

Media information

Date 22. November 2018

A must for every Porsche fan

70 years – 70 icons: The Swiss Porsche anniversary book

Group Communication

AMAG Group AG
Group Communication
Utoquai 49
8008 Zurich
Telefon 044 269 53 00
Fax 044 269 53 63

Twitter @AMAG_Media
blog.amag.ch
www.amag.ch

A Porsche gathering – unique anywhere in the world – took place in August 2018 at AMAG Schinznach-Bad, where a sports car was on display from every year since 1948. What made this possible was the friendly contacts maintained by AMAG with its Porsche customers and the Porsche Club Switzerland. From mid-December, a comprehensive book will be available to all those who missed the event or would like to relive it in book form.

Porsche has been fascinating us for 70 years, as visitors to the fifth Porsche Classic Day in Schinznach-Bad found out. What made it unique was that 70 sports cars from 70 years were on display. The organisers used this event to produce a book that has captured the magic of this event and the Porsche marque in words and pictures and deserves a place on every Porsche fan's coffee table.

This collector's book '70 Jahre – 70 Ikonen: Porsche bei der AMAG Schinznach-Bad' will be released in mid-December, in time for Christmas. Covering 280 pages, it provides an insight into the story of Porsche in Switzerland and the history of the marque. Each of the 70 models is presented individually with high-quality photos and technical profiles. Porsche drivers also tell us about their personal fascination with the Stuttgart-based marque. And advertising visuals from the Porsche archive show how effortlessly Porsche's marketing has been updated over the years, resulting in a true icon.

This book, a must in any collection of Porsche books, is available exclusively in German for CHF 49 (+ postage) in Switzerland via shop.amag.ch or the Porsche Service Center Schinznach-Bad (can be ordered in Switzerland from now on. Delivery from 14 December 2018). Moreover from the 14 December 2018 it is available internationally via amazon.de.

You can find a reading sample and further images on our press portal: <http://www.amagpress.ch/>

Hardback: 280 pages
First edition, language: German
Size: 28.8 x 2.3 x 21.5 cm
ISBN: 978-3-033-07055-4

For questions please contact:

AMAG Group Ltd
Dino Graf
Head of Group Communication
Phone +41 44 269 53 00
presse@amag.ch

AMAG Group Ltd
Roswitha Brunner
Head of Group PR & CSR
Phone +41 44 269 53 04
presse@amag.ch

About the company:

AMAG Group Ltd is a Swiss company. AMAG Import Ltd imports and distributes vehicles with the Volkswagen, Audi, SEAT, Škoda and VW commercial vehicles brands via the largest dealer network in Switzerland (c. 1,000 dealers and servicing partners). Also included is AMAG Automobil und Motoren Ltd with over 80 in-house garage operations and used car and bodywork centres. Another member of the AMAG Group is AMAG First Ltd, the largest Porsche dealership in Switzerland. With Auto 1 Ltd, AMAG Group Ltd has other garage operations, including those for the Bentley brand.

Likewise belonging to the AMAG Group are AMAG Leasing Ltd as a provider of finance, AMAG Parking Ltd, which runs various car parks, and AMAG Services Ltd, which is Europcar licensee for Switzerland and provides valet parking at Swiss airports and chauffeur services throughout Switzerland. The AMAG Group is active in car sharing and is investing in its development. Since 2017, it has been the main shareholder in the sharoo car sharing platform. It is also a partner in the Swiss Startup Factory and Catch a Car, a subsidiary of Mobility.

AMAG Group Ltd has over 5,700 staff, including over 700 apprentices.