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## THE PORSCHE AG VORSTAND VISITS ONE PORSCHE DRIVE

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*"Fortune arises when preparation meets opportunity." – Bernhard Maier*

In celebration of the grand opening of One Porsche Drive, executive members of the Porsche AG Vorstand were welcomed yesterday by Detlev von Platen and the employees of the prestigious new headquarters during a formal Meet & Greet.

Over light refreshments, PCNA, PFS, PCON and MHP employees all gathered in the grand atrium of the facility to offer warm regards to Vorstand members Matthias Muller, Bernhard Maier, Lutz Meschke, Thomas Edig, Dr. Oliver Blume and Uwe-Karsten Stadter, as well as

Martin Urschel, Vice President of Sales Planning and Management and Hans-Gerd Bode, Head of Public Relations for PAG.



Detlev began the event by commending employees for their hard work in preparation for the grand opening. He then proceeded with kind words for the Vorstand members on behalf of all Porsche entities.

“On behalf of the entire Porsche family here in North America, we would like to address to you, a very warm welcome to our new home in North America,” said Detlev. “We are extremely proud of this new home and we have been waiting for a headquarters like this for the last 30 years. We have invested a lot of time, effort and passion and have seen our vision become a reality. I just want to thank all of you for your confidence, motivation and trust. Thank you very much.”

For the first time in the history of Porsche, the entire Porsche AG Executive Board will visit Porsche’s home in North America over the next three days to commemorate the Grand Opening of One Porsche Drive on Thursday, May 7. In addition, the board will hold its first PAG Board Meeting in the United States market.



“It is a very special opportunity to speak to all employees who are here with Porsche in Atlanta and I am really looking forward to celebrating the grand opening of this impressive facility,” said Maier. “You all have been very busy making preparations of the big function. But what was really impressive was, I saw immediately, the new energy and the new enthusiasm which is already in your faces. And this gives us confidence that you all have made the right decision. Ladies and gentleman, we congratulate you from the bottom of our hearts for your new home, One Porsche Drive!”

Maier and Muller went on to congratulate the company for its success last year with over 47,000 deliveries, proving the United States is still the biggest and most important market for Porsche. Over 189,000 new cars were delivered worldwide in 2014, another great record in the company’s history. In 2015 North America is off to an excellent start with last month’s sales coming in at an astounding 5,217, a new record in the company’s history.



“To create this wonderful facility, we have invested more than 100 million U.S. dollars – the highest investment Porsche has ever made outside of Germany. And with that, it underlines clearly, that the U.S. is our second home and One Porsche Drive is a genuine home for you and our customers,” said Maier.

At the end of the event, the board members answered questions from employees about emerging technology innovation within the industry, growth and trends in the Porsche markets and international affairs for employees.













