

news

Honored: Wolfgang Mayer (second from left) of Magna Powertrain with Porsche Executive Board Members (left to right) Michael Macht, Dr. Wendelin Wiedeking, and Holger P. Härter



Wiedeking Appreciates Porsche's Suppliers

Magna Powertrain Germany GmbH in Roitzsch, Saxony-Anhalt, has been honored by Porsche as the Supplier of the Year for 2006. The company, which has been working together with Porsche since 2002, stands out especially for its outstanding performance in the development and production of power-train systems and components, such as the transfer case for the Cayenne. Porsche CEO Dr. Wendelin Wiedeking honored ten companies at the 14th Supplier Day at the customer center in Leipzig. Speaking to some 330 guests, he emphasized the importance of good collaboration with suppliers: "We can only successfully defend our top position if we build vehicles that are better than those of our competitors. And that depends on every single part."

Sporty views: The fixed rear spoiler of the Cayman and Cayman S models catches the eye even when standing still



A New AeroKit for the Cayman

Porsche now offers an AeroKit for the Cayman and Cayman S models. The AeroKit consists of spoiler lips for the standard front-end cladding, and a new, fixed rear spoiler. One advantage of the front spoiler lips is that they underscore the visual presence of the large air-intake openings in the front apron. The rear spoiler makes its point even standing still and also enhances aerodynamics. The components have been optimized in the wind tunnel to reduce the lift values at the front and rear axles; for this reason, they help to enhance driving stability at track speeds. The aerodynamic components must be installed as a system; they cannot be installed individually. All parts are painted in the body color for a perfect match.

The future is front and center: Dr. Wendelin Wiedeking, Dr. Wolfgang Porsche (front left), and Baden-Württemberg's education minister Helmut Rau (right), with prizewinners



Porsche Supports Future Engineers

The Ferry Porsche Prize has been awarded for the sixth time, this year honoring the 244 best high school seniors in the German state of Baden-Württemberg who had elected math and physics/technology as their major subjects. "Our society needs qualified and motivated engineers and natural scientists," said the state's minister of education, Helmut Rau, at the ceremony in Weissach. The prize is designed to encourage young people going into scientific and technical careers. Five winners were chosen by lottery to receive internships at Porsche in the USA. In order to improve the gender balance, Porsche CEO Dr. Wendelin Wiedeking decided spontaneously to add another female intern to the list, making six interns in all.

Short Notes

Prize for the Cayenne

The Cayenne pulled past the competition: Porsche's sporty SUV has won the Off Road Award for 2007. The Cayenne was chosen for first place in the "Luxury SUV" category by the readers of the German magazine *Off Road*. The magazine has been polling its readers on the most popular off-road-capable vehicles since 1982. This year, 80 vehicles from 35 manufacturers were in the running. Porsche Development Director Wolfgang Dürheimer accepted the award for Porsche.

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PR Manager Honored

At this year's meeting of Porsche's worldwide communications specialists, there was a special focus on the efforts of the company to reduce vehicle emissions, and one part of the discussions was the concept for a hybrid-powered Cayenne. During the event, employee Ghada El-Kari of Porsche Middle East and Africa was honored as "PR Manager of the Year" for her successful contributions. Porsche Public Relations Director Anton Hunger presented her award.

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Enthusiastic about Porsche

Porsche has received a special award in the USA. The renowned Luxury Institute of New York has once again chosen the company as the quality brand with the highest reputation—for the third time in a row. In the survey, the independent market research institute surveyed more than 1,600 high-income consumers. Porsche vehicles were assessed as especially powerful, high-value, exclusive, and elegant, showing that Porsche has once again run circles around the worldwide competition.