

Preserving tradition and inspiring creativity: The fifth annual Porsche Classic Restoration Challenge is underway

11/02/2025 Enthusiasts can follow along on social media using the hashtag #porschechallenge25.

Atlanta, Georgia. The Porsche Classic Restoration Challenge is an annual competition that celebrates the care, dedication and artistry of restoring classic cars and intends to educate and inspire a new generation of technicians and enthusiasts. Since its inception in 2020, over 100 classic cars that were not road-worthy before the contest have been resurrected.

Open to Porsche dealers, Porsche Cars North America (PCNA) announced today a new way for fans to follow the 2025 Porsche Classic Restoration Challenge.

Each Porsche Center will share its progress through its social media accounts, tagging each post with

the official event tag #porschechallenge25 where fans can follow along and learn details about the challenge entries and their teams.

Now in its fifth year, technicians began working on their entries last fall. The event culminates with the National Championship in October of this year.

"This beloved contest presents a unique opportunity for our Porsche Centers to showcase their Classic abilities through their mechanical and creative skills," said Jonathan Sieber, Senior Manager of Porsche Classic, "In the first four years of the Restoration Challenge, over 100 classic Porsche cars were returned to the road. We're excited to see what each team creates in 2025."

Entries from PCNA's three sales regions – East, South-Central, and West – will be judged at events over the summer by a panel of experts from Porsche Club of America and PCNA. All judging will be open to the public where attendees will have the opportunity to select the prestigious "People's Choice" award.

There are more than 200 Porsche Centers across the United States. Each is invited to compete in one of three categories.

Preservation: In this category, technicians aim to keep the vehicle's original components to enhance its overall function while not restoring it to like new condition. For instance, technicians can make a minor paint correction versus complete vehicle repaint or steam and refresh seat covers versus replacing them. Vehicles also must have been driven 2,500 miles a year or at least 70,000 miles since production.

Restoration: Technicians are challenged to fully restore vehicles to almost new condition. The restoration must closely follow original production specifications.

Individualization: Inspired by the Porsche Sonderwunsch program, this category is for those entries that fulfill a special wish. Technicians and their entire Porsche Center team are encouraged to be creative but must still use Genuine Parts. The vehicles are also to remain street legal.

America is home to more classic Porsche vehicles than any other market in the world. Cars that compete in the Restoration Challenge are worked on by Porsche-trained technicians who have a portfolio of nearly 85,000 Porsche Classic Genuine Parts at their disposal. The Porsche Classic U.S. headquarters, alongside One Porsche Drive in Atlanta, provides Factory Restoration services for all classic models and Sonderwunsch factory programs for all Porsche models.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

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