

# Tech Session - CPO Vehicle

## Certified Pre-Owned Vehicle

### Tech Session Tackles Porsche's CPO Program

**P**orsche created its Certified Pre-Owned (CPO) Program to give its customers an option between buying a new vehicle and purchasing a used one. This third option was the subject of the Nov. 7 tech session organized by the PCA-CHS tech committee and hosted by

Porsche of Towson. About two dozen club members attended the event.

After a breakfast of coffee and doughnuts, the session was opened by Jim Earlbeck, committee co-chairman. The resource speakers were sales manager Steve Postol and gold master technician Curt Ledbetter. Steve started the session by providing an overview of the CPO program.

The typical CPO Porsche costs a few thousand dollars more than an equivalent pre-owned model that



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is not certified. But what a CPO buyer gets is likely worth much more than that price premium. That became clear as Steve explained the meticulous process of selecting, inspecting and reconditioning a candidate vehicle before it can be certified as Porsche-approved. After the vehicle earns that distinction, it gets something that should provide the buyer a justifiable sense of security.

Every CPO Porsche is backed by a warranty and roadside assistance package that is good for a mini-

imum of two years or 50,000 miles, whichever comes first. If the vehicle is still under its original four-year or 50,000-mile warranty, that factory coverage is extended for an additional two years or 50,000 miles, again whichever comes first. So, cumulatively, a CPO Porsche could carry warranty protection for a total of six years or 100,000 miles from its original in-service date. And that factory warranty is identical to what comes with every new Porsche (except for its dura-

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tion); the same is true of the roadside assistance coverage. The premium charged for every CPO vehicle pays for both the reconditioning and the CPO warranty, for which the dealer pays Porsche a fee.

Such protection should allay the fears of potential customers who may be wary of buying a used Porsche they know little or nothing about. They could derive further reassurance from the fact that CPO vehicles are cherry-picked by savvy sales managers, and then given a thorough inspection and careful reconditioning by Porsche-trained technicians.

Steve said the candidate vehicles are usually customer loaners, lease returns, trade-ins or walk-in purchases. Rarely do they come from wholesale auctions. They cannot be more than 8 years old and should not have more than 100,000 miles (though 65,000 may be the practical limit, to make the CPO warranty worthwhile). Moreover, they should not require extensive and expensive repairs or refurbishment. Cosmetically and mechanically, they should be in good shape; as such, with only minor work or a simple replacement of parts, it should be fairly easy to upgrade their condition to "very good."

*Photo by Aniano Arzo*

A good service history—backed with service records, invoices and receipts – would be a definite advantage. That history should show regular maintenance in compliance with Porsche's recommendations. Regular use, within reason, is often preferred over unusually low mileage over a period of years. Desirable vehicles are those that

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have been lovingly used, cared for and maintained. The number of previous owners is immaterial, Steve said.

After the appropriate vehicles have been carefully selected by the sales department, they go through a 111-point inspection in the service department, according to Curt. Depending on how well they fare, the vehicles pass or fail. Those that pass are reconditioned with genuine Porsche parts. Maintenance items are made up to date, in accordance with Porsche's recommended schedule. Compliance with re-

calls is checked; anything not done is done. Tires and brake components should have a substantial portion of their service life left; otherwise, they are replaced with new ones. Anything that needs to be done in another 2,500 miles or less, or within the next two to three months, is done. Scratches, dings and dents are taken care of. All exterior and interior surfaces are cleaned and made presentable.

This certification process is monitored and audited by Porsche North America, to en-

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sure that its integrity, value and reputation are protected, Steve said.

*Aniano*

All in all, Steve and Curt did an excellent job explaining Porsche's Certified Pre-Owned Program for late-model vehicles. And the attendees helped by asking a number of very good questions. This tech session was a perfect complement to the one held in March, on the pre-purchase inspection of classic Porsches. Ralph's Auto Service was the host of that equally well-attended event.

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