

WPC Training Video Script for Executives

Greetings

Ross Dupper

Since 1998, Porsche has called Atlanta home, but in just a few months' time we will move into our permanent residence at One Porsche Drive complete with all new facilities and offices, thus creating all new opportunities for the Porsche family. The company will expand its shares in one of its largest markets, signaling Porsche's ambition and accomplishment for the entire world to see.

All Porsche North America operations will finally come together under one roof, but we will also share our new home with our customers and business partners. This world-class facility will highlight our company's long-term commitment to its customers and dealers in the United States continuing to strive for faster innovation and bigger success. Are you ready?

We want to ensure that each and every one of our employees becomes acquainted with the changes corresponding with the transition into our new, open work environment. With that being said, in the Workplace Culture Training, you will learn about workplace etiquette, the new dress code and desk policies, customer and vendor interaction and workplace security and safety.

One Porsche Drive and its newly founded culture will promote team excellence, high performance, collaboration, creativity and a healthy work-life balance, all values supporting our vision in making PCNA the most aspirational workplace in the world.

Dress Code

Joe Folz

The Dress Code Policy provides guidance to employees on professional attire in the workplace and ensures professionalism is displayed amongst your fellow colleagues as well as the public. Here at Porsche, we believe that if we look our best we will be encouraged to perform our best. Specific guidelines will vary amongst departments, meetings and functions, but the general code aims to alleviate ambiguity and confusion regarding what is and what is not appropriate in the workplace. Visual uniformity affirms that we are indeed, one team.

Andre Oosthuizen

A workplace dress code generates a high-valued image for the company. OPD will be open to both customers and business partners alike. Therefore, we want to set the standards high

amongst Porsche's peers in the automotive industry by making a positive impression on our visitors, boosting their confidence in the Porsche brand.

Workplace Etiquette

Tim Quinn

Porsche consistently strives for improvement and innovation. Our open workspaces encourage team collaboration, idea generation and exchange. An open work environment also promotes creativity, teambuilding and productivity. Aside from the private screen and magnetic boards, you will be sharing the desk and the entire office floor as well as the smell of someone's coffee and the voice of another's conversation. More sharing will transform Porsche's work culture, a transition from small cubicles to a headquarters filled with productive teams and engagements.

Thierry Kartochian

In our new workspaces, please remember to be courteous and respectful to your neighbors to ensure we are doing our best in upholding a high quality office environment. Be mindful and use good judgment when calling on co-workers appearing to be extremely busy or intensely focused. Make use of small conference rooms for confidential or group conversations, but also take full advantage of the open environment and enjoy close interaction with your colleagues and neighbors. Our company aspires for everyone to experience ultimate unity in our home.

Conclusion

Joe Lawrence

One Porsche Drive will be more than just an office space. Our new North American headquarters is expected to be a must-see, well-known landmark for innovation, vision and success serving the needs of you all, our employees, as well as our customers, dealers, and business partners. Our new family-based workplace culture will bring employees and visitors together providing a unique experience for all. The opening of One Porsche Drive will be a monumental moment in Porsche history and on behalf of the executive team I would like to say, we are grateful to share this remarkable transition with each and every one of you. Thank you for participating in the Workplace Culture Training and remember, one home, one team, One Porsche Drive.