

The Company

Porsche Green Machine Scores High

At the International Motor Show (IAA) in Frankfurt, Porsche attracted more attention than ever before. To be sure, this was mainly due to the debuts of the 911 GT2, the 911 Turbo Cabriolet, and the Cayenne GTS. But another big reason was the company's initiative in support of climate protection.

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The reporter for the Italian television network was excitedly gesticulating to have his cameraman join him during the interview with Porsche CEO Dr. Wendelin Wiedeking. He wanted to film the see-through model of the Cayenne hybrid from top to bottom and from every conceivable angle. "Our proprietary solution for

hybrid drive reduces fuel consumption by 30 percent. With this hybrid drive system, the Cayenne will use less than nine liters per 100 kilometers [about 26 mpg]. And there's no question about it: We'll get it down to eight-point-something," Wiedeking explained, while the Italian reporter instructed his cameraman to get down on his hands and knees to shoot the underside.

Promising perspectives: Porsche Executive Board members Holger P. Härter (left) and Wolfgang Dürheimer explain the hybrid drive to German Chancellor Angela Merkel

Certainly, Porsche attracted more attention than ever before at this auto show, which many journalists had come to label "the green IAA." Wiedeking was up-front from the very start. "In recent months, one could easily get the impression that our climate is the most important topic of all, even in this business. And



In the limelight: Porsche CEO Wendelin Wiedeking (top) had to handle a media marathon at the Porsche booth

you're almost led to believe that the German automotive industry could restore the entire world's climate to a healthful state," the Porsche CEO told about one thousand journalists at the opening press conference in the jam-packed Harmonie auditorium. And he cited facts and figures: "Actually, less than 12 percent of all CO₂ emissions in Germany come from passenger cars. Electric power plants alone produce about 43 percent, industrial plants 16 percent, and private households 14 percent. Porsche, by itself, contributes less than 0.1 percent to the CO₂ emissions from road traffic."

Even so, Porsche presented a detailed see-through model of the new Cayenne hybrid drive train, which attracted a great deal of attention. "Never before has Porsche given the public the opportunity to learn about a new vehicle so far in advance of its introduction," said Wiedeking. He noted that this decision had been prompted by the extensive public discussions about climate change and future CO₂ emission limits, but he also emphasized that Porsche has always been aware of the importance of environmental protection. "In the past fifteen years, we've reduced the CO₂ emission level of Porsche vehicles by 1.7 percent annually. That's a record!"

In the past ten years alone, Porsche has invested a sum "in the nine figures" in the advanced development and optimization of its drive systems. For the current ▶



**Power package:
The new Cayenne GTS made its debut at the IAA**

Cayenne generation, just four years after the introduction of the Cayenne, the engineers in Weissach have developed an entirely new generation of engines with gasoline direct injection that reduces fuel consumption and CO₂ emissions by 15 percent. And, even today, all engines used by Porsche can operate with a mixture of ethanol—up to ten percent in the sports cars, and as much as 25 percent in the Cayenne. As Wiedeking emphasized, Porsche will soon introduce unique hybrid drive technology that truly combines performance worthy of the company's name with a significant reduction in fuel consumption.

In a hybrid drive system, the conventional combustion engine is combined with an electric motor. But Porsche has adopted an entirely new approach—the parallel full hybrid system. In this system, both motors can be operated jointly as well as separately, so that three different operating modes are available. In this arrangement, the electric motor powers the car not only in moderate-acceleration starts but also when cruising, for instance, in residential areas.

Wiedeking mentioned several advantages over other hybrid drive systems:

- “First, this design is exceptionally compatible with the existing Cayenne platform. So we experience virtually no constraints in our luggage space nor in the all-wheel drive system.”
- “Second, we achieve greater reductions in fuel consumption than with other hybrid designs, because up to a speed of 120 km/h (75 mph) we can do without the combustion engine and just ‘sail along,’ as we say.”
- “And third, this system suits our specific objectives better than the other systems, because by using it we actually achieve greater acceleration and flexibility than in our current models. So it’s a very zippy car to drive, as well.”

No wonder that even German Chancellor Angela Merkel inquired about the hybrid model and was enthused when she visited the Porsche booth. And Wiedeking has a message for the politicians too: “Even if all German automakers were to reduce CO₂ emissions to zero, the global climate wouldn’t benefit very much. That’s especially true as long as another coal-fired electric power plant is added to China’s power grid almost daily,” the Porsche CEO concluded—while the Italian reporter inquired whether it would be permitted to take some additional shots of the Cayenne hybrid model from the inside out. ◀