



**PORSCHE**

Tuesday, January 20, 2015

Dear Porsche Colleagues:

It is with gratitude, honor and great pleasure we warmly welcome you to our new home, One Porsche Drive. Finally, our Porsche entities exist under one roof as One Team. Intelligent minds and diligent hands planned and worked many hours to construct the most innovative architectural structure which we now call our home. Your determination and persistence in moving and packing and your unwavering support and patience during our transition are highly appreciated. For all of the hard work and dedication invested in our new home we are eternally grateful. At last, our dream has finally become a reality.

Years ago, One Porsche Drive began as an idea that became a vision destined to transform into a phenomenon unparalleled by any other automotive brand in the world. With 30 years of history made in the United States and great ambitions ahead, we formed a concept for a unique headquarters based on the aspiration to accomplish the incomparable and with One Porsche Drive we did just that.

Keep in mind this world-class facility was not only built for us, but for our customers, dealers and business partners alike. Our new workplace culture was designed to reinforce our bond with existing Porsche enthusiasts and cultivate new lasting relationships. The Porsche Experience Center Atlanta is the first of its kind in the United States providing an experience solely based on our philosophy of Intelligent Performance. The Classic Car Center offers a deeper look within our heritage and retains the exquisite quality of our finest vehicles. Our Porsche Retail Experience Store gives customers the opportunity to purchase and sport Porsche gear from our Driver's Selection and Design stores. And for us, our data center ensures that our system is top-of-the-line so we deliver nothing less than high performance in our daily work.

During our year-end celebration, we recognized our professional achievements as a team in 2014 and memories made as a family at Hammond Drive. Following a year of goals accomplished, records broken, and expectations exceeded, take a moment to reflect on how you personally contributed to our victories leading up to this monumental moment in our company's history. As we proceed into a new era, One Porsche Drive motivates each of us to scale new heights together and to continue making Porsche the most aspirational brand in the world.

Ladies and gentleman we are finally home! Here's to creating more memories in one home as one team here at One Porsche Drive.

Warmest regards,

**Detlev von Platen**

President & CEO

Porsche Cars North America, Inc.

**Ross Dupper**

President & CEO

Porsche Financial Services, Inc.

**Norman Firchau**

President & CEO

Porsche Consulting, Inc.

**Hagen Radowski**

President & CEO

MHP Americas, Inc.