

Letters for Lozzy

The Porsche community unites behind Laurence “Lozzy” Dudson and his tattered, but Porsche Approved Certified Pre-Owned 2011 Porsche 911 Carrera GTS Cabriolet.

Beverly Hills Porsche must “Make it Right” with Lozzy.

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Mr. von Platen and Mr. Emery:

Mr. Dudson purchased a Porsche Approved Certified Pre-Owned 2011 Porsche 911 Carrera GTS Cabriolet from Beverly Hills Porsche (BHP) in June 2013. Mr. Dudson was an out of town buyer and purchased the vehicle over the phone based on his trust of the Porsche Approved Certified Pre-Owned (CPO) standards, the salesman description of the vehicle as in “perfect” condition and photographs supplied by BHP. The price Mr. Dudson agreed to pay for the car reflected the value he placed on a 2011 911 Carrera GTS Cabriolet in excellent condition.

Mr. Dudson however did not receive a vehicle in excellent condition, or anything close to excellent condition. He received a car with significant paint, roof, wheel and other problems. The very poor condition of the car sold to Mr. Dudson, and dealership’s protracted refusal to rectify that sale, has led many Porsche enthusiasts to unite in an effort to assist Mr. Dudson. His predicament has been well chronicled and thoroughly discussed on Rennlist.com’s 997 Discussion Forum. As of September 7th, 2013 his thread, *My Poor Car*, was viewed over 65,000 times! It is the most active thread in the 997 Forum’s history and it is indicative of general frustrations building with Porsche.

Comments on his thread overwhelming support Mr. Dudson and the position that Beverly Hills Porsche should either repurchase the vehicle from Mr. Dudson at its original sale price or should pay him the cost to restore it to excellent condition. The cost to restore the vehicle’s paint, wheels, roof, etc. is well in excess of \$20,000 per Mr. Dudson. Rectifying this will begin to heal the rift that now exist between the Porsche community and Beverly Hills Porsche. It will also demonstrate the dealership truly regrets the problems Mr. Dudson has experienced.

The Porsche community is very concerned with Porsche Cars North America’s (PCNA) failure to advocate on Mr. Dudson’s behalf with the dealership. By allowing Beverly Hills Porsche and other Porsche dealers, to sell Porsches best described as “inferior, second quality stock”, in the Porsche Approved Certified Pre-Owned program; PCNA is damaging the trust of the Porsche brand and damaging the value of its certified used vehicles. By not enforcing the high standards it states are required for Porsche Approved CPO cars, Beverly Hills Porsche and Porsche Cars North America are causing a loss of value for all U. S. Porsche owners. Problems like Mr. Dudson’s can reduce demand and erode values for trade-in and resale Porsches. As trust deteriorates in Porsche’s integrity and its ability to deliver on its claims of high standards for quality and service, it affects the value of all Porsches and owner’s ability to enjoy their cars. The failure of PCNA to hold BHP, its largest volume U.S. dealer, to its Porsche Approved CPO standards is especially damaging to Porsche owners since other dealers can be expected to follow BHP’s example of selling substandard cars as CPOs given no apparent correction has come from PCNA. Porsche Cars North America must act to reasonable ensure every vehicle sold through the Porsche Approved CPO program meets the standards implied by their statements made on Porsche’s CPO Quality web page:

“Rigorous mechanical and bodywork standards must be met by every Porsche Approved vehicle. This is part of the meticulous preparation process undertaken prior to sale. You can be assured that your new Porsche Approved Certified Pre-Owned Vehicle has undergone service and preparation worthy of the Porsche name and meets the standards you would expect of us.

I stand with the Porsche community and personally pledge, as many other Porsche enthusiasts have done, to not do business with Beverly Hills Porsche until they resolve matters with Mr. Dudson to his, and the Porsche communities, full satisfaction. A token refund to Mr. Dudson is not acceptable to resolve this matter, neither is the requirement of a confidentiality agreement.

The Porsche community is looking to Porsche Cars North America to restore its faith and trust in the Porsche brand. We all wish to continue our support of Porsche, but Porsche and its dealers must fulfill their claims of supreme customer service and high standards of quality.

Signature

Name and Date