

SPECIAL HEALTH, HOME AND EDUCATION SECTIONS + EXPANDED RESTAURANT SECTION

# Newton

MAGAZINE • YOUR COMMUNITY FORUM

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**SINGING  
LAWYER'S  
DOUBLE LIFE**

**RESEARCHING  
EATING  
DISORDERS**



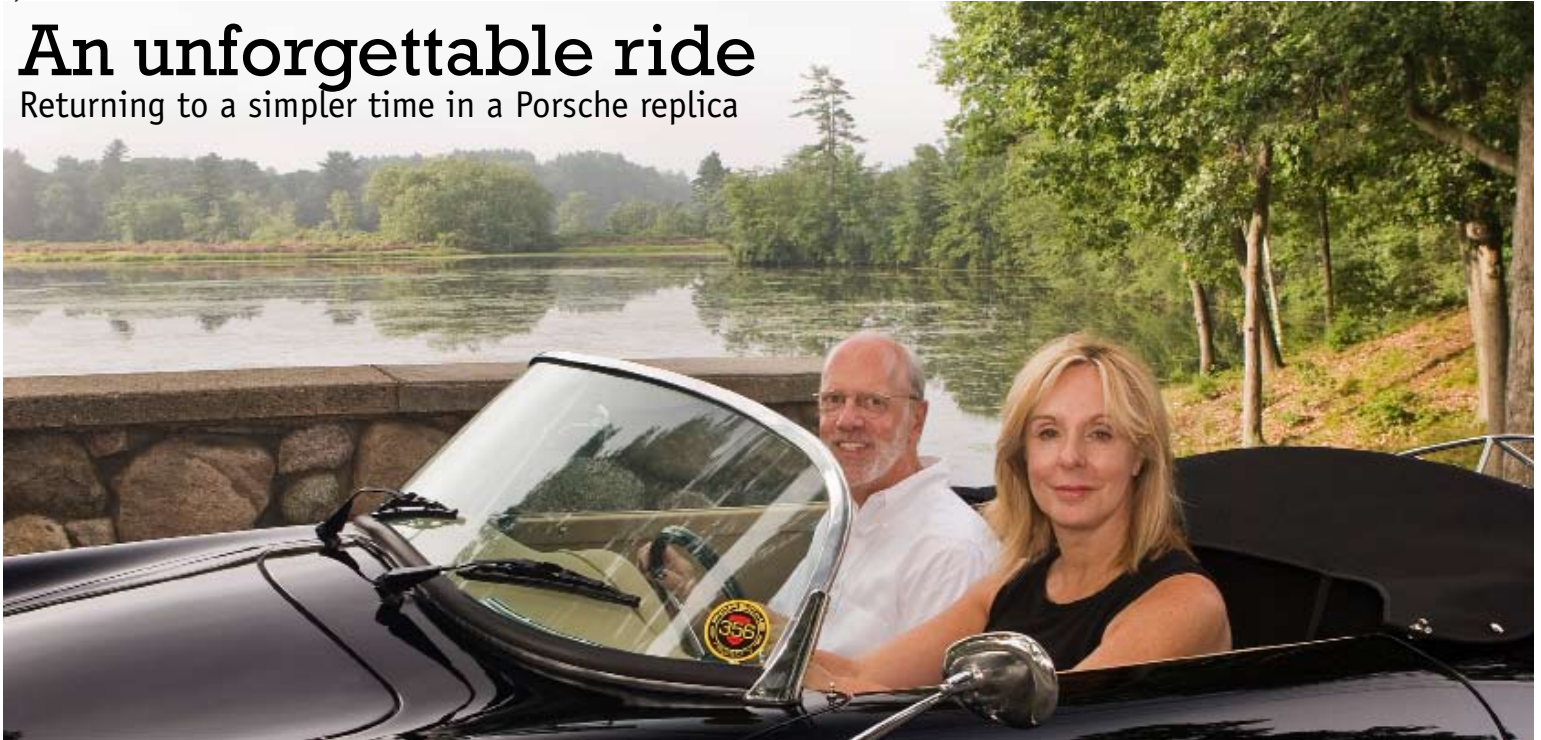
*Not your father's Porsche*

**W**OULD YOU GO FOR A DRIVE IN A REPLICA OF A PORSCHE SPEEDSTER CIRCA 1957? \* WOULD THE EXPERIENCE MAKE A UNIQUE GIFT FOR A BIG BIRTHDAY, OR A WEDDING, OR OTHER SPECIAL OCCASION?

\*The responsibility for the idea of the original Porsche Speedster goes to Max Hoffman, an American Porsche importer, who set out to create a lightweight minimalist roadster. Hoffman's concept caught on quickly and the Speedster was on its way to becoming one of the most memorable models in automotive history. The Speedster offered consumers lightweight bucket seats, an innovative dashboard and attractive Italian detailing. From the beginning the Speedster enjoyed tremendous popularity for its quickness and agile frame as well as innovative styling.

# An unforgettable ride

## Returning to a simpler time in a Porsche replica



Newton resident Don Buchholtz would enthusiastically endorse such an idea, impulse or otherwise. He is the entrepreneur behind Classic Cars and Byways that envisions a thriving business for individuals seeking a special experience or gift for a special person. Having launched the new enterprise last month, he purchased the Porsche as the first in an inventory of vintage sports cars for rent.

Behind the new business is more than a year of research that included a course in England for persons interested in opening such a rental car business. "I learned all aspects about running this business, from legal and insurance issues on," Buchholtz said. "I was trying to find similar companies in this business." He discovered that there are technical differences in England from the United States. So, he then pursued rental businesses in the United States using facilities such as SCORE, a non-profit seniors organization to assist new businesses. Score identified such businesses in Litchfield, Conn. and Charlottesville, Va., the latter of which was in operation for more than a decade. "There are good people out there willing to go out of their way to help you," he recalled. "It was very encouraging and helped me move forward..."

Buchholtz' search for a business stemmed from a course he took in adult education about "reinventing oneself." "It was not specific to my idea but it was thought provoking. One strong recommendation was to get connected, he said. That brought him to SCORE where at a one-day workshop, he began to form relationships. He undertook the task of writing a business plan with the help of SCORE counselors, which led in turn to a winter of research and planning.

The whole notion of seeking new worlds to conquer contrasted sharply with his "day job" where he serves as United Way Senior Director with responsibility for grant making designed for community impact in the Massachusetts Bay

and Merrimack Valley region. In contemplating a fresh career in retirement, he recalled his teenage interest in European cars of the 1950's and 1960's and managed to own a couple of such vehicles. He put aside this interest after marriage. "Last year I was nearing retirement and thinking, 'What to do?' The answer was sports cars."

He sees the New England area as offering many opportunities for touring in his vehicles. "There are lots of interesting byways," Buchholtz said. "There's the Coastal Wine Trail in Rhode Island. Also, there is historic New England, west and north of Boston and lots of back roads." He also noted that the region offers a "plethora of book stores with lectures and more." Of course, there is always the opportunity to view foliage in style."

*"It is a little indulgent. One of his earliest customers is renting the Porsche for her wedding in Central Park on Labor Day."*

The primary market, he said, is women renting cars for their husbands' birthday or anniversary. "If you run out of ideas for birthday presents, here is something different...in the category of a hot air balloon ride or windjammer cruise." "It is a little indulgent," he said. One of his earliest customers is renting the Porsche for her wedding in Central Park on Labor Day.

Buchholtz is offering rentals for as little as \$210 per day for a three

day weekend.

Laura Beechwood, his wife, is a business owner of a plastics company. The couple has two children, a son who graduated from college this year and a daughter at Newton South High School.

His marketing plan includes advertising in the *Harvard Alumni* magazine, and later to the travel market in *Boston Magazine* and the *New Yorker*. The new entrepreneur is conducting a survey of reader tastes on his web site, asking readers to email their recommended choice of the next car to be purchased.

**Classic Cars  
and Byways**  
sports car rentals and unique getaways  
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