

## news



### At 70, Piëch Isn't Ready to Slow Down

Professor Ferdinand Piëch may have celebrated his seventieth birthday on April 17, but, with his passion for automobiles undiminished, that doesn't mean he's thinking of retiring yet. Though his days of "active duty" as an executive at Porsche, Audi, and VW are over, the Vienna-born grandson of Ferdinand Porsche is a member of the board of directors at Porsche AG, and two days after his birthday he was confirmed as chairman of the supervisory board at Volkswagen AG. Piëch began his career at Dr. Ing. h. c. F. Porsche KG in Stuttgart, forerunner of today's Porsche company. There he set his sights on building the world's lightest race cars. He succeeded impressively, and not just with the Porsche 909 (see photo). Many in the industry regard Piëch as "the automobile executive of the century."

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### Awards for Innovation

Porsche was honored to receive two of the three special prizes at the Thirteenth Pace Awards (Premier Automotive Suppliers' and OEM Contributions to Excellence), the most important automotive suppliers' award in the USA. The company received the Collaborator Award in recognition of its work with BorgWarner in the development of variable turbine geometry (VTG) turbochargers. Porsche and BorgWarner also received a prize for their traction management technology. Both VTG and Porsche Traction Management are among the technical highlights featured in the current 911 Turbo. In the words of the president and CEO of Porsche Cars North America, Peter Schwarzenbauer, "Both technologies have pushed the art of automobile design to another level. But even more important, they provide better safety and enhance driving pleasure."

## impressum

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