

News



Michael Macht (left) and Matthias Müller:
“Lead this great team on to a great future”

THE COMPANY

CHANGING OF THE GUARD IN PARIS

After Michael Macht officially handed over the Porsche steering wheel to his successor Matthias Müller on the eve of the 2010 Paris Motor Show, the outgoing and the new CEO unveiled the 911 Speedster together.

By Kristin Bergemann

It was pitch black and the crowd was holding its breath, all eyes on the stage. Then the moment everyone had been waiting for finally arrived, and the outline of the new Porsche 911 Speedster gradually emerged from a cloud of smoke. The blue sports car roared and went for a spin on the stage, clearly enjoying the spot-

light. The crowd responded with thunderous applause—both for the newest star in the Porsche lineup and for the two men sitting in it. For the man at the wheel was none other than Matthias Müller, Porsche AG’s new CEO, and the gentleman at his right was his predecessor, Michael Macht.

The passing of the baton from Macht to Müller could hardly have been staged more impressively. Nor could the occasion have been more fitting than the VW Group Night on the eve of the Paris Motor Show, where the latest innovations from the group’s ten car makes were presented to almost 1,500 guests from 46 countries.



Crowd stopper in Hall 4 at the trade fair in Paris:
New Porsche CEO Matthias Müller takes a seat in the 911 Speedster

911 SPEEDSTER

Engine: Six-cylinder boxer
Displacement: 3,800 cc
Power: 408 hp (300 kW)
Maximum torque:
420 Nm at 4,200–5,600 rpm
0–100 km/h: 4.4 sec.
Top track speed: 305 km/h (190 mph)
CO₂ emissions: 242 g/km
Fuel consumption
– City: 15.5 l/100 km
– Highway: 7.3 l/100 km
– Combined: 10.3 l/100 km

911 CARRERA GTS

Engine: Six-cylinder boxer
Displacement: 3,800 cc
Power: 408 hp (300 kW)
Maximum torque:
420 Nm at 4,200–5,600 rpm
0–100 km/h: * 4.4 sec.
Top track speed: * 304 km/h (189 mph)
CO₂ emissions: * 240 g/km
Fuel consumption*
– City: 15.3 l/100 km
– Highway: 7.2 l/100 km
– Combined: 10.2 l/100 km
* with Porsche double-clutch transmission (PDK)

The Freyssinet hall in Paris, a former railway building from 1927 often used for fashion shows by designers, had been transformed into a huge automobile arena for the preshow event *Allez les marques!* (Go, brands!). The walls of the cavernous hall, 18,000 square meters (almost 200,000 square feet) in size, had been swathed in elegant white, and about 200 spotlights illuminated the 50-meter-long (165 feet) and 10-meter-wide (32 feet) “car walk.”

The giant screen was perfect for the film that was shown before the new Porsche’s debut. This was no ordinary Hollywood movie, however; it was a film made in Weissach. It featured Macht at the wheel of a new 911 GT3 R and Müller in the new Speedster in Pure Blue, experiencing the fascination of driving the newest Porsche models on a test course and having a ball, as was evident from the big smiles on both of their faces. At the end of the film, Macht symbolically hands over the Porsche steering wheel to Müller.

Macht was appointed a member of the board of management of Volkswagen AG with responsibility for Group Production effective October 1, and in Paris he wished his successor all the best in his new job, adding, “Now it’s up to you to lead this great team on to a great future.” For his

PORSCHE PREMIERES WITH A FILM MADE IN WEISSACH

part, Müller promised to do everything in his power to keep the Porsche legend alive. “I’m looking forward to this exciting challenge and to working together with all my new colleagues. Porsche will stay Porsche. We want to keep making cars that people want to own, cars that combine speed and elegance—the way our customers expect us to.”

The excitement and enthusiasm that Porsche generates was evident even before the Porsche stand at the motor show opened. It was not even eight o’clock in the morning, but Hall 4 at the Paris trade fair grounds was swarming with people and journalists from around the world jockeying for the best positions in a seemingly impenetrable jumble of cameras and microphones. No one wanted to miss Müller and Macht presenting the newest stars in the Porsche lineup, the 911 Carrera GTS and the Speedster, which is being produced in a limited edition of 356—two models that, along with the Cayenne and the Panamera, are bound to keep Porsche’s success story going.

New Porsche CEO Matthias Müller certainly has a promising foundation upon which to build. Porsche AG achieved a record turnover of €7.79 billion in the 2009/10 business year. Now the company just has to follow the course charted in Paris: Go, Porsche!