

**10.31.14**

**PORSCHE SPOTLIGHT ON BOB LEFFERDO: 30 YEARS OF LIVING THE DREAM**

Posted On October 31, 2014 | by Nicole Holman | 18 Comments | UNLIKE (15 Likes)



Back in the '70s and '80s in Southern California, young moto crossers spent their weekends racing their dirt bikes at a motorcycle off-road playground in Valencia called Indian Dunes or "The Dunes" to frequenters and motocross enthusiasts. Among those thrill-seekers was a 16-year-old Bob Lefferdo who had been racing for a few years and loved to go fast. One day in the scorching desert heat at "The Dunes," Bob partook in a race against a fellow moto crosser, a race that nearly ended his life. During the match, Bob unexpectedly lost control of his dirt bike and crashed into the other racer. At first, the incident seemed to have only left him with a broken arm, but after further X-rays in the hospital, doctors found something more severe—a malignant tumor.

"They gave me a year to live, but I'm here today so I guess that's a good thing," Bob said. "I used to be the kid that would ride his bike to the Porsche dealer and loved Porsche cars so...I know this sounds bad, but my parents basically bribed me. They said, 'If you do all of your treatments we'll get you a Porsche.' So I got a 914. That was my first Porsche."

As his body grew stronger with each treatment, so did his bond with Porsche. At the tender age of 16, little did he know, he would go on to own over 16 different Porsche vehicles and work for the brand for 30 years, cancer free.

In 1981, Bob attended the Porsche Parade in Reno with a close friend who worked on his 914. His friend, John McClure, offered him a job at an independent Porsche repair shop and the California native was off to Reno. While working there, a customer encouraged him to apply for a position at the new Porsche headquarters opening soon and the rest was history.

Like most PCNA veterans, Bob remembers the start of the company to be a little turbulent but exhilarating. He started in October 1984 and worked in the Parts department. Although the company got off to a bumpy start, Bob remained very optimistic about PCNA's beginnings.

"A lot of it was pretty neat because it was the beginning stages of what we have today, creating positions and roles," explained Bob. "What we needed and the framework was there already from Volkswagen and Audi, but it was different because we were creating...basically the foundation of what Porsche is today."

It wasn't long after its start that the company began to flourish and see a rapid growth in sales, but by the early 90s, PCNA ran into a bit of rough patch leading to layoffs and reduced staff. Bob recounts his experience during this pivotal moment for Porsche.

"That was pretty terrible, but it was great in the sense that I survived it and that's why I'm here today," said Bob. "But it was also really bad because I can remember when we went through the layoffs, going into my boss' office and not knowing if I was going to go or lose one person or multiple people on my team and good friends! That's one thing about Porsche. Everybody I've been around has been family to me one way or another and you get to know people. So I think that was the hardest part, but we had to keep going even with reduced staff. It was probably one of the roughest times for us."

Just as the company began to get back on its feet, Bob and PCNA reached another pivotal moment during the company's move to Atlanta in 1998. At first, Bob struggled with the decision to move to the East Coast, but he knew ultimately that it was the right decision.

"You know, it's funny. The longer you're here, after a while I realized there are two phases of my Porsche life – before Atlanta and now," Bob said. "The move to Atlanta was really a challenge, a huge move after being on the West Coast my whole life. There were times I really tried to stay in Reno and really thought I wasn't gonna move, but I couldn't give up after about 15 years. Ever since I moved to Atlanta, I've loved it. The people are great. I like what I do and I think I have a passion for it. I enjoy it and that makes a big difference."



*Bob hosting Porsche Dealers on the Tire Rack Incentive trip to Spa F1 race in Belgium in 2013.*

Over the last 30 years, Bob has had a number of Porsche moments and memorable experiences while working for PCNA. With his good friend and mentor Bob Carlson (who passed away in 2008), he worked on the very first Rennsport Reunion and has worked on every reunion since then. From managing the Porsche Bike program to working in motorsports, from putting together a team for the World Carrera Cup to traveling the world and meeting members of the Porsche family, Bob has lived his Porsche dream. But he doesn't believe the journey should stop here. He looks forward to taking his talents to One Porsche Drive. With his strong background in racing and love for motorsports, the AfterSales manager hopes to be involved with the driving experience, the track and Porsche Classic at the company's new home in Hapeville.

"Being around Porsche for so long and seeing it come from a little office building in Reno to what we have now, something that's going to be unparalleled by any car company really, is pretty exciting," Bob said. "To see it go that far, and to see PCNA and me celebrate our 30 years together is really exciting. To see it topped off at the end of this year moving into this new building is kind of like my 30-year present to myself. Detlev just has to name a turn after me (laughs)!"



The last three decades has provided Bob with a wealth of knowledge about the brand's culture and history to share with his close family and friends. His family, including his wife, two sons, daughter and granddaughter, are incredibly proud of him. He often takes his 12 year-old granddaughter, who he considers to be his daughter, to Cars and Coffee events and says she has been raised as well to love Porsche's exotic luxury cars. For Bob, it is difficult to envision life without the company after watching his love for the cars mature together with the brand over the years.

"They said, 'The only time you're not with a Porsche is in between the next Porsche you buy,'" said Bob. "A lot of people are retiring now within the company. It's kind of like 'yeah I kind of want to think about that, but I also don't because I love Porsche and thank God I'm still healthy and can still work. So for now, I don't want to think about that because I just couldn't imagine life without Porsche."



## 18 Comments



On October 31, 2014 03:42 PM | Rachel Cox wrote  
I had the privilege of working next to Bob when I first joined PCNA. He taught me so much about Porsche and is one of the most knowledgeable employees in the company. From his love for F1 to karting, it is evident Bob has dedicated 30 years to this company because he's passionate about cars and the thrill of racing. Bob loves to tell jokes and make everyone laugh despite his quiet demeanor. He is a genuinely humble person with a huge heart, especially for his family and granddaughter. Congratulations, Bob!



On October 31, 2014 08:07 PM | Ellyn Wujcik wrote  
What a great story! From one west coaster and survivor to another, Congratulations my friend.



On October 31, 2014 10:43 PM | Joe Driskill wrote  
Congrats Uncle Bob!



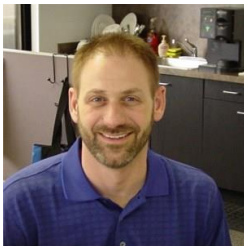
On November 01, 2014 08:43 AM | Kirt Shore wrote  
Bob from the early days in Reno when I was in a pinch in the field you were there. When my guys need something today and they have exhausted all avenues you are there. Life without you doing what you do to help us would not be right. Thank you so much for all you have done to help me and my staff. I hope they do name a corner after you, but I hope you are here with me for another 20 years doing what we love to do. What was your first Moto X bike?



On November 02, 2014 04:21 PM | Kenneth Lim wrote  
Congratulations to you Bob!



On November 03, 2014 07:31 AM | Carletta Cannon wrote  
Bob, it's been such a pleasure knowing you for the past 15 years. You have been such an inspiration and your passion for the Porsche brand certainly shines through. You have never been too busy to answer questions and help us here in Customer Commitment, and this willingness to help us makes our jobs a little easier. I can't say THANK YOU loud enough! Here's to wishing you as many years as you chose to continue working for this great company!



On November 03, 2014 07:32 AM | Randy Burnsworth wrote  
Great story! Congratulations Bob!



On November 03, 2014 08:00 AM | Robert Goulding wrote  
Congratulations Bob!



On November 03, 2014 08:12 AM | Robert Avent wrote  
Bob, Congratulations on 30 years. For the record, I think Lefferdo Dr. sounds pretty good for the new complex.



On November 03, 2014 08:17 AM | Adam Miller wrote  
When I first came to PCNA, I was part of Bob Lefferdo's Parts Support team. Back then, the team consisted of Craig Irish, Joe Driskill, Bob Lefferdo and myself...what a crazy and fun time that was. Bob was not only welcoming to someone who knew NOTHING about Porsche, but he was someone who gave you a glimpse of why Porsche is the best company in the world to work for. Many of us grow numb to our surroundings, and day to day business tends to distract us from where we work and who we work for. When you tell someone where you work, how do they react? They get excited and only want to talk about Porsche. This is Bob. He is my daily reminder that there is longevity in doing something and working for somewhere you truly love. Congratulations Bob, and may you continue to inspire other newbies as did with me.



On November 03, 2014 12:15 PM | Jack Murphy wrote  
Cool story, I remember Indian Dunes I raced motocross around so cal for many years. Bob did you ever race Carlsbad? That was the roughest racetrack I ever raced on. I say keep going as long as you love what you are doing.



On November 03, 2014 01:02 PM | Bill Worth wrote  
I've worked with Bob since 2000. The Atlanta office was still in its first stages and was going through a hiring expansion, where Mark Rhea, Chris Cramer, myself and many others were new to the company. I took over for Hans Reisel and Bob helped show me the ropes of how Porsche did things. He's been a friend since then through stressful times, good times and enjoyable trips to at least half a dozen PCA Parades in this and the last decade. Congratulations Bob and many thanks for your friendship and support through the years!



On November 03, 2014 02:17 PM | Craig Irish wrote  
My Hero! Congrats Bob!



On November 03, 2014 02:52 PM | Bob Lefferdo wrote  
Thank you everyone for all the wonderful comments & stories, but I will say with out so many different people that helped me over that span of 30 years I would not been able to accomplish what I did. Those people and the family we share at PCNA is what makes this company special. Sure we are disfunctional like most families are but always remember "PMA" (80's punk rock matra)



On November 03, 2014 03:09 PM | Michael Morgan wrote  
This almost looks like that guy who dresses up like Santa on Christmas - clearly not the same guy. Congrats Bob!



On November 04, 2014 10:03 AM | Jim Moore wrote  
Awesome story! Congratulations Bob!



On November 04, 2014 12:58 PM | Crystal Khalil wrote  
Congrats Bob! One of the nicest people at PCNA!





On November 05, 2014 01:16 PM | Trish Roberts wrote  
Congratulations Bob!!!!