

# News

## Porsche Supports Innovative Start-ups

The start-ups of today are the entrepreneurs of tomorrow. Successful young entrepreneurs contribute to economic growth and help create jobs. Such achievements deserve support, and since 1997 the Deutscher Gründerpreis (German Start-up Prize) has been honoring them. Porsche is one of the award's sponsors. "With our engagement we would like to give young innovative entrepreneurs the support they need so that they can realize their ideas and visions in Germany," said Porsche CEO Dr. Wendelin Wiedeking. Nominees and winners receive individual support from Porsche Consulting so that they can transform their innovative ideas into business opportunities. In addition, over the past ten years, 31,000 school students have been introduced to the world of business in an engaging way and have devised business plans after school.

This year the company Eoil (Alfeld) won in the "Start-up" category. They created a technique that uses the renewable energy of plant oil to make fuel for diesel engines. "Up-and-Coming Company of the Year" was Teutoburger Ölmühle (Ibbenbüren), a company that produces high-quality rapeseed oil through an environmentally friendly method. The "Special Prize" was awarded to the Schönau Electric Works, which delivers exclusively green electricity.

**The lineup of winners: The German Start-up Prize winners were honored for their innovative ideas**



## PCCB Wins Research Award

The Professor Ferdinand Porsche Prize, one of the top monetary awards for automotive research, was granted this year by the University of Vienna to engineer Hans-Michael Güther (SGL Brakes, Meitingen). Working closely together with Porsche experts, he played a key role in developing the carbon ceramic brake. The Porsche Ceramic Composite Brake (PCCB) allows for much more efficient braking, less friction, and a longer life than conventional braking systems.

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