



Luftgekühlt 10

An Air-Cooled Celebration

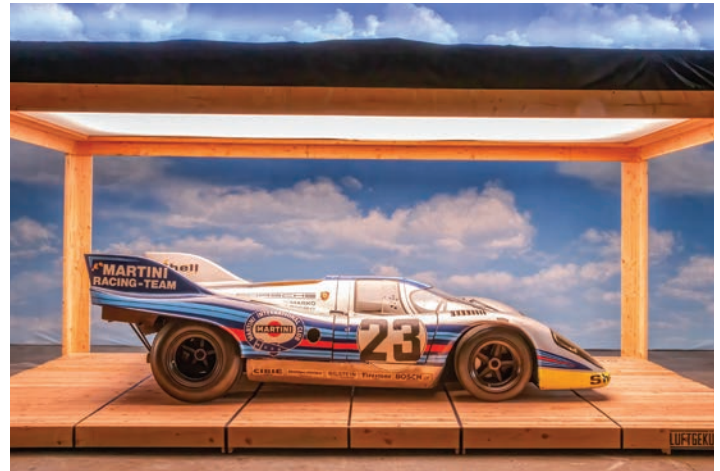
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Photos by Steve Goldman

Luftgekühlt 10 brought together a stunning collection of air-cooled Porsches for a day of celebration and automotive enthusiasts. The Universal Studios Backlot was transformed into a mecca for Porsche fans to admire rare and iconic models.

Luftgekühlt, a German word translated to “air-cooled” in English, is also the name for one of the largest and most anticipated Porsche gatherings each year. The event was founded by two-time, 24 Hours of Le Mans winning race driver and Westlake Village resident Patrick Long, along with well-known brand marketer Howie Idelson. Today, Luftgekühlt’s Creative Director is none other than the multi-talented Jeff Zwart.

Held in 2014, the first Luftgekühlt was in a Venice, California parking lot. It has grown significantly ever since. Past events have been held in the U.S, Great Britain, Germany, Poland, and Denmark, but on Saturday, October 5, it was back to the homeland at the Universal Studios Backlot in Universal City. This year’s extravaganza was even more special as it celebrated the 50th anniversary of the Porsche 930 Turbo. Luftgekühlt represents all air-cooled cars from the marque’s history beginning in 1948 with the 356 technical developments through the end of production: the 911/993 in 1998.





The Backlot was a sea of energetic Porsche enthusiasts. The studio’s movie and TV facades created amazing “Kodak Moments,” with beautiful, individually owned Porsche’s as the subjects. Of the 700 to 800 Porsches on display, a handful were tucked away in old New York City alleys—imagine circa 1935. Other Porsches could be found in obscure courtyards of the French Riviera. At times it felt like a fun, Porsche treasure hunt. However, most of the cars were in plain sight, like the 930-based Vasek Polak Racing Porsche 934 that won the 1976 Trans-Am Championship and was parked on the Courthouse Square lawn where scientist Doc Brown wired a cable from the nearby clock tower to give his DMC DeLorean the 1.21 gigawatts, with the help of a lightning strike.

In the Western Town area, Porsches were resting near hitching posts in an 1825-era, gun-wrestling setting. On an indoor sound stage, the 1971 Martini Racing Porsche 917K was displayed in the same unrestored condition as when it finished the SPA 1,000 Km race in the same year.

With about 10,000 people in attendance on this one-day event, mostly clinching their smartphones, it was impossible

to take a bad photograph. The movie sets proved dramatically successful in creating the art that these static cars represented. The plethora of Porsches caused sensory overload, but a craving endured to see what was around the next street corner, and the next.

Car-culture celebrities attended and greeted the crowds, such as Bruce Meyer, Magnus Walker, and Bruce Canepa. Also spotted walking the Backlot were members of our Santa Barbara Porsche Club, such as our President Steve Doll, Activities Co-Chair Art Shinn, Social Media guru Sal Reyes, contributor Steve Goldman, and member Dave Reifsnnyder.

If you have not been to a Luftgekühlt experience, you should put it near the top of your bucket list. To keep informed on this and other Patrick Long inspired events, visit www.luftgekuehlt.com.

Steve Goldman has been a member of PCA since 2016. He drives a 2016 911 GTS in Sapphire Blue Metallic. Art Shinn has been a member of PCA since 2022. He drives a 2024 Boxster GTS in Shark Blue.