

News



IAA in Frankfurt Resplendent, Astounding, Compelling

Porsche is ready today to meet tomorrow's challenges. German Chancellor Angela Merkel saw this for herself during her visit to the International Motor Show (IAA) in Frankfurt, where the company displayed the most impressive lineup of models in Porsche history.



Four world premieres, one European debut, and a multitude of emotions—Porsche's presentation at the International Motor Show (IAA) in Frankfurt demonstrated what CEO Michael Macht stated in one of his first interviews: "We're not going to take our foot off the gas." In Hall 5 of the Frankfurt Trade Fair, the sports-car manufacturer presented the strongest lineup in the company's history.

The 911 Turbo, 911 GT3 RS, 911 GT3 Cup, 911 Sport Classic, and the Panamera pulled in the crowds at the Porsche home game. In Macht's words, "These five vehicles are striking proof of what Porsche is capable of today. Our core values—innovation, fascination, and tradition—are reflected in each car, each in its own way. And, just as you would expect from Porsche, each offers the ultimate in a sporty driving experience." Forty Porsche employees conducted approximately 1,200 consulting sessions with customers. In addition, the experts from Porsche Exclusive & Tequipment, Porsche Engineering, Porsche Financial Services, Porsche Consulting, Porsche Motorsport, Porsche Driving Experience, Porsche Leipzig, and Porsche AfterSales provided information on offers as well as products and services. One thing was clear: Porsche's product offensive met with the approval of Chancellor Merkel. The example set by the Cayenne S Hybrid makes it abundantly evident that Porsche is well prepared for whatever challenges await.

With three OttoCar awards for films in engineering and image, Porsche proved its creativity beyond the realm of technology. In addition, the company arranged evening get-togethers for its suppliers and for the Porsche Club. And each guest could feel it: Porsche hasn't taken its foot off the gas.



First Lady: Angela Merkel, Michael Macht, Dr. Wolfgang Porsche (from right to left)