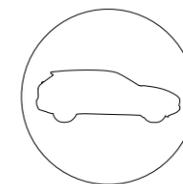


SIEGFRIED BÜLOW

MANAGING DIRECTOR, LEIPZIG

"Five hundred thousand Porsche Cayennes in a production span of less than eleven years represents an incredible figure, a great team accomplishment, and a challenge to make the next 500,000 in a shorter period of time."



Half a Million

Porsche entered unknown product territory with the Cayenne in August of 2002. On July 4, 2013, the 500,000th car in this SUV series was handed over to its new owner at the Leipzig plant. An impressive record.

By Oskar Weber

Photos by Christoph Bauer, Kai Hartmann, Bernd Kammerer, Optimistic channel.LIVE

The brilliance of the afternoon sun has once again bathed the vast expanse of sky in luminescent blue, which is becoming paler by the minute as evening approaches. But the metallic surfaces on the facades lend warmth to the fading light, while the reeds in the bright courtyard between the long buildings seem like tiny islands in a river of everyday life. The women and men drinking coffee during their breaks have the friendly smiles of a scientific research team.

Inside the buildings the team's research is not only theoretical, but also applied. Behind the modern walls lining the light-filled courtyards, they build cars. "The best cars in the world," says Knut Lofski, chairman of the works council. "We at Porsche—we build the world's best cars," he repeats with a smile. For eleven years

now, the company has been doing that in Leipzig, a city located in Saxony, a federal state in eastern Germany with a considerable tradition in automotive engineering.

Right outside the windows of Lofski's office, which is situated in the middle of the factory hall, nearly finished cars float on the assembly line toward the final inspection point—Cayennes and Panameras in no set order. It all started with the Cayenne in August of 2002. The Panamera followed in 2009. And the Macan, a second SUV model series, will follow in a few months. "We're moving forward," observes Lofski.

Porsche has written automotive history with the Cayenne. The Cayenne is the sports car among SUVs. That is no coincidence, of course. At the Weissach Development Center not far from the company's main plant in Stuttgart, the engineers

know what they have to do. "A Porsche is a Porsche, and a Porsche drives like a Porsche," says Karl Heeß. And how does a Porsche drive? Heeß holds up two fingers: "It's the best-in-class in driving dynamics, and the best-in-class in braking."

And how is that possible? "Steering, set-up, bearings"—the suspension specialist pauses for effect before adding that "the Porsche genes are anchored here and here." He points first to his head and then to the elongated rear end of the car. "We place a greater priority on neutral driving dynamics than the competition does—which is why the dynamics in the Cayenne make it every bit a Porsche as well."



Cayenne customers are kings—some of them in real life and every one of them upon

receiving their cars. Connoisseurs pick them up at the factory, which lets them see exactly where their new companions come from. At the factory they learn all about the production facilities and take their first drives on the racing circuit and the off-road obstacle course—where they might also run into Astrid Hartje, one of six members of the customer service team at Porsche’s plant in Leipzig.

“We put every bit of artistry into celebrating these customer handovers,” she says, with a captivating smile. They’re in high demand. Around 2,400 factory handovers per year are currently booked for Leipzig—as many as 18 per day.

The customers come from around the world. The most important market for the Cayenne is the United States, followed closely by China. “Our customers love the Cayenne

because it combines the exclusiveness of Porsche with extraordinary utility,” says David Xiao, who directs the Porsche Center Pudong in Shanghai. Xiao sold around 750 Cayennes last year in this booming metropolis in eastern China. “The Cayenne is an exclusive and high-comfort car for the city,” he says, “but our customers really realize what kind of car they have when driving out to the countryside—in tough weather conditions and when the highways give way to dirt roads.”



Off-road performance is what it’s all about for Jürgen Kern, one of the fathers of the Cayenne concept at Weissach’s complete vehicle testing department. “Achieving the balancing act between Porsche’s legendary precision on the one hand and on-road driving dynamics and off-road suitability



KNUT LOFSKI
WORKS COUNCIL,
LEIPZIG

“The employees in Leipzig are very proud to work at Porsche, because what they’re doing every day is bringing the world’s best cars onto the roads.”



KARL HEESS
SUSPENSION DEVELOPMENT, HEMMINGEN/WEISSACH
NEAR STUTTGART

“The biggest challenge was to implant archetypal Porsche genes into an SUV. In addition to best-in-class performance, off-road performance was one of the Cayenne’s main priorities.”



ASTRID HARTJE
CUSTOMER SERVICE, LEIPZIG

“Presenting a new Porsche to its owner never ceases to be a special experience because we share in the customer’s delight. Our aim is no more than—but also no less than—to give the customer an unforgettable day.”



JÜRGEN KERN
COMPLETE VEHICLE TESTING,
WEISSACH NEAR STUTTGART

"Although the Porsche Cayenne was developed by sports-car specialists right from the start, we have succeeded in building the best off-road car in the SUV sector."

on the other was essentially the preamble to the Cayenne's technical specifications," he says. He explains the conflicting aims as follows: "Most SUVs are well equipped in theory for off-road driving, but they aren't robust enough. Our Cayenne meets both sets of requirements."

As demonstrated by the first generation of the Cayenne at the 2007 Transsyberia Rally, the theory bears out in practice. This high-speed gallop from Moscow to Ulan Bator ran for 7,100 kilometers on roads of which many do not deserve the name. "All 26 essentially standard-series vehicles made it into the standings," says Kern. He adds, "Off-road vehicles are very special sports cars."

This set of qualities is appreciated by the market. The Cayenne made fools of industry experts who refused early on to recognize the merits of the concept, arguing

that an SUV would never be a good fit for Porsche—it was too far from the core market of sports car.

Siegfried Bülow, managing director of the Leipzig plant, is not interested in yesterday's news. He knows the facts and lists the figures: "We now sell about 75,000 Cayennes each year. It's the best-selling Porsche series." Bülow was there from the start in Leipzig. With a background in toolmaking and mechanical engineering, he is proud of his team's accomplishments. The Leipzig plant has now made half a million Cayennes of model series E1 and E2, in addition to more than 100,000 Panameras (since September 2009) and 1,270 handmade Carrera GT super sports cars. "Porsche in Leipzig is a success story," he says.

The workforce has quadrupled since 2002, to around 1,200 people, with another 1,000



ANTONIUS REHR
ENGINE DEVELOPMENT,
WEISSACH NEAR STUTTGART

"Every Cayenne engine is a typical Porsche engine because the benchmark lies in power and agility. Of course this also applies to acoustics, lifespan, and suitability for everyday use."



NATALIA SINDEEVA
MEDIA ENTREPRENEUR AND CAYENNE DRIVER,
MOSCOW

"I can absolutely rely on the car. Plus I appreciate its robustness and cross-country mobility. And not to forget that extra something: the Cayenne is a Porsche."

expected by the end of 2013. The Macan, the second SUV series, will require additional production capacities. The new factory buildings on the western part of the site are finished. The company expanded while adhering to its principle of not restricting operations.

“The new paint shop started up trial operations in August,” says Michael Birnstiel. A mechanical engineer, Birnstiel is in charge of overall assembly planning for the Macan project. Total investment in the expansion process will amount to a good 500 million euros. “The Macan will be our next masterpiece,” he says.



“Meeting benchmarks is a must at Porsche,” says engine specialist Antonius Rehr, whose aim is to run hard on the heels of the Cayenne. “We completely redeveloped the V8 eleven years ago,” he says. Over the years the 4.5-

liter engine became a 4.8-liter direct injection model whose output rose from 250 kW (340 hp) to 405 kW (550 hp) in the Turbo S. It was joined by the six-cylinder gasoline model, the V6 and V8 diesel models, and the six-cylinder hybrid gasoline engine with a system output of 279 kW (380 hp). All of them demonstrate typical Porsche levels of power, agility, and acoustics. “That goes without saying,” notes Rehr simply.

The greatest challenge lay in the new sets of requirements for operating conditions, markets, and climates. As Rehr explains, “A Porsche engine stands not only for power, but also for everyday utility and lifespan.”

This principle is one of the reasons why Natalia Sindeeva swears by her Cayenne. A Moscow-based media entrepreneur, she also heads the renowned independent television station Rain TV. Robustness is an important factor in the Russian capital, which can be plagued by extreme weather

conditions. “My Porsche Cayenne is the car that fulfills all of my wishes,” says Sindeeva. “First of all I appreciate its robustness and cross-country mobility. I can absolutely rely on the car.” So is the Cayenne a common-sense choice? “Absolutely,” she says. “And not to forget that extra something: the Cayenne is a Porsche.”

Apropos of that extra something, Norbert Ritzmann is in charge of food services at the Leipzig plant. Together with his team of two dozen employees, he ensures that the staff is well fed, and that guests at the restaurant of the Porsche World customer center can have a first-hand culinary experience. Some 250,000 meals a year are served at the employee cafeteria, and 35,000 at the customer center. The restaurant has long enjoyed cult status in and around Leipzig. Ritzmann’s insider tip is “our famous Cayenne soup.” The chef de cuisine reveals the original recipe in the lower right-hand corner of this page. ●



DAVID XIAO

GENERAL MANAGER,
PORSCHE CENTRE SHANGHAI PUDONG

“The Cayenne’s extraordinary success in China has a lot to do with the power of the Porsche brand name. Customers appreciate not only its uniquely exclusive quality, but also its practical abilities. The Cayenne is the only sports car that takes you everywhere. It’s the perfect everyday companion.”



MICHAEL BIRNSTIEL

MACAN PLANNING TEAM DIRECTOR,
LEIPZIG

“The production plant in Leipzig is the most modern facility of its type in the world. It is highly flexible, and the people are highly motivated. Production can be adjusted to market demands at any time. The result is unparalleled product quality.”



NORBERT RITZMANN

CAFETERIA,
LEIPZIG

“The recipe for our famous Cayenne soup: Sauté onions, celery, and then potatoes to thicken it, plus two parts red bell pepper and one part yellow bell pepper. Sauté it all the way through. Pour in vegetable broth and simmer for 20 minutes. Blend and strain. Add salt and Cayenne pepper to taste. Bon appétit!”

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 (MODEL YEAR 2014) CO₂ emissions: 249 g/km to 169 g/km, Fuel consumption (combined): 10.7 l/100 km to 6.4 l/100 km
 PANAMERA S E-HYBRID (MODEL YEAR 2014) CO₂ emissions: 71 g/km, Fuel consumption (combined): 3.1 l/100 km, Electric power consumption (combined): 16.2 kWh/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