

Important events – Quarter 4

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Historic event in Dubai

Visitors flocked in their thousands to the Icons of Porsche festival held in Dubai in November. For Porsche, this was the biggest exhibition of classic cars from the museum to be shown outside of Germany in 2021. Among other things, it featured the visionary design studies in the „Porsche Unseen" series. Hundreds of classic car owners from the United Arab Emirates, Bahrain, Kuwait, Saudi Arabia, Lebanon and Oman travelled to Dubai to present their cars. Manfred Bräunl, CEO of Porsche Middle East and Africa: "The region is home to a variety of rare and unique Porsche classics."

Donation for inclusion in sports

The Ferry Porsche Challenge will promote inclusion in sports. Under the patronage of Paralympics champion Niko Kappel, sports clubs big and small in Baden-Württemberg and Saxony were encouraged to apply in December. Interstate projects with sports clubs from Baden-Württemberg and Saxony can also apply. The top three places will receive 75,000 euros each, 50,000 euros have been allocated to each of six second places and eight third places will each be awarded 25,000 euros. All the nominees also have the opportunity to win one of two special prizes of 50,000 euros.

Helping refugee women gain employment

Strong women, strong families – together with the social start-up socialbee, the Ferry Porsche Foundation is supporting refugee women as they enter the German labour market. In autumn, a donation of 300,000 euros was used to create a three-year qualification and development programme which boosts the female participants' independence and steers them into an independent career. "Education and qualifications are key to shaping people's lives. This is especially so for people who have had to flee from their home country. Helping refugee women to help themselves has a key part to play here," says Sebastian Rudolph, Chairman of the Board of the Ferry Porsche Foundation. "If refugee women are well integrated in Germany and in the labour market, this has a positive impact on their entire family. We therefore support this initiative and are strengthening an inclusive approach." socialbee guarantees continuous childcare, enabling the participants to focus on their vocational training. In addition, trained mentors guide them as they enter the labour market. The aim is the long-term integration of women and their families.

Cellforce production in Reutlingen-Nord

Porsche AG and Customcells Holding GmbH selected a site in December – Cellforce Group GmbH (CFG) intends to develop and produce high-performance battery cells in Reutlingen-Nord/Kirchentellinsfurt. Construction is set to begin in 2022 and production should be up and running in two years. The aim is to initially produce high-perform-ance battery cells for 1,000 vehicles a year. The Cellforce battery cells could conceivably be installed in high-performance electric Porsche models. Porsche is investing a double-digit million figure in the new Cellforce Group GmbH. The chemistry behind the new high-performance cells revolves around silicon as the anode material. This makes it possible to considerably increase the energy density compared with the current production batteries. The battery can be more compact in design while offering the same energy content. This new chemistry also reduces the battery's internal resistance, enabling it to absorb more energy during energy recuperation and making it more efficient during fast charging. The battery cell is also said to be more resistant to high temperatures. In addition, all of the manufacturing value creation occurs in Germany in accordance with stringent sustainability criteria. Important raw materials such as nickel and cobalt are sourced solely in Europe.

Porsche mourns the death of Eberhard Mahle

Former racing driver Eberhard Mahle died on 21 December 2021 at the age of 88. Porsche is in mourning for a man who had strong affiliations with the company. Eberhard Mahle was the son of Ernst Mahle, co-founder of the Stuttgart-based company Mahle GmbH. He won his first touring car race at the age of 21. He then bought his first Porsche and came sixth in the Achalm hill climb near Reutlingen the following year. At the age of 26, he came second in the Targa Florio in a Porsche 550 Spyder. By

1963, he had competed in around 210 races and rallies, scoring six overall wins and celebrating more than 150 class victories. Following an accident which was no fault of his own, resulting in a break from racing, he tackled the European Hill Climb Championship in 1966. The result – he became European champion.

Investment in 3D printing company
Porsche Ventures invested in INTAMSYS in December. The company is a global leader in 3D printing systems for high-performance materials. Thanks to years of research and development, INTAMSYS achieved a significant breakthrough in the small-batch production of automobile parts and components. The company has evolved into a leading supplier in this segment since entering the market in 2016. Among other things, its products are used in aerospace, the automotive industry, medicine and scientific research. Porsche Ventures is Porsche AG's venture capital unit.

Laurin Heinrich is the new Porsche Junior
Twenty-year-old Laurin Heinrich of Würzburg has made it – he will be competing in the 2022 season of the Porsche Mobil 1 Supercup as the Porsche Junior. The junior driver beat 11 competitors from the worldwide Porsche Carrera Cups in a selection process held in Aragon, Spain, at the end of November. Heinrich receives a sponsorship package for the Porsche Mobil 1 Supercup worth 225,000 euros. Last season, he clinched the rookie title in the international one-make cup with the 375 kW (510 PS) 911 GT3 Cup. He won the Porsche Sports Cup in 2019 and secured the rookie championship title in the Carrera Cup Deutschland the following year.

Manfred Schurti celebrates his 80th birthday
On 24 December, Porsche wished a happy birthday to a man who achieved 24 podium finishes in 24 races in a Porsche 935. Former works driver Manfred Schurti turned 80 on Christmas Eve. Born in Lustenau, Austria, Schurti is a citizen of Liechtenstein and is the principality's most successful racing driver to date. His career began on motorbikes and he became Swiss motocross champion in the 250 cc category at the age of 21. He entered Formula Vee at 25. Porsche signed him up as a works driver when he was 32 and he competed alongside Jacky Ickx, Jochen Mass and Rolf Stommelen. He ceased to compete in 1980, since when he has been managing Liechtenstein's Motor Vehicle Agency.

Turbo forward thinker
Valentin Schäffer celebrated his 90th birthday on 8 October. He spent 30 years developing engines for Porsche. The engineer was involved in developing engines such as the Carrera four-cylinder type 547 with vertical shaft drive and the eight-cylinder vertical shaft type 753 and 771 engines, which brought Porsche victories in Formula 1, the European Hill Climb Championship and the World Sportscar Championship. Schäffer joined Porsche Motorsport in 1955. From 1956 to 1980, he managed race appearances, travelling all over the world to do so. In 1971, he completely reconceptualised the turbo engine. The 917/30 Spyder was powered by the 912/52 turbo engine. On 9 August 1975, Mark Donohue set a world record on the Talladega Superspeedway, with an average speed of 355.78 km/h. Schäffer became known as "Turbo Valentin".

Derek Bell and the 14-lap lead

Former Porsche works driver Derek Bell celebrated his 80th birthday on 31 October. Bell drove for Porsche again and again over a period of more than 35 years. Of his five victories in Le Mans, four of them were achieved in a Porsche. His teammates included Jacky Ickx, Hans-Joachim Stuck and Stefan Bellof. Derek Bell was 30 when he first competed in Le Mans. And it took him by surprise. In a test drive, he hit a speed of 396 km/h on the Mulsanne Straight. "I knew we were fast, but not quite that fast, because I'd only ever experienced that speed before during a take-off at Heathrow. So that was what my initiation with Porsche at Le Mans looked like!" That was in 1971. Ten years later, he achieved quite a coup with the Porsche 936/81 and teammate Jacky Ickx in Le Mans, when they won with a 14-lap lead and were almost an hour faster than the runner-up. Bell hails from Middle-sex in England. He began his racing career entering club races in the UK. He was soon promoted on the basis of his talent, moving from the Formula 3 Championship and the European Formula Two Championship up to Formula 1.

Benecke the new esports champion

In October, Maximilian Benecke was crowned champion in the Porsche Esports Carrera Cup Deutschland. In the final held on the iRacing simulation platform, he won both races. The races were held on the digital version of the Circuit de Barcelona-Catalunya in Spain. The top three drivers in the final rankings shared total prize money of 25,000 euros – 12,000 euros went to Benecke for his overall victory, second-placed Diogo Pinto of Portugal received 8,000 euros and Christopher Dambietz of Germany in third place took home 5,000 euros. A total of 21 sim racers lined up on the starting grid in their Porsche 911 GT3 Cup cars for the season final. Benecke won nine of the 16 races.

Weissach – from a test track to a think tank

The Weissach Development Centre was opened on 1 October 1971. This resulted in Porsche creating its own test track 50 years ago, located in the countryside but also practically on Porsche's doorstep, 25 kilometres to the east of Zuffenhausen. It was former Weissach-based racing driver Herbert Linge who suggested that Ferry Porsche look for a building location in Weissach. The first construction phase then began in October 1961. A circular track was built, together with other test tracks where prototypes could really be put through their paces. Weissach is now where the Porsche think tank is based, comprising 6,700 employees who work on innovative and smart solutions. "Since 2010, we have invested hundreds of millions in the construction of new buildings and facilities. A sum in the hundred-million range is also available for additional projects," says Michael Steiner, Member of the Executive Board responsible for Research and Development. By 2025, the site will have been expanded by 12 hectares. Steiner: "We are setting the global benchmark in automobile development with the Weissach Development Centre."

Porsche Ventures puts its money on iMaker

Porsche Ventures made a strategic investment outside of the automotive industry, investing in the Chinese company iMaker. iMaker is China's leading provider of virtual influencers and digital ecosystems. The investment shows that Porsche is carefully following the new consumer culture and the latest trends among young Chinese con-sumers. Porsche's declared strategic objective is to continuously invest in new application scenarios for digital content. The sports car manufacturer is cooperating with iMaker on digital application scenarios and ecosystems. The aim is to make vehicles

an important part of people's digital lives and entertainment and to offer customers a convenient, seamless and persuasive experience.

Stuck encounters his old love

Racing driver Hans-Joachim Stuck waited 35 years for this reunion and was immensely curious when the silk car cover was removed in Weissach in October, revealing a 962 C, Stuck's old love. The racing car from the Porsche Heritage and Museum department was restored to its original 1987 condition over a period of 18 months. Stuck was moved: "It feels like coming home." It was with the 962 C that the racing driver won Germany's prestigious and fiercely contested ADAC Würth Supercup. During the inaugural series for Group C sports car prototypes, he tested the then new Porsche dual-clutch transmission (PDK) at racing speed. The 962 C competed in another season before subsequently becoming a test car for aerodynamics in Weissach. It most recently served as a reference vehicle for the Porsche collection. To make the car roadworthy again, the underbody was completely rebuilt and the radiator was rearranged. Many individual parts had to be reconstructed.

Sustainable rubber extraction

Porsche and the tyre manufacturer Michelin decided to support the sustainable extraction of natural rubber. They are jointly involved in the project CASCADE (Committed Actions for Smallholders Capacity Development), an initiative which aims to achieve transparency regarding rubber extraction and improved labour conditions for more than 1,000 smallholders in Sumatra, Indonesia. CASCADE offers training, improves occupational safety and teaches smallholders about more environmentally sound and more efficient farming. CASCADE is one of the first support projects in the world to tackle the lowest level of the natural rubber supply chain. Porsche and Michelin have budgeted around a million euros for the project which is initially set to run until 2024. "For Porsche, responsibility begins a long way from the factory gates. We take a holistic approach to sustainability. Our supply chain and the extraction of raw materials are important factors here," says Barbara Frenkel, Member of the Executive Board responsible for Procurement. "We take responsibility for our impact on rubber extraction regions. We want to improve people's lives with concrete local projects."

Social engagement for children

Porsche presented the Leipzig Opera Ball for the eighth time and also donated the main tombola prize. It was no coincidence that the 718 Boxster sported Racing Yellow paint-work and featured a blue top and black interior – the colour scheme reflects the Leipzig city colours and is designed to symbolise Porsche's affinity with the city. "The 718 Boxster serves as a great incentive to encourage people to buy tombola tickets on the evening of the Opera Ball. Every ticket sold contributes to social projects being realised," explains Gerd Rupp, Chairman of the Executive Board of Porsche Leipzig GmbH. "In particular in view of the current coronavirus situation, we have a duty to pull together more and support people in need." The tombola proceeds are traditionally donated to the Leipzig hilft Kindern foundation. Specifically, they were used to fund the association Bemmchen-Leipzig e.V. and the Wunderfinder project, which arranges the educational sponsorship of nursery schoolchildren. Porsche will present the Leipzig Opera Ball again in the new year.

Flood aid of 500,000 euros for the Red Cross

Porsche AG supported the German Red Cross's flood relief efforts with a donation in the amount of 500,000 euros. The money is earmarked for work in the regions affected by the floods in Belgium, the Netherlands and Austria. The partner organisations the Belgian Red Cross, the Rode Kruis and the Austrian Red Cross have been active here since the floods of June 2021. The donation will be used to promote reconstruction. The focus in Belgium is primarily on schools and univer-sities, with gyms, classrooms and canteens needing to be re-equipped and teaching materials needing to be bought. The Rode Kruis in the Netherlands is looking to the future and is expanding its emergency fund. And among other things, the Austrian Red Cross intends to buy mobile flood barricades. Additional heatable tents are also needed, especially for emergency aid.

IONITY expediting quick-charging network

In November, the joint venture IONITY expedited the expansion of high-performance charging stations in Europe – the number of locations is set to rise from currently just under 400 to more than 1,000 by 2025. In the future, there are to be approximately 7,000 charging points – more than four times as many as there are currently (approximately 1,500). "We are seeing a clear increase in electromobility and the associated high-performance charging infrastructure," says Oliver Blume, Chairman of the Executive Board of Porsche AG. "By investing in the IONITY joint venture, we are sending an important signal to customers that we are elevating the comfort and convenience of travelling in an electric vehicle even further." The IONITY network is already Europe's biggest brand-independent charging network, both in terms of spread and the number of charging stations. With the Combined Charging System (CCS) charging standard, the Porsche Taycan can charge at a charging station with up to 270 kW; Taycan drivers benefit from a significantly discounted price.

Donation to association for the disabled

On the occasion of the International Day of Persons with Disabilities on 3 December, Porsche demonstrated its commitment to inclusion by making a 170,000-euro donation to Germany's Federal Association of Protestant Aid for the Disabled (BeB). The money is going towards a new project called Mehr Mit-Bestimmen that offers inclusive teams qualifications as coaches and advisors. The aim is to improve the participation of people with disabilities or mental illness in their institutions. Porsche is also involved in the global initiative Purple Light Up, which raises awareness of the economic selfdetermination of people with disabilities. The Porsche Museum in Zuffenhausen, the Porsche Tower in Bietigheim and the customer centre in Leipzig were lit up in purple to highlight the importance of inclusion in society.

Support for Stuttgart Ballet dance project

In November, a sponsorship project was launched with Stuttgart Ballet's JUNG+ programme. The aim of "Keep moving" is to get schoolchildren excited about dance. Dance therapists Marieke Lieber and Adrian Turner will assist year five and six students at the schools Konrad-Widerholt-Schule in Kirchheim unter Teck and Jerg-Ratgeb-Realschule in Herrenberg until May 2022. The dance class will then perform at the John Cranko School in Stuttgart at the end of this period to demonstrate their abilities. It is the schoolchildren themselves who dictate the content, drawing on their creativity. The project is being made possible thanks to the sponsorship of Porsche Deutschland. The sports car manufacturer contributed around 10 million euros to the rebuilding of the John Cranko School. Porsche

Deutschland is supporting “Keep moving” with a donation of 50,000 euros. Porsche has been supporting cultural projects as part of its sustainability strategy for years.

Five world premieres at the LA Auto Show

Porsche unveiled five world premieres at the LA Auto Show in Los Angeles in November – the new 718 Cayman GT4 RS as the highlight of its trade show appearance, the 718 Cayman GT4 RS Clubsport, the Taycan GTS and Taycan GTS Sport Turismo, and the Panamera Platinum Edition. “California has been a second home for Porsche for many decades,” says Oliver Blume, Chairman of the Executive Board of Porsche AG. “These days, it’s hard to picture the streets of California without our Taycan electric sports car. Our young, innovative product range has been well received in the USA.”

5G research network at the Leipzig plant

In November, Porsche put a 5G research network into operation at the Leipzig plant together with the Swedish mobile network supplier Ericsson. This is the first 5G research network in a Porsche production environment. The network transmits signals securely and in real time. Among other things, process devices on a robot are now controlled via 5G rather than via wires. The independent 5G research network utilises a private frequency spectrum, but is based on the same technology used in commercial networks.

Exclusive Manufaktur fulfils special requests

Paolo Barilla became the first customer to design a highly customised Porsche 911 GT3 (992) together with the Porsche Exclusive Manufaktur. Barilla was the overall winner of Le Mans in 1985 in a private Porsche 956. He made use of Porsche’s new Sonderwunsch programme on the occasion of his 60th birthday. In addition to the characteristic racing look in Summer Yellow, white and black, this extra special vehicle sports start number 7, just like his winning 956. The rear wing and gearshift lever were reinterpreted and in part developed independently. “Many times in this project, we would have had good reason to say ‘It’s not going to work’ or ‘It’s too complicated’,” says Philipp Setter, Head of Sonderwunsch Customer Consultation at the Porsche Exclusive Manufaktur. “We pushed the boundaries and were able to achieve a lot. With his clear vision, his grasp of tight schedules and his decisiveness, Paolo Barilla was the right customer and project manager for such an ambitious project.”

Majority stake in e-bike manufacturer Greyp

Porsche acquired a majority stake in the e-bike manufacturer Greyp Bikes at short notice in November. The sports car manufacturer exercised its right of first refusal in order to head off a third-party takeover offer. Alongside Porsche as the majority shareholder, only Mate Rimac and other Greyp founders retain stakes in the company. Porsche is applying the expertise it has gained from battery-powered drives to the attractive and fast-growing e-bike market too. Electric bikes have a fixed place in the company’s e-mobility strategy and promise additional potential.

Bugatti-Rimac joint venture started

The Bugatti-Rimac joint venture began its operations on 1 November. Its shareholders are the Rimac Group (55 per cent) and Porsche AG (45 per cent). Chairman of the Porsche Executive Board Oliver Blume and Deputy Chairman and Member of the Executive Board responsible for Finance Lutz Meschke

are on the Supervisory Board. Bugatti and Rimac Automobili will operate as independent brands under the aegis of the joint venture. They manufacture in Molsheim and Zagreb respectively and will each maintain their own sales channels. Bugatti-Rimac is based in Sveta Nedelja, Croatia.

Exclusive Panamera version showcased

Porsche launched an especially elegant and exclusive version of the Panamera in November. The Platinum Edition is characterised by subtle design features in satin-gloss Platinum paintwork. The refined special edition of the Panamera, Panamera 4 and Panamera 4 E-Hybrid is offered at a particularly attractive price. Among other things, the Platinum Edition features adaptive air suspension with Porsche Active Suspension Management (PASM) and exterior mirrors with automatic dimming as standard. The price includes LED matrix main headlights with Porsche Dynamic Light System Plus (PDLS Plus), the panoramic roof system and ParkAssist with reversing camera. Hybrid models are fitted with an on-board AC charger with 7.2 kW charging power. In addition, 20-inch Panamera Style wheels in Platinum are available as an option. In Europe, the premium equipment is also available in the corresponding Sport Turismo models, while in China, the range will be expanded to include the Executive models with an extended wheelbase.

New customer sport racing car for the GT4 category

Porsche revealed the 718 Cayman GT4 RS Clubsport at the LA Auto Show in Los Angeles in November as an even more powerful customer sport racing car for the GT4 category. The racetrack car from Weissach is based on the 718 Cayman GT4 RS production model, which is likewise new. The most striking change is the 4.0-litre six-cylinder boxer engine, which is identical to the high-revving engine in the 911 GT3 Cup and delivers 368 kW (500 PS) in the most powerful Cayman racing car – 55 kW (75 PS) more than its predecessor. Depending on the track and regulations, the new 718 Cayman GT4 RS Clubsport can achieve lap times that are over two per cent quicker than the previous model. “We incorporated our experience and customer wishes,” says Michael Dreiser, Director of Sales at Porsche Motorsport.

Maritimeblue, Rubystar and Mintgreen

The Porsche Exclusive Manufaktur has expanded its colour spectrum. From 2022, customers can have their cars painted in classic Porsche colours irrespective of the model series. The Paint to Sample and Paint to Sample Plus categories feature countless colours. At a new colour mixing bench in Zuffenhausen, the colours are precisely blended down to the last milligram using dozens of ingredients. Shades such as Maritimeblue, Rubystar and Mintgreen from the 1990s enjoy cult status among Porsche fans. In the past, they were offered for the 911 (type 964). There are more than 100 additional paintwork colours to choose from for the 911 and 718 model lines. For the Panamera, Macan and Cayenne, there are more than 50 options, while a further 65 colours complete the range for Taycan customers.

Porsche invests in energy start-up

Porsche expanded its investment portfolio in the field of smart city technology – the Stuttgart-based sports car manufacturer’s venture capital unit Porsche Ventures became a shareholder in 1KOMMA5° in December. The start-up from Hamburg intends to expand the market for CO_2-neutral energy and air

conditioning technology in private households in a sustainable and decentralised way. 1KOMMA5° acquires interests in leading electrical installation companies across Europe with a focus on renewable energies (solar self-supply, heat pumps, energy storage), supporting them with digitalisation efforts and the centralisation of administrative tasks. It also seeks to promote smart electricity tariffs and virtual power plant concepts.

First entirely virtual gaming concept study

Porsche and the Japanese video game development studio Polyphony Digital Inc. created the Porsche Vision Gran Turismo in November as a promising virtual racing car. It is the first concept study that Porsche has developed specifically for a computer game. The game will be release on 4 March 2022. The study is designed for the PlayStation 4 and the new PlayStation 5 and features exclusively in the new Gran Turismo 7 game. Porsche sports cars have been an integral part of the Gran Turismo game since 2017. The model to most recently make an appearance was the Taycan Turbo S. The seventh release makes an impression with the first entirely virtual vehicle. “This opens up exciting possibilities for us,” says Michael Mauer, Vice President Style Porsche. Possibilities that are otherwise heavily regimented in the regular design process for a production vehicle. The concept car exhibits the brand's typical proportions with an especially sporty height-to-width ratio, an extremely low-set bonnet and very pronounced wings. Gaming is of strategic interest to Porsche. “We can engage young and digital target groups in the place where their automotive dreams are born: the world of gaming,” says Robert Ader, Vice President Marketing at Porsche AG.

MEDIA ENQUIRIES



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Consumption data

911 GT3 (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all

sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

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Subline: Former Porsche works driver Derek Bell celebrated his 80th birthday

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