

# 1. News from Porsche AG

70th Anniversary of the Zuffenhausen Plant

## The Zuffenhausen Legacy

**Anyone who drives a Porsche has heard of the northern part of Stuttgart. The heart of the company has been based in the region since 1938 and the address is famous all over the world.**

Hans Albrecht Hilt (73) is the senior manager of a photography company of the same name on Unterländerstraße in Zuffenhausen and witnessed Porsche grow with his own eyes: "I can still remember when Ferry Porsche came into

my parent's shop." Anyone who grew up in Zuffenhausen grew up with Porsche. The district in the north of Stuttgart was incorporated into the city on April 1, 1931 and is now home to around 36,000 people. The district is a

synonym for a company and its products like no other in the world. Americans always speak of Stuttgart near Zuffenhausen, pronouncing it "Suffenhausen".

The region's claim to fame is undeniable. When Dr. Ing. h.c. F. Porsche KG moved from Kronenstraße 24 in the centre of Stuttgart to the new building at Spitalwaldstraße 2, a new chapter in the Porsche success story started.

**Production in 1958: Ferry Porsche observes the production of series 356 A vehicles in the assembly hall in Plant 2**





**Plant 1 in 1938: The construction work has just been finished. Today, the “brick building” is a central component of the plant in Zuffenhausen**

The so called “brick building”, or “Backsteinbau”, is still a central part of the plant to this very day, and also houses the offices of the Managing Board and the Supervisory Board. This address has been the setting of major chapters in automobile history from the very beginning. The pilot run of the Volkswagen Beetle was produced in 1938. The production of three motorsport coupés type 64 in 1939 was also of major historical significance. The aerodynamic streamline vehicles originally designed for the long-distance race Berlin—Rome are generally regarded as the forefathers of all subsequent Porsche models.

Porsche began producing sports cars in 1950 with an interim solution. Until the approval of the parent plant by the American military at the end of 1955, body production and vehicle assembly largely by Reutter. The building complex of Plant 2, designed by architect Rolf Gutbrod, was built in 1952. Plant 3 followed in 1960. Four years later, Porsche KG took over the body-work factory Reutter with around 1,000 employees.

For 70 years, the heart of Porsche has beaten in Zuffenhausen in more ways

than one: the classic 911 and the engines for all Porsche models are produced in the 45,000 sqm plant.

Porsche has developed several special solutions to enable flexible production on a limited space, including multi-storey body production and vehicle assembly, as well as one production line for both series vehicle and racing model production.

All come with the unique guarantee: Made in Zuffenhausen.

Carrera Edition 7/08



## 70th Anniversary of Porsche in Zuffenhausen – Chronology

### May 1937

Ferry Porsche purchases the site in Stuttgart-Zuffenhausen at Spitalwaldstraße 2, which later became the location of Porsche Plant 1

### March 1938

The “brick building” (current base of Porsche SE and Porsche AG) is completed

### 26th of June 1938

“Dr. Ing. h.c. F. Porsche KG” moves from Kronenstraße in the centre of Stuttgart to the “brick building” in Stuttgart-Zuffenhausen

### March 1950

The first Porsche sports car is produced in Zuffenhausen – the 356 Coupé.

### November 1952

Production begins at Porsche Plant 2 in Zuffenhausen in the Gutbrod building – named after the world-famous architect Rolf Gutbrod

### 16th of March 1956

The 10,000th Porsche sports car leaves the production line – a 356 A Coupé

### 1960

The Porsche Plant 3 is built – home to several departments including sales and customer services

### 25th of August 1988

The new Porsche body plant opens in Zuffenhausen

### 15th of July 1996

The 1,000,000th Porsche leaves the assembly line

### 19th of October 2000

The “Porsche Centre Stuttgart” opens in Zuffenhausen as the first Porsche plant branch

### 2008

The 911 series and all Porsche engines are produced in the Zuffenhausen plant. Unique in the automobile industry: Porsche series and race vehicles are produced together on one production line in the 45,000 sqm plant

**A bird's eye view: the Zuffenhausen site from above. On the left edge of the picture: the brick building in Plant 1 adjacent to the body plant. In the centre of the picture: Porscheplatz with the Customer Centre and the future Porsche Museum**

