

News



Survey

Top Grades from Customers

The verdict is clear: Sports cars by Porsche enjoy the highest standing among European consumers. That is the conclusion of a survey conducted by the renowned Luxury Institute of New York on international automobile brands in the premium segment. These findings confirm the results of regular surveys conducted in the United States. Top American earners have selected Porsche as the brand with the highest prestige on a number of occasions. Now the company has achieved the top ranking in the European market as well, leaving the strong in-

ternational competition behind. The independent research institute conducted interviews with more than 1,500 consumers who have an annual income of at least €60,000. The participants from France, Great Britain, Germany, and Italy rated luxury vehicles in various categories. The 911, Boxster, Cayman, and Cayenne were judged by respondents to be of particularly high quality, very exclusive, and extremely elegant. The consumers also praised the good value for money and high level of social acceptance of Porsche automobiles.

Porsche Supports the Germany Society of Immunology

Within the framework of its social and cultural philanthropy program, Porsche has been supporting the Germany Society of Immunology for the past three years. The society has now honored three scientists. Professor Dr. Diana Dudziak (Erlangen) and Dr. Sven Burgdorf (Bonn) shared the €3,000 Georges Köhler Prize for the best post-doctoral thesis in immunology. The Otto Westphal Prize for the best doctoral thesis

(€1,500) was awarded to Dr. Marcus Lettau (Kiel). "Supporting promising young scientists in the area of immunology is an important endeavor, since their work contributes significantly to the improvement of our health-care system. Current research will help to protect the population better from contagious diseases and chronic infections," says Dr. Kay Grossmann, director of health management at Porsche.

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