


# CLASSIC DRIVER

## Now on Classic Driver Live: the Porsche-mad racing director Jeff Zwart

**Lead**

There are few people in the world, let alone North America, who live and breathe Porsche like Jeff Zwart, the commercial film director, photographer, author and Pikes Peak-winning racing driver. We're delighted to welcome him to Classic Driver Live...

A dyed-in-the-wool Porsche obsessive. That's the only way we can adequately describe Jeff Zwart, the Southern Californian commercial film director, photographer, author and racing driver. Not only did Zwart learn to drive in his father's early Porsche 901, shoot virtually every major motorsport meeting around the world for *Road & Track* and, having graduated from the ArtCenter College of Design in Pasadena, save up to buy a bright yellow Porsche 914 as his first car, but he's also spent the best part of 30 years directing big-budget commercials for the Stuttgart brand, more recently under the banner of the global production agency Radical Media he co-founded. Oh, and did we mention he's raced Porsches with great success? In particular at the legendary Pikes Peak hill climb in Colorado, where he's won a staggering eight times. In 2011, Zwart even drove a Porsche 997 GT2 RS from Los Angeles to the infamous mountain to take part. The entire journey was captured in a superb Porsche short film that's well worth checking out. No day is alike for Zwart now, though you can guarantee there's always time for a drive - be it in his 959, 906 or any of the other fabulous Porsches in his garage. His lust for life is infectious and telling of his success in truly fusing his professional and personal worlds. We're honoured that Zwart will join our host JP Rathgen for the next instalment of Classic Driver Live. You can catch the chat live on [our Instagram channel](#) from 1900 CET/1800 BST on 12 June or afterwards either on [our IGTV](#) or right here on this page.



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