

317**editorial**

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Positive Energy Balance

What is energy, really? That depends on the point of view. For a physicist, it's a quantum that describes the ability of a body to carry out work. For a psychologist, it has to do with a person's efficiency and performance, creativity, and motivation. Generally, energy stands for something positive: for strength and motion, for warmth, confidence, and potential.

Either way, Porsche is full of energy, through and through. The company is driven by the strong will to create its own future on its own, and to stay independent. That's why this little David from Zuffenhausen has invested in Volkswagen, the Goliath from Wolfsburg: Porsche wants to protect its successful corporate philosophy in the long term.

The Cayman S shows what a targeted use of energy can accomplish. Once again, Porsche has introduced a sports car that arouses pure emotions. Another example is the new RS Spyder: Right off the bat, the Porsche motor-sports team made a brilliant debut on the track in this race car, winning a class victory in Laguna Seca. Work, performed by a very special piece of matter, with plenty of energy.

These days in Stuttgart, you can feel the special flow of energy that Porsche emits. In its hometown, the company has secured the name rights for a new, attractive multi-purpose hall. In the future, the Porsche Arena will not only host the by-now traditional Porsche Tennis Grand Prix, but also provide a dignified venue for the General Shareholders' Meetings.

As you can see, Porsche's energy balance is very positive. Learn more about the efficient use of energy in this issue of *Christophorus*.

Karen Schulze
Editor-in-Chief

