

325

editorial

56th year
April/May 2007

Christophorus
The Porsche Magazine

Responsibility and Fun

CO₂, the chemical formula for carbon dioxide, has been making headlines for quite a while as a synonym for the threat of climate change. And only one guilty culprit is ever named for CO₂: automobile emissions, especially luxury and high-performance cars. The implication is that the only way to save the world is to stop driving—or at least for owners of powerful luxury and sports models to switch to subcompacts.

But let's consider some facts. In Germany, for example, passenger cars' share of overall CO₂ emissions is barely twelve percent of the total. Yet power plants account for forty-three percent of emissions. Even private households, with fourteen percent, are ahead of auto traffic.

No question about it, Germany's automakers, too, have an environmental responsibility to address. And they're doing it. Porsche in 1998 assumed the mandate to lower the CO₂ emissions of its fleet by fifteen percent by 2008—and is fully on course to meet that target. Even today, Porsche vehicles emit less carbon dioxide than most competitors. That, of course, is purely a function of better fuel efficiency: the less fuel you burn, the less CO₂ is produced. Our engineers are always working to reduce the fuel consumption of Porsche vehicles. In 2012, the average gas consumption of all Porsche models will be twenty percent lower than in 1995.

Even in 2008, all Porsche sports cars will already meet the EU-5 exhaust standards, which do not take effect until September 2009. At the same time, Porsche will also meet the EU-6 standards, which are not legally binding until September 2014. Moreover, Porsche vehicles can be driven with fuel to which non-polluting bio-ethanol has been added, which can further reduce CO₂ emissions. And before the decade is up, Porsche will offer a hybrid-drive Cayenne that uses less than nine liters per one hundred kilometers (better than 25 mpg).

In any case, you need not apologize for your Porsche. Driving can still be fun in the future. And we'll be helping to make sure it stays that way. Every day.

Karen Schulze
Editor-in-Chief

