

## Ferdinand Porsche – Genesis of Genius

Road, Racing and Aviation Innovation 1900 to 1933

by Karl Ludvigsen

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570 B/W and color photos & illustrations, including:

- 7 specially-commissioned 18.5 in. x 12 in. full color foldout drawings of some of the most important early car designs of Ferdinand Porsche by renowned Swiss automotive artist Wolfgang Franke
- 9.5 in. x 12 in. full color plate insert showing engine detail from the 1910 Prince Heinrich car
- Reproductions of original pages from Ferdinand Porsche's original handwritten notes
- Many previously unpublished photos from the Porsche family archives

In **Ferdinand Porsche—Genesis of Genius**, author Karl Ludvigsen reveals a dynamic young innovator who helped to chart the course of the automobile through the first decades of the twentieth century. As early as 1900, at the age of 25, Ferdinand Porsche pioneered hybrid technology to power his automobile designs. Once gasoline gained dominance as the power-source of choice, Porsche became relentless in his goal to design the fastest and most durable automobiles in Europe.

Porsche's engineering brilliance did not stop at the automobile. He also made significant contributions to the early development of airplane engines and military transport vehicles. And in addition to his hands-on style of engineering, Ferdinand Porsche was a tireless managing executive in the automotive industry.

**Ferdinand Porsche—Genesis of Genius** explores in depth the unique combination of ambition, determination and genius that were the genesis of an automotive dynasty which has continued to thrive and expand for over a century.

*So, the man who had such influence on our abiding passion is brought vividly to life, thanks in no small part to the huge amount of new material that Karl Ludvigsen has so painstakingly unearthed through sheer hard slog and weighty research. . . . This book meets all the criteria of written greatness and is without parallel. — Porsche Post*

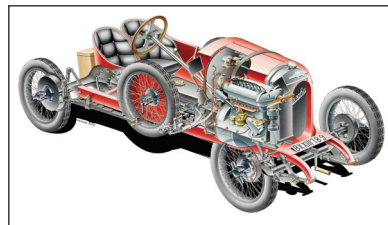
**Table of contents:**

1. Twentieth-Century Debut 1900
2. Bohemian Beginnings 1875–1900
3. Electrifying Automobiles 1900–1905
4. Jellinek's Dream 1906–1908
5. Viva Austro-Daimler 1906–1914
6. Racing in Their Blood 1909–1911
7. Creativity in Conflict 1910–1918
8. Opportunity in the Air 1909–1918
9. Stellar Sixes 1918–1923
10. Sascha to the Rescue 1921–1923
11. Stuttgart Calling 1919–1926
12. Shooting Stars 1923–1928
13. Interregnum in Steyr 1928–1930
14. Genius for Sale 1930–1934



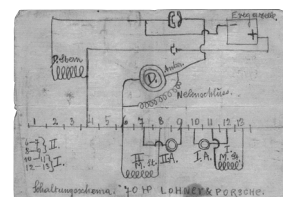
**Chapter 8 Opportunity in the Air 1909-1918:**

In his characteristic bowler, Porsche observed a flight test with one of his engines on the Steinfeld in 1911.



**Chapter 10: Sascha to the Rescue 1921-1923**

Cutaway drawing of the 1922 Austro-Daimler "Sascha" ADS-R. The ADS-R Sascha pictured here is the car driven by Alfred Neubauer in the 1922 Targa Florio.



**Chapter 3: Electrifying Automobiles 1900-1905**

In neat sketches in his own notebook, Porsche worked out the electrical connections that would be needed to control the forward speeds of his powerful Panhard-powered Mixtes of 1905.