

News



Porsche Still Rates Highest in Initial Quality

Porsche was recently rated number one by U.S. car buyers in the Initial Quality Study (IQS) by J.D. Power and Associates, the world renowned market research company. The opinion poll assessed the level of satisfaction among buyers of new cars in the first 90 days following vehicle delivery. Using 228 criteria, the study asked customers to give their impression of quality and workmanship. Around 97,000 buyers of new cars of all brands confirmed Porsche's outstanding reputation for quality. As in 2006, Porsche secured first place in the prestigious ranking, beating Lexus, followed by Lincoln, Honda, and Mercedes-Benz.

Decisive for this victory were the glowing ratings for the Boxster, which came out best in its class in the Compact Premium Sporty Car segment. "Nothing is more important than satisfied customers. We are very proud to have defended our top ranking," says Porsche CEO Dr. Wendelin Wiedeking.

Sorry to See Him Go: Harro Harmel Retires

A farewell party in Zuffenhausen: After 25 years at Porsche, personnel director Harro Harmel, 65, is retiring. Three hundred guests, including the entire board of directors, the chairman of the board Dr. Wolfgang Porsche, and the head of the works council Uwe Hück, attended to pay tribute to their long-time colleague. "Harro Harmel understood that the relationship between employer and employee must be governed by the principle of mutual give and take in order to produce lasting trust," said Porsche CEO Dr. Wendelin Wiedeking. "He was thereby



A long tenure together: Dr. Wendelin Wiedeking (r.) and Harro Harmel

able to earn the respect of the entire staff." Harmel's parting statement after 25 years with Porsche: "There is no better alternative."

A Phone Call Is Just a Touch Away

With the P'9521 mobile telephone developed by the Porsche Design Group and Sagem Communication in France, all you need to do is wave a magic finger. This innovative phone is cut from a massive block of aluminum and equipped with a sensor that can read fingerprints. This security feature on the touch screen serves to protect personal data, and individual fingerprints can be used to prompt certain phone numbers or commands. The typography, design, and colors of the menus underscore the functional character of the phone. A double hinge joint allows you to turn the screen 180 degrees, enabling this sleek phone to also function as a full-fledged digital camera.

Innovative: Telephoning with the elegance of Porsche Design



The mobile telephone is not yet available in all markets.