

Q1: How do you feel about being part of the Porsche legacy?

A1: To be a part of the Porsche legacy is truly an honor. The founding members of the Porsche family based our company upon values such as innovation, high-performance and tradition. As the leader of Porsche Cars North America I hold the Porsche vision and legacy to the highest regard and seek to incorporate those principles in all that we do. My vision for a unique headquarters was directly inspired by the pioneers of this company. The grand opening of One Porsche Drive, although a very monumental moment, is just one of many historic moments to come for Porsche. It is both a contribution and a continuation of the legacy, a symbol of our passion and heritage.

Q2: What does it mean to you to come to work at OPD every day?

A2: When I first joined Porsche Cars North America back in 2008, I promised myself and all Porsche employees we would build not only our very own home here in the United States, but also an experience for the world to enjoy. . .an experience unparalleled among all other automotive brands. One Porsche Drive is not just a headquarters; it is a continuation of the Porsche legacy. It is a symbol of innovation and a vision transformed into reality. Seven years ago, One Porsche Drive was just an idea. Today and every day when I exit Porsche Avenue off of I-75, it fills me with much gratitude to see the most magnificent architectural structure now complete. When I enter our new workplace, I am proud to see the hustle and bustle of employees preparing for this pivotal moment in Porsche Cars North America's history. And most of all, I am eager to finally open our new home to thousands of visitors, business partners and Porsche enthusiasts from around the world.

Q3: What does the Porsche brand mean to you?

A3: The Porsche brand is incomparable within the automotive industry. There is simply nothing else like it. No other brand strives to translate performance into speed and success in the most intelligent way possible. Our products have an inherent DNA, which is highly recognizable in all of our cars. This DNA has been carried throughout every Porsche model for over 60 years. You can see it in the contour of the roofline, the wings which are higher than the bonnet and the powerful shoulders. We also have strong philosophies that permeate everything we do to ensure we always remain true to our principles. This means a

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commitment to continuous improvement, world-class technology, excellence in engineering, and a strong adherence to one of our key principles – design follows function.

Q4: How does it feel to be part of this team?

A4: We often refer to ourselves as the Porsche family – a family of vision, imagination and inventiveness. With those founding principles established by the Porsche family rooted in the way we conduct business, I am grateful for each day I get to lead this team and continue a legacy. Ferry Porsche's vision of the perfect sports car drives us. With every development, every model and every concept, we move closer to making Porsche the most aspirational brand in the world. Now that our Porsche entities reside together under one roof at One Porsche drive, the work we do inside this building will propel Porsche to remarkable heights for many years to come.

Q5: What does it mean for Porsche to be part of the Atlanta community?

A5: Since 1998, Porsche has called Atlanta home, but our move to One Porsche Drive has brought us closer to the community. It means everything to us because we want the people of Atlanta to know we are not just a company that produces fast sports cars. We also forge new ideas and give back to those around us. At Porsche, we aim to build upon the success of our new headquarters and become leaders in our community through programs, sponsorships, volunteerism and a commitment to our environment.

Also, as the first business in Atlanta to break ground at the Aerotropolis, I must tell you, we took a risk. However, great leaders take great risks. We truly value Atlanta's opportunities for innovation, investment, creation of jobs and prosperity. One Porsche Drive will have quite an impact upon our local tourism efforts. It will contribute to Atlanta's global prominence that is rapidly expanding.

Q6: How does it make you feel to know that OPD is now a landmark of this city?

A6: I feel honored to know our world-class facility is now among other beloved landmarks of this great city. Just like the Georgia Aquarium, the World of Coca-Cola and the Falcons Stadium, thousands of people will pass through our headquarters. Our close proximity to the

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airport will transform the Porsche crest into a highly visible welcome sign. Over 80 percent of the U.S. population will be able to reach us within two hours or less, which will make visiting Porsche quite easy.

When visitors come to One Porsche Drive, they will have the unique opportunity to experience our brand history and celebrate every aspect of Porsche. In addition to corporate offices, our complex includes a Technical Service and Training Center, a Business Center, Classic Car Center and fine-dining restaurant. As an industry first in North America, our headquarters also features a Customer Experience Center, including a 1.6-mile skill development track and handling road course to showcase the capabilities of Porsche vehicles.