

Words: Matt Stone Photos: Evan Klein

WORKSHOP 5001

Marlon Goldberg once worked alongside Rob Dickinson at Singer Vehicle Design, but then set out to create his own take on high-performance, high-horsepower Porsches, based principally on earlier pre-1964 models. His business, Workshop 5001, is creating quite a stir...

“THE RESULT IS 339 HIGH-WINDING HORSEPOWER, WITH SIMILARLY SUBSTANTIAL TORQUE”





Marlon Goldberg is a young guy, not yet 40. But he's spent much of his life (working and personal) around cars, and Porsches most particularly. New York State born and raised, Goldberg has been a mechanic, a Porsche certified technician, a Porsche new car salesperson, and did a two year stint in the earliest days of Singer Vehicle Design (SVD). Got your attention yet?

Goldberg worked with Singer Kingpin Rob Dickinson, and others, to set up and define the production process and parts department, and was deeply involved in the build of the company's first cars. It was a fruitful union, but after some time, Goldberg decided he wanted to do things differently, and do a few different things. Primary among them was to be able to build more bespoke cars, on models and platforms other than Porsche 964s, which are the staple underpinnings of Porsche 911s "Reimagined by Singer."

Goldberg and Dickinson parted, and remain, friends. It was at that point that Marlon located and acquired a sturdy but tatty warehouse building in the East Adams/Jefferson Park area of Los Angeles. The building was emptied out, cleaned up, restored and remodelled to suit his taste and needs. The original wood trussed ceiling remains, and looks

fabulous. The cinderblock walls are also original.

The floor needed some sections cut out and replaced with steel rebar-reinforced concrete, plus the construction of a very cool, high-roofed, skylighted bath and shower room, with trendy, industriomechanical-looking exposed plumbing and electrical conduiting. It's one of the funkier and coolest car/man caves we've ever seen: part race shop, museum, Q's workshop and laboratory.

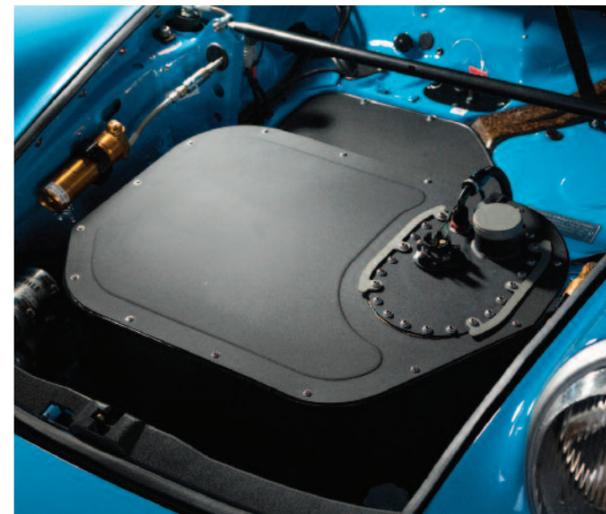
From there it was a matter of adding lifts, sheetmetal working benches, and racks and racks of tools. Workshop 5001 opened for business in 2014.

During our visit, there were a half dozen 'done' cars around, each a testimony to the level of depth and attention to detail that Goldberg and his small yet highly skilled and dedicated staff go to remanufacture and thoroughly upspec a Porsche. Each car's concept, design and componentry tends to be a mix of old school Porsche 'greatest hits' smartly combined with a lot of latest and best aftermarket and Porsche factory bits and technology.

Much like the ethos of Singer Vehicle Design, maximum emphasis is placed on using the best possible finishes, textures and materials, not only in terms of performance potential, but always keeping in mind tactility, aesthetics and

Above: The car may have started life in Germany but it's now as American as mom's apple pie and a bottle of Coke. Despite its subtle appearance, this is one full-on hot-rod

Below, left and right: Dansk Sport muffler makes a vain attempt to quieten the beast. Headers have been fitted with take-off for Lamda sensor to feed info to the Motec module. Transmission is a Type 915 five-speed



Above left: Fuel cell replaces the stock fuel tank, leaving little room for luggage!

Above right: Injected engine displaces 3.8-litres and pumps out a healthy 339bhp, with a commensurate increase in torque



design. Goldberg doesn't remove and toss out most of the factory Porsche steel panels in order to replace them with carbon-fibre parts, although when an underlying car shows up with a sunroof, and the customer wants it removed, 5001 cuts out a huge rectangular section of the roof and replaces that panel with carbon-fibre. It's light and strong at the top of the car, where weight reduction does a lot of good. There's also the occasional composite spoiler, bumper or ducktail.

Goldberg likes to build big engines, and encourages customers to think in terms of 3.6-, 3.8-, and 4.0-litre flat-sixes. Many a single-plug engine in this shop has been modified to make it a twin-plugger, or in some cases the build is based around an already twin-plug 964 engine. Five- and six-speed manual transaxles are the order of the day, with nary a Tiptronic or PDK to be seen.

Aerospace level wiring harnesses are built entirely from scratch, to be even more sophisticated, flexible, robust and reliable than would be a factory harness with add-ons and patches to handle things such as fully programmable Motec or Bosch engine management systems. Every loom is heavily wrapped and premium fasteners are used.

The undercarriages look better, cleaner and shinier than factory fresh; paint, chrome and plating is concours quality. 5001's standard is 'best of best' componentry, and no matter

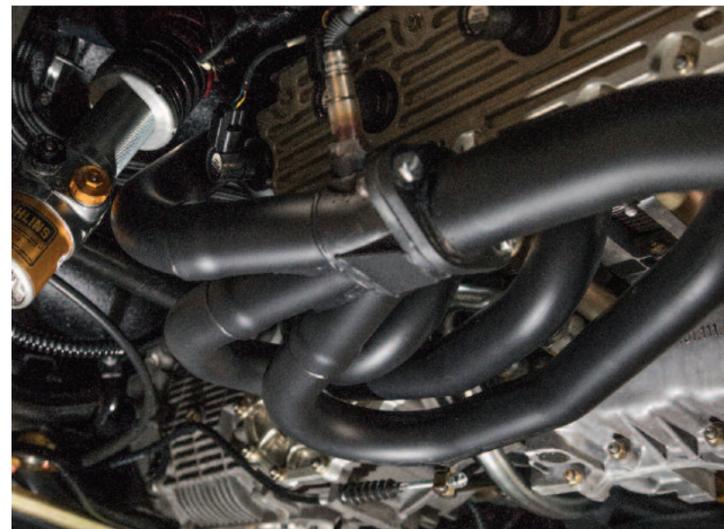
a given car's state of tune or performance, think 'well-tailored race car' – or really fast Fabergé egg!

Our main focus this visit is the eye-popping Mexico Blue '74 Carrera you see in these photos. It was commissioned by a couple that loves cars, primarily as the wife's daily driver and weekend autocrosser. Suspension, tyre choices and engine power and sound levels can be tailored to individual owners' taste, but suffice it to say this one should just rake in the trophies on the autocross circuit.

It arrived mostly in a box, and was originally a Sportomatic-equipped machine, which hit the bin in favour of a fully rebuilt and beefed up magnesium-cased 915 transaxle. You may wonder why not a later G50, but Goldberg has had good luck sorting out 915s and making them easy and crisp to shift, plus this mag-cased box is the lightest five-speed you can put into a 911.

And the engine behind it is indeed a thumper; a proper naturally-aspirated air-cooled 'six' punched up to 3.8-litres drilled for twin spark plugs, running a Motec M130 engine management system, Carillo rods, Mahle pistons and cylinders, a GT3 oil pump and custom made cams, among many other high tech mods. The result is 339 high winding horsepower, with a similarly substantial torque number – do the power-to-weight maths on that for a car weighing less

Below: When you see this in your rear-view mirror, just two words come to mind: Move over!





than 2300 pounds with all fluids aboard.

To call this a ground-up build is an understatement; the car was stripped of everything, not a nut, bolt or wire left, and blasted down to the nubbins. Every seam was stitch welded to close any potential rust gaps and to add ultimate structural rigidity. The roof is 5001's own carbon-fibre panel, and every bushing and bearing is new. Ohlins provided one of its adjustable suspension kits, while the brakes are Carrera 3.2 calipers with a master cylinder runs sans power assistance. The wheels are refurbished factory Fuchs, wrapped in Pirelli Trofeo R rubber.

The exhaust system is catalyst-free, running aftermarket replica RS headers backed by a Dansk Sport dual-outlet muffler. The clutch is a completely user friendly Sachs unit that avoids the shuddering and abruptness served up by so many pure race pieces. The Motec system not only handles engine management duties, but an in-car keypad administrates everything from the lights to one touch power windows.

As you can see, the body has been handworked and rubbed to within an inch of its life, and finished in a dazzling rendition of Porsche's iconic Mexico Blue. The darkish plating

on the window frames and elsewhere is called Black crystallite chrome, a completely modern finish that retains a subtle retro quality that's so much more interesting than matte black or just more polished ally, or chrome.

The cabin is sporty, and nearly as eye popping as the exterior. Stock seats have been swapped in favour of lightweight Recaro shells equipped with multipoint quick release harness belts. The rear seat area is now filled with a competition roll cage. The doors wear unadorned RS style doorcards with custom pulls. Ahead of you is the friendly and recognisable 911 gauge array, and you reach up to grip a helpfully dished Momo Prototipo steering wheel.

Everything that isn't painted to match the screaming blue bodywork is wrapped in a deep shade of red leather. There's a spinal cord of wiring harness that runs from the front of the car back to the engine compartment, fully encased in OEM level insulation and wrapping, all held to the floor with 'zip ties' – but not the expected off-white or black plastic wire-ties, but each one hand wrapped in the same leather – that may sound a little over the top, but trust us, they're fabulous.

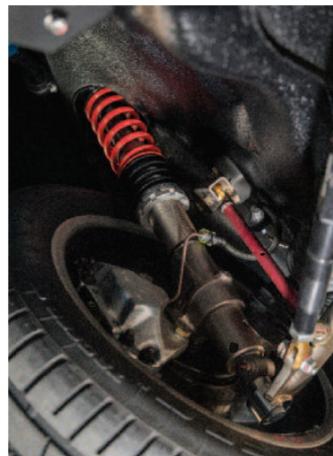
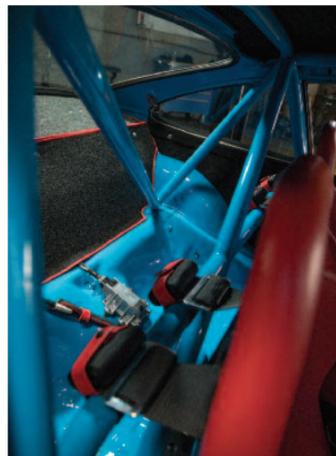
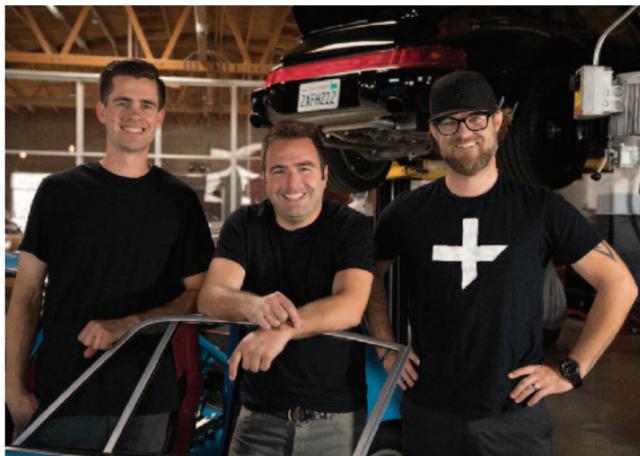
“THE BODY HAS BEEN RUBBED TO WITHIN AN INCH OF ITS LIFE...”

Above: Low, mean and moody, the latest offering by Workshop 5001 began life as a regular 1974 Carrera

Below left: Marlon Goldberg (centre) along with Jason and Ryder are the faces behind the operation

Below centre: Rear seat area is now filled with a colour-coded roll cage and Motec management module

Below right: Ohlins supplied the adjustable coil-over suspension kit





Thumb the starter button and the protein-fortified flat six burst into life with a cheery bark. This thing is loud. Goldberg can and will build you a car more reserved than this, and while technically still a licensed-and-lighted street car, it's getting pretty near the edge.

The five-speed shifter rides aboard a stock Porsche housing refreshed with a Wevo quick-shift. The clutch feels like that of any normal 911, with smooth linear take up about mid-pedal.

Point it straight, mash the pedal, and the tach races to 7000rpm; snick the shifter into second and repeat, and you'll hit 100mph awfully quickly.

The combination of low-end torque and dizzying top end horsepower is intoxicating. And the noise is like playing the highlights of Le Mans on a virtual reality audio system.

The suspension is absolutely committed; some will feel it too stiff for street, others will revel in the control and response. Fortunately, there's plenty of travel and first rate

damping — tough to pull off in a suspension system that's far more spherical rod-end-jointed than rubber. But it's as precise as a laser-guided X-acto knife. After ripping around the streets of LA like McQueen in a 917, we eventually park the Blue Meanie and ponder...

What does all this speed and beauty cost? Not unlike a car from Singer Vehicle Design, it's a half-million USD, give or take a few details and options. Credit these car owners for stepping up and commissioning something unique, because it would have been simpler, faster and less expensive for them to drop into their nearest dealer and order a new GT3RS.

But thankfully there are people who want, and can afford, something special and utterly bespoke; Marlon, Ryder, Jason and the rest of the gang at Workshop 5001 will be happy to build it just for them. **CP**

For more information, check out www.workshop5001.com

Above: It makes for a pleasant change to see an impact-bumpered 911 that hasn't been backdated to build a hot-rod

“IT’S AS PRECISE AS A LASER-GUIDED X-ACTO KNIFE...”

Below, left and right: There's no ignoring the interior! Deep red leather highlights on the dash and door trim complement the Recaro seats. Schroth harnesses and Momo wheel are the finishing touches

