



ANNIVERSARY

LIVING IT UP IN LEIPZIG

Porsche Leipzig looks back on an eventful decade: On August 20, 2002, the first Cayenne rolled off the line—the beginning of a success story. The next chapter: plant expansion for the new sporty compact SUV Macan.

Leipzig is a jewel. And that's no exaggeration. Drivers on the A14 heading towards the Porsche factory spot the diamond right away, a majestic silver gem on the horizon. With its tapered lower end it resembles a giant arrow calling attention to itself, as if to say "Come this way; this is where the action is!" What charisma! It's no wonder the decision to settle here was billed as a "beacon project." As time has passed, it has become brighter and brighter around the site, and in especially productive periods, the lights are on around the clock.

The enlightenment is provided by a mix of models; the Panamera and Cayenne roll off the same line, well shuffled, depending on the orders. It's astounding how quiet and orderly work proceeds in the assembly hall. Everything seems to follow a higher order. Bodysells float through the room, driverless transport vehicles traverse the floor as if by magic on induction loops. Robots consummate their technological dance in a flawless

choreography. Behind the scenes, a sophisticated factory control system and groundbreaking logistics concept run like fabled Swiss clockwork. Parts for assembly, for example, arrive pre-sorted "just in sequence" at the assembly line. Just now an employee is installing a dashboard in a Panamera with the aid of a hydraulic arm.

"We have one of the most modern assembly lines in Europe"—Siegfried Bülow's sense of pride is evident. The plant manager goes way back: "If you consider that this was nothing but a pasture when we started out and you see how we work here today, it's a great feeling."

The first SUV rolls off the line in Leipzig on August 20, 2002. The decision in favor of the location had been made in 1999. "A number of cities were under consideration. Leipzig won out in the end because Porsche was determined to manufacture in Germany, and in the time following the fall of the



Levitating in Leipzig: Chassis and bodyshell are united

Wall, it wanted to contribute something to the revival of the east," says Bülow. Of course the immense grounds near the airport, rail network and autobahn didn't hurt either. The production facilities erected in February 2000 utilize a relatively small area of the available 200 hectares. The significance is clear: there's room for expansion.

Leipzig holds its own. Just a year later comes the next highlight: the hand-built Carrera GT emerges from the Leipzig plant—through May 2006, 1,270 units are built. Being charged with building the super sports car is an extraordinary honor for the Leipzig team. "It's what got us the Panamera," as Bülow sees it. Construction on a new production hall and logistics center for the Porsche Gran Turismo begins in 2006. Actual production begins in early 2008. And this, too, comes off without a hitch.

Porsche is much more than just an employer and corporate taxpayer for the region. It sup-

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- 1 Offroad course: Training terrain for the Cayenne
- 2 Test track: 3.7 kilometers of pure driving pleasure

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ports culture and education. The 269-year-old Gewandhaus Orchestra, to name one example, receives financial support. Or the GaraGe technology center, in which young people are introduced to the technology of tomorrow. And the Ladegast organ in the Nikolaikirche, built from 1859 to 1862, gained even greater international fame after Porsche assumed the costs for its restoration.

Currently about 1,000 staff work in Leipzig. That number is set to double in the next two years. The Macan is already casting a long shadow. This future third model for the site, a compact SUV under the Cayenne, will go into production at the end of 2013, and will have—in contrast to the Panamera and Cayenne, whose bodyshells are shipped in—its own bodyworks and paint shop on site. Leipzig is becoming a complete manufacturing facility. At €500 million (\$650 million, at \$1.30 per euro), it's the largest single investment ever made by the sports car manufacturer.



Model mix: Cayenne and Panamera at once

Expansion work is already underway. Doubling the number of staff represents a massive challenge. Finding qualified personnel is one thing. But for site supremo Bülow, it's every bit as important to implant the Porsche gene in new employees, so to speak. After all, working for Porsche is something special.

We're back to the diamond; or more precisely, in the diamond. This is not merely an architectural gem. Here we find the customer center, which offers visitors a restaurant and Porsche Design shop, and also event spaces and a car exhibition, plus stunning panoramic views of the test track. Picking up a Cayenne or Panamera in Leipzig is not simply a matter of getting the vehicle and leaving. Customers here are given the chance to delve deeply into the Porsche experience. They are given a glimpse into the production process, experience pure driving pleasure on the circuit or test the offroad-worthiness of the Porsche SUV—the Cayenne has its very own offroad course of six kilometers and 18 tests

of offroad ability. Among other obstacles, drivers encounter tree trunks in their path, a 50-meter aquatic section and an incline with a 60-percent gradient that tests drivers' nerves as much as their skill. No question: it's a strange sensation to take a vehicle up a slope and see nothing but sky. The instructor in the passenger's seat says: "Please proceed slowly!"

RACING TAXIS, CATTLE, GEWANDHAUS ORCHESTRA: AN EXTRAORDINARY MIX

And visitors might even spy one of the four-legged inhabitants of the grounds: left largely in their natural state, the grounds are home to sheep, cattle and wild horses. Sustainability is not just an idea; it's a commitment.

The circuit at the plant is used for "taxi drives" with pre-registered visitors. It's a good thing the instructors are there, for this is a track unlike any other, with ten of the

CAYENNE
CO₂ emissions: 270 g/km to 189 g/km
Fuel consumption (combined): 11.5 l/100 km to 7.2 l/100 km

PANAMERA
CO₂ emissions: 293 g/km to 159 g/km
Fuel consumption (combined): 12.5 l/100 km to 6.3 l/100 km

most renowned and difficult corners in the world. Pure acceleration and dramatic decelerations come in rapid succession. Each round is as thrilling as the next. Customers return to the pit lane at the customer center thoroughly exhilarated.

That is exactly what Porsche Leipzig aims to offer and which no other site can: experiencing an emotion. Man as a part of the whole—the crucial element, whether as a customer or an employee.

www.porsche-leipzig.com



The tiger: The Macan will be built in Leipzig beginning in 2013