grossmueller have owned the shop since 1989, but its history stretches back over 50 years before that. Ken told us that Winnipeg Wheel Works was founded by two city policemen in the late 1930s, as what we could call today a “side hustle.” The two owners worked opposite shifts so one would work in the shop while the other walked the beat. The original location was on Fort Street, downtown.

Many years later, Ken started his work life at Assiniboia Downs as a manager. His boss at the time asked him to manage an Imperial Oil station. While doing that job Ken developed relationships within the city's auto industry, with dealerships like Birchwood. When Winnipeg Wheel Works came up for sale, Ken and Chris went all in, borrowing money to buy the shop and eventually moving to their current location on Gunn Road. While Ken didn't have any training in wheel repair, he learned the trade fast, and Winnipeg Wheel Works became an industry leader. Ken has produced wheel repair standards manuals that are used by MPI, SGI and ICBC. He's obviously very knowledgeable about wheel repair, citing the various alloy compositions of different manufacturers' wheels and noting the different welding rod formulas that need to be used to perform a seamless, invisible repair.



And the shop has ample gear to make those repair. Large CNC milling machines cut material with ease, and his 17 skilled employees polish, weld, and powdercoat the customers' wheels to perfection. Specialized equipment abounds – CNC lathes, rotary vibrating machine for paint stripping and polishing – but skilled hand work makes wheels perfect. Wheels can be straightened, deep gouges filled with weld and finished on the lathe or by hand. Diamond-cutting too – everything is possible. Then at the end of the process, custom powdercoating in any colour and finish you want. The shop does all kinds of custom work too – multi-piece wheels, even changing lug patterns.





The shop is busy – Ken tells us that the shop works on about 20,000 wheels per year. Autopac repairs account for 2,500 to 3,000 pieces and private customer repairs make up most of the numbers, but Ken prides himself on fast turnaround of work, without compromising quality. I know he'll do great work on my own wheels, at a reasonable price – I was quoted less than \$200 each, which is obviously way less than new factory wheels. I'll let you know how it went when I get them back.

I want to thank Ken for taking the time to talk to us about his business and tour us around the shop. Winnipeg Wheel Works is at 241 Gunn Road, (204) 222-9191.





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Join us for the 2025 Porsche Parade in Oklahoma City

Porsche Parade is PCA's crown jewel event. This week long gathering of 1,200+ Porsches and 2,000+ Porsche enthusiasts from all PCA Regions across the US and Canada enjoy many events and activities. This ultimate Porsche vacation includes competition, camaraderie, and, most of all, FUN for all ages.

This year at Porsche Parade, PCA has plans to celebrate the club's 70th anniversary, including a special PCA History Museum in the hospitality area.



Phase 1 Registration is Now Open



PORSCHE CLUB OF AMERICA

www.porscheparade.org

The Porsche Crest Story

Words and pictures courtesy Porsche



The Porsche logo is one of the world's most recognisable brand identities. But did you know that the striking coat of arms first adorned a Porsche in 1952? As a new brand new crest is unveiled, we tell its story

Recognised the world over, the Porsche logo is synonymous with high-performance vehicles and has been a symbol of the company's unwavering commitment to quality for many decades. Yet few know the fascinating story behind the birth of this 'crest', as Porsche itself calls the logo. While internally at the company it is in fact only the PORSCHE lettering that officially represents the 'logo', of course fans the world-over view the entirety of this crest as the Porsche logo, and thus why we'll refer to it as the Porsche 'logo' throughout this article. The start of this logo's story? It traces all the way back to a 1951 design competition.

Who designed the Porsche logo?

Although lettering with the name 'Porsche' first started featuring on the bonnets of sportscars made in Zuffenhausen in 1950, it would be three more years before the idea to create a genuine trademark began to take hold. It started when Porsche and Ottomar Domnick, a Stuttgart doctor and original Porsche customer, organised a design competition among German art academies in 1951. Although the prize pot was set at 1,000 Deutsche Marks, none of the submitted designs managed to win them over. Instead, another idea piqued the interest of Ferry Porsche... and it would come from New York City, the place where modern marketing, advertising and brand awareness was born.

It was here that Max Hoffman – an Austrian-born US car importer who specialised in European sportscars – played a crucial role in the idea to create a Porsche logo. After winning an award for the most interesting car at the Watkins Glen Concours d'Élégance for the first Porsche 356, which Hoffman imported to the US, he saw the potential to create a quality seal that would visually appeal to customers and create a unique identity. At a business dinner with Ferry Porsche in New York in 1951, Hoffman urged him to develop a symbol that reflected the company's roots and conveyed the quality and dynamism of his products. His pitch patently struck a chord.



The now iconic Porsche logo first made an appearance in 1952 on the steering wheel of the Porsche 356

What animal is on the Porsche logo?

For the design of the Porsche logo, Franz drew inspiration from Stuttgart's city seal, which features a rearing horse, and incorporated this into the centre of the shield shape. Since Stuttgart itself was founded around 950AD as a centre of horse-breeding and stud farms, the animal was a fitting addition to the emblem. The word Stuttgart is in fact derived from a small ducal stud farm, 'Stuotgarten', which was situated near the Nesenbach stream in the area. The horse ultimately symbolises the power, agility and elegance of Porsche cars.

What do the Porsche logo's colours represent?

While the horse represents strength, the red and black stripes on either side are reflective of the traditional crest colours of Württemberg-Hohenzollern. What's more, the stylised antlers were also taken from the region's coat of arms. To top it off, the name of the city that Porsche calls home is visible above the horse.

How has the Porsche logo changed over the years?

Franz Xaver Reimspiess's design has shown to have incredible staying power across the decades. His Porsche logo was first seen on the steering wheel of the Porsche 356 in 1952, on hubcaps from 1959 and on Porsche hoods from 1965. Although the design has gone through several revisions over the decades, the fundamental elements have remained the same – it's been a case of light refinements and proportional adjustments. One notable outlier was when the race-ready 911 GT3 was given a painted Porsche badge in lieu of the traditional enamel-coated logo. Shedding even this small amount of extra weight lent an advantage to the car's speed when on the track.

And in June 2023, to tie in with the 75 years of Porsche sports cars anniversary, a new Porsche crest was unveiled – its seventh iteration. It's been carefully modernised with minor revisions, but as with all previous examples, doesn't stray too far from the essence of the original.

What is the new Porsche crest?

"With its cleaner and more state-of-the-art execution, the refined crest communicates the character of Porsche," explains Michael Mauer, Vice President Style Porsche, whose designers worked with marketing experts from the sports car manufacturer over three years on the project. "We have reinterpreted historical characteristics and combined them with innovative design elements such as a honeycomb structure and brushed metal. The result is an aesthetically ambitious arc that bridges the history and the future of the brand."

These subtle evolutions – allied to the Porsche quality associated with it – means that the Porsche logo has always maintained a contemporary feel. As time passes, the look of the Porsche logo will continue to evolve but will undoubtedly continue to honour that now unmistakable original design of more than 70 years ago.



Over a period of three years, Style Porsche designers worked with the marketing team to develop a fresh, modern take on the newly unveiled Porsche crest



The new Porsche crest (bottom right) for 2023 onwards, along with several examples of previous versions of the iconic logo



BONUS PIC!



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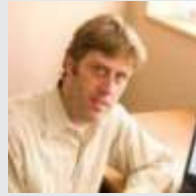


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Meeting Schedule

Regular Club meetings occur on the first Wednesday of each month commencing at 7pm. Please feel free to come earlier for food and fellowship before the meeting.

2 April Monthly Meeting TBA

7 May Monthly Meeting TBA

Check www.redriverpca.org or watch your email!

Statements appearing in issues of "Red River Ramblings" are those of the authors and not necessarily those of the Red River Region or PCA. The Red River Region is not responsible for any services or merchandise advertised herein. The word "Porsche" is used herein solely to identify a make of automobile and does not indicate an affiliation or relationship with the manufacturer or distributors.

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