

3. Club Management

Goodbye to Anne Philipp

On December 1st, 2008 Anne Philipp will leave the Porsche Club Coordination after seven years to face new challenges within Porsche AG. Time to look back on a wealth of wonderful and exciting times. And also time to look forward, as she will remain in contact with the Club scene in her new position.

Ms. Philipp, have you ever regretted joining the Porsche Club Coordination?

No, never. My job as part of the Porsche Club Coordination team was my ultimate dream job. Communications, client contact and event organization are part of everyday life, and guarantee an exciting and diverse range of activities with an international focus. The implementation of strategic projects, personal and extensive contact to Porsche enthusiasts and the organization of a whole host of events on-site provide an amazing mix and opportunity for personal enrichment!

What is particularly special about the Club world in your opinion?

If you consider that Porsche Club members work on a voluntary basis and dedicate every moment of their free time to Porsche, it is really remarkable, and must not be taken for granted. Of course, Porsche Club Support works towards certain goals, as both parties have to profit from this partnership. But even when there were disagreements, one thing is always at the forefront: the passion to live and experience the Porsche brand. And this is at the heart of everything we do and every solution we work to find. This fact fascinated me from the very beginning!

How do you view the development of the Club world over the past few years?

There are currently 607 Porsche Clubs in over 60 countries around the world – figures which speak for themselves. When I joined the Club Coordination Team in December 2001, there were “only” 510 Clubs in existence – this means that over the past seven years around 15 Porsche Clubs have been founded each year. In the new markets such as Latin America, Middle East and Asia Pacific in particular, the Club activities have increased enormously in recent years. In the existing Clubs too, the number of members is increasing continuously, which is just as important. The Club scene is also becoming even more professional, and is a credit to the Porsche name.

Saying goodbye is hard. After seven years it can't be easy, can it?

Anyone who knows me knows that saying goodbye is not one of my strong points. It will be very difficult to “leave” the Club Coordination and the members of Porsche Clubs worldwide. Believe me when I say that I had to fight to hold back more than a few tears at



my final Club events over the past few weeks. Seven years are a long time, but it is a good moment to embark on the new road opening up before me. I will still be around, and will do everything in my power to make sure that I keep in contact with my friends both inside and outside the Porsche Club Coordination Team!

What are your plans?

I will be joining the new Porsche Museum in Zuffenhausen as part of the Event Management Team. There are three of us in the team, with the goal of organizing and implementing 200 events per year. It was a challenge that appealed to me, and I just couldn't say no, no matter how difficult it is to say goodbye to Porsche Club Coordination. It is a brilliant new project which I will be able to be part of from – almost – the very beginning, and I'm really looking forward to it.

Will you still have professional contact with the Club world?

Most definitely! That is one of the things which made my decision to leave that little bit easier. I am certain that all Porsche Clubs will want to visit the new Porsche Museum as soon as possible. It would therefore be practically impossible to avoid seeing people again, and I am already looking forward to the reunion immensely.

Is there anything you would like to say to the Club family?

I would like to offer my heartfelt thanks to all Club members for their loyalty to the Porsche brand, their unfailing dedication, and last but not least, for their friendship over the past seven years. My work has always provided me with an endless source of fun, and I know I will miss you all – keep on living the Porsche myth!

YOURS, ANNE PHILIPP

Introduction of Andrea Hickethier

We are delighted to announce that the void left by Ms. Philipp has been filled quickly, and we are pleased to introduce a new member of our team, Andrea Hickethier. Ms. Hickethier has worked energetically on behalf of the Porsche brand for four years already, and will now be responsible for the markets of Europe, the Middle East, and Africa.

She is a native of Reutlingen, and initially studied Business Sciences at the University of Hohenheim, near Stuttgart. In order to add a practical dimension to her coursework, Andrea Hickethier went to work for several companies while still studying, including Robert Bosch GmbH, Hewlett Packard GmbH and Hugo Boss AG. Even these early jobs were connected by a common thread: they all involved direct contact with the customer.

After completing her degree in September 2004, Andrea Hickethier joined Porsche AG. Her first position was that of shop and events manager with the accessories label Porsche Design Driver's Selection. Two years later, she became a key account manager for corporate customers in the same department, and developed a new distribution channel. "The projects I managed for Porsche during that time were great fun and very interesting. One of the highlights for me was without doubt the Porsche Design Driver's Selection presentation during the dealer launch event for the Cayenne, which took place in 2007 in Baja California, Mexico. Our team set up an entire shop on the hotel premises in Los Cabos, Mexico. We had around 4.500 Porsche Design Driver's Selection items and presented our goods to 1.500 customers from 90 countries."

From the early days of her international career, Andrea Hickethier had many opportunities to establish direct contacts with the Porsche Club scene. For example, she still has fond memories of the Club Presidents' meeting in Groß-Dölln in 2006, the IAA 2005 and 2007, and Porsche Travel Club event Camp4 in Finland. In her conversations with customers and Club members, she was struck by their passion for the Porsche brand. A passion that unites. Andrea Hickethier even likes to spend her leisure time with enthusiastic Porsche customers: "I often say that I too am completely dedicated to the Porsche brand! I began working as an instructor at the Porsche Sport Driving School in 2008, and on weekends I teach driving safety courses with my colleagues there." For Ms. Hickethier, the appeal of this new challenge is that she now has the opportunity to serve the international Club world as an extraordinarily brand-loyal community from within the company. "I am especially looking forward to contributing my years of experience in



customer service to my new role. I am keen to take up my role within the Porsche Club Coordination team", says the 32-year-old, "and particularly the chance to have direct contact with Porsche Club members all over the world."

Ms. Hickethier will be responsible for the markets in Europe, the Middle East and Africa as well as for Porsche Club News.

She will be delighted to answer your questions.

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Current structure

**Contacts for Porsche Club Coordination:
Management Division Among Markets**

In order to be able to provide the Clubs with the greatest possible degree of individual service, the Porsche Club Coordination was recently devolved to the respective markets. This means that all Porsche Clubs now have their own contact to and a greater degree of continuity within the Club Coordination world. Most importantly, market-specific needs and wishes can be addressed in a more individual way. The team members of Club Coordination also have specific task assignments, and can now concentrate more closely on “their” markets.

The existing structure has proven successfully, and will remain in force for the future. The duties and responsibilities of Ms. Philipp will now be assumed by her successor, Ms. Hickethier. We are glad to provide you with all contact information for Porsche Club Coordination in this overview.

Besides ongoing projects from the markets, Mathias Menner will be responsible for plant visits, and Andrea Hickethier will be responsible for Porsche Club News. The team spokesperson is Sandra Mayr, and she will always be glad to respond to questions and requests of all kinds and from all markets.

The division by markets is as follows:



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