

News

Porsche – the Most Attractive Brand in North America



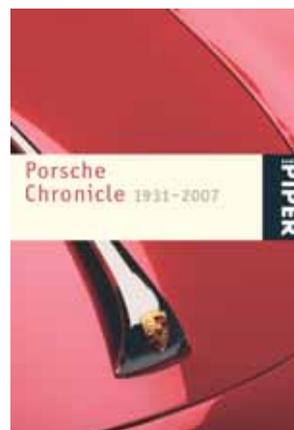
In 2005 and 2006, the U.S. market research company J.D. Power and Associates chose Porsche as the most attractive brand in the United States. Now, for the third time in a row, Porsche has confirmed its leading position in vehicle performance and design. Based on the respected company's Automotive Performance, Execution and Layout (APEAL) Study, the honor comes a month after Porsche had already topped the chart in the organization's Initial Quality Study (IQS). In the 2007 APEAL study, the Cayman and the Boxster took the

Hot orange: A special Boxster model in the orange of the GT3 RS, for North America only, limited to 500 vehicles

top two places in the "Compact Premium Sporty Car" category for the second time. The IQS serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership and captures problems experienced by owners in two distinct categories: quality of design and quality of production (defects and malfunctions).

Porsche Makes Very Contemporary History

Porsche writes history—and stories. The most important episodes in the company's exciting history are recounted concisely in the volume *Porsche Chronicle 1931–2007*. Porsche Public Relations Director Anton Hunger and Dieter Landenberger, who manages Porsche's historical archives, have compiled this collection of decisive events and products. The second expanded and updated edition includes a new index, and covers the period up to 2007. It will be available in English, German, and Spanish.



Anton Hunger and Dieter Landenberger:
Porsche Chronicle 1931–2007
Available in English, German, and Spanish
Piper Verlag, Munich
180 pages; approx. 300 photos
ISBN: 3492247830
€12.90

Wendelin Wiedeking Elected CEO of Porsche Automobil Holding SE

The first decisive steps in the launch of Porsche Automobil Holding SE of Stuttgart have been taken. At its constitutive meeting, the Supervisory Board elected Dr. Wolfgang Porsche as its chairman. His deputy chairman will be Porsche Chairman of the Works Council Uwe Hück. Wolfgang Porsche is an owning partner, and will serve as chairman of the Supervisory Board of the wholly owned

subsidiary Dr. Ing. h.c. F. Porsche AG of Stuttgart. Hück will also be a member of the Supervisory Board of Porsche AG. The first decision of the SE Supervisory Board was to appoint Dr. Wendelin Wiedeking as chairman of the Board of Management of Porsche Automobil Holding. Holger P. Härter was appointed deputy chairman of the Board of Management, and will also serve as chief financial

officer. Both will retain their functions at the Dr. Ing. h.c. F. Porsche AG. The members from the management side of the Supervisory Board of Porsche Automobil Holding SE will be identical with those of the Dr. Ing. h.c. F. Porsche AG. In addition to Hück, the employees' side will be represented on the Supervisory Board by Werner Weresch of the Zuffenhausen-Ludwigsburg Works Council, Walter Uhl of the Weissach Works Council, Wolfgang Leimgruber for senior Porsche AG staff, and Hans Baur and Hansjörg Schmierer, both of the Metal Workers' Union.

News



RS Spyder Already Making History

The Porsche RS Spyder is the measure of all things in the American Le Mans Series: at the Mid-Ohio Sports Car Course, Timo Bernhard (Germany) and Romain Dumas (France) in a Penske Motorsports RS Spyder achieved Porsche's fifth consecutive overall victory, winning the seventh race of the series ahead of teammates Sascha Maassen (Germany) and Ryan Briscoe (Australia). With this success, Porsche further confirmed its comfortable lead in the championship.

The race was exciting from the start right down to the finish line, with tough fights for position and numerous lead changes. Bernhard and Dumas took their third overall victory of the season in their sports prototype developed and built in Weissach with a 2.380-second lead. They not only beat out their competitors in the LMP2 class, but also once again out-paced the 200-hp stronger LMP1 cars, with their considerably better weight-to-power ratios. The two final races in the ALMS will be held from October 2 to 6 in Road Atlanta, Georgia, and from October 18 to 20 in Monterey, California.

Austrian Hometown Honors Ferry Porsche

Zell am See, Austria, has memorialized its famous honorary citizen with the name of its new ultramodern Ferry Porsche Convention Center. The only son of company founder Ferdinand Porsche, himself a former executive board and supervisory board chairman, died in Zell in 1998. Today, the tourist town is the headquarters of Porsche Design. In a construction period of only fourteen months, the attractive venue in the heart of the historic

town center arose in an area the size of a tennis court; it is to be oriented both to business people and to vacationers. Concerts, art exhibits, and conferences are to be held for up to 1,200 participants on 1,600 square meters (17,200 sq. ft.) of space. Porsche Supervisory Board Chairman Dr. Wolfgang Porsche held the ground-breaking ceremony for the €13 million building in May 2006. The architecture is visionary, creative, and pioneering, and the new building's modern technology makes it flexible and attractive. Depending on the occasion and the number of guests, up to 20 different space options are available.

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