

NEWS



Bernhard Maier has taken over the Sales and Marketing division at Porsche

NEW TO THE BOARD BERNHARD MAIER MOVES TO THE TOP OF THE COMPANY

Porsche's supervisory board has appointed Bernhard Maier (50) to the management board. Maier, previously chairman of the board of management of Porsche Deutschland GmbH, headquartered in Bietigheim-Bissingen, has taken over the reins of the Sales and Marketing division. Klaus Berning, who previously headed Sales and Marketing, has left the company at his own request. "I am excited about taking up my new tasks," says Maier. "Our fascinating sports cars, strong market presence, and highly qualified employees will ensure that we consolidate our position as the world's leading manufacturer of premium sports vehicles."

Maier has been connected to automobiles since his youth. He first trained as a car mechanic and, after obtaining his full qualification as a master mechanic, studied business management in Calw near Stuttgart. After working for Nixdorf, Maier joined the BMW sales organization in 1988. In June 2001, Maier joined Porsche, where he successfully managed the company's domestic sales subsidiary. His most significant responsibilities include the ongoing optimization of processes in sales management as well as the development of new systems and long-term positioning of the brand in the home market. Two highlights from his time as managing director of Porsche were the successful rollouts of the Cayenne model series in 2002 and the Panamera in September 2009.

QUALITY CUSTOMERS BELIEVE IN PORSCHE

Porsche vehicles continue to meet the highest quality standards. This is the conclusion of the most recent survey, the "Vehicle Dependability Study," conducted in the United States by market research company J. D. Power and Associates. Porsche was awarded first place in the study. More than 52,000 responses from original owners in Porsche's most important export market were evaluated for the study. For brand evaluation, original owners of three-year-old vehicles are surveyed about the reliability of their car in the previous twelve months. Michael Macht, chief executive officer at Porsche AG, was very pleased: "This is the result of consistent high-quality work and customer orientation, and is the reward for years of hard work by Porsche employees. This award shows that our sustainability strategy is paying dividends." Macht also remarked, "The challenge is not to achieve a high standard of quality in a short period, but to maintain it over years. The fact that we received this award reflects the satisfaction of Porsche customers with the quality of the used vehicle—and we are particularly proud of that."



PORSCHE DECLARED THE "COOLEST" BRAND

Porsche has received three Brand Image Awards from the American online automotive platform Kelley Blue Book. The company was voted the "Best Performance Brand," the "Best Exterior Design Brand—Luxury," and the "Coolest Brand." A total of 12,000 car buyers are surveyed annually by the publication on how they perceive different automobile manufacturers and how this influences their purchases. Porsche scored above average in the survey. "This is a very important award for us because it reflects customers' opinions about the Porsche brand. Having a good image among our customers is essential to the success of the company," says Michael Macht, CEO of Porsche AG.

The award honors outstanding achievements in the design and maintenance of the brand that generate interest and fascination among car buyers. Market research analyst Jack R. Nerad put it this way: "Performance and coolness go hand in hand." The brand is so attractive, he believes, precisely because Porsche concentrates so clearly on the performance capacity of its sports cars. This ensures the company's success even in a difficult market environment.

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Porsche CEO Michael Macht (left) shows Baden-Württemberg's prime minister, Stefan Mappus, production of the 911 in Zuffenhausen

ZUFFENHAUSEN PRIME MINISTER STEFAN MAPPUS VISITS PORSCHE

Baden-Württemberg's new prime minister, Stefan Mappus, used his visit to the Porsche plant to have detailed discussions with CEO Michael Macht, the head of the Group works council Uwe Hück, and employees. After a tour of the production facilities at the traditional site in the district of Zuffenhausen, where the models 911 and Boxster are built, Mappus said, "Porsche is a symbol for outstanding and innovative products from Baden-Württemberg that have a global reputation. I have come to Zuffenhausen seeking direct dialogue with the company managers and to gain an impression myself of the company's productivity on site. The forward-looking production systems and the highly qualified and motivated employees are particularly impressive."

"Sixty years ago, the foundations of the company were laid in Zuffenhausen with the Porsche 356, and later with the company icon, the classic 911 sports car. The headquarters in Stuttgart is known around the world and is representative of the Porsche brand." **PORSCHE CEO MICHAEL MACHT**

The Porsche CEO, Michael Macht, underlined the importance of the company's main site: "Sixty years ago, the foundations of the company were laid in Zuffenhausen with the Porsche 356, and later with the company icon, the classic 911 sports car. The headquarters in Stuttgart is known around the world and is representative of the Porsche brand. This is where we build our sporty premium vehicles, and where we place our faith in the most modern technology and highly efficient production processes. We are sustainably investing in this location: following our construction of a new engine plant, we are currently building one of the most environmentally friendly and modern paint shops in the world. This is supplemented by a new museum, which has already attracted more than 600,000 international visitors to Stuttgart."

UNANIMOUS DR. WOLFGANG PORSCHE RE-ELECTED

After an extraordinary general meeting of Porsche AG increased the membership of the supervisory board to twenty, the constitutive session of the new body took place in April. There were no changes at the top: the supervisory board unanimously re-elected Dr. Wolfgang Porsche as its chairman. Uwe Hück was elected his deputy.

Apart from Dr. Porsche, the shareholders are represented as before on the supervisory board by Prof. Dr. Ferdinand K. Piëch, Dr. Ferdinand Oliver Porsche, Hans-Peter Porsche, and Dr. Hans Michel Piëch. New members of the board are Prof. Dr. Martin Winterkorn, chairman of the board of management of Volkswagen AG and chairman of the board of management of Porsche Automobil Holding SE; Hans Dieter Pötsch, member of the board of management of Volkswagen AG and member of the board of management of Porsche Automobil Holding SE; Dr. Francisco Javier Garcia Sanz, member of the board of management of Volkswagen AG; Christian Klingler, member of the board of management of Volkswagen AG; and Prof. Dr. Horst Neumann, member of the board of management of Volkswagen AG.

Ferdinand Piëch Jr., Prof. Dr. Ulrich Lehner, and Josef Ahorner are no longer on the supervisory board of Porsche AG. The employees are represented on the supervisory board by Uwe Hück, Werner Weresch, Antonio Girone, Walter Uhl, Rolf Frech, Jürgen Kapfer, Hans Baur, and Hansjörg Schmierer. As a result of the enlargement of the board, Günther Magerer, the deputy chairman of the works council of Porsche AG, and Kai Bliesener, the press spokesman of the IG Metall Baden-Württemberg metalworkers' union, were appointed new members of the board representing the employees.

The supervisory board also appointed Dr. Hans Michel Piëch, Prof. Dr. Martin Winterkorn, and Hans Dieter Pötsch to represent the shareholders and Hans Baur, Werner Weresch, and Walter Uhl to represent the employees as new members of the permanent committee of the supervisory board, joining Dr. Wolfgang Porsche and Uwe Hück in this function.

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SUPPLIERS' DAY AWARD FOR A GOOD PARTNERSHIP

Porsche can rely on its partners, and the quality of Porsche's vehicles benefits. On its "Suppliers' Day," the company expressed its gratitude for fruitful cooperation through the "Supplier Awards," which were conferred in the Customer Center at Porsche Leipzig GmbH. Ten suppliers received an award.



The first award for the completed business year went to BBS International GmbH in Schiltach, which manufactures light-alloy wheels for Porsche. "Only through close cooperation with our suppliers are we able to perform continuously at a peak level in development and production. That is why we have relied on long-term relationships with our suppliers for years," explained Michael Macht, CEO of Porsche AG. The annual Supplier Awards give Porsche the opportunity to thank its suppliers for their successful collaboration. Suppliers have also contributed considerably to new and second-hand Porsche cars repeatedly being certified with outstanding quality in international studies.

In addition to BBS International GmbH, Porsche honored nine other suppliers for their services. These include Brembo S.P.A., DIETZ-automotive GmbH & Co. KG, HBPO GmbH, Lear Corporation GmbH, Rehau AG + Co., Takata-Petri AG, Zizala Lichtsysteme GmbH, Friedrich Bühler GmbH & Co. KG, and the logistics company ATG Auto-transportlogistic GmbH.

AWARDS A TIMELY RECOGNITION



Porsche Design products have received prestigious awards in international design competitions. The Schleppezeiger Chronograph P'6920 Rattrapante Limited Edition was honored at the "red dot award: product design 2010." In the Watches and Jewelry category, the P'6920 received the world-renowned "red dot" seal for high design quality. More than 1,600 companies from 57 countries were in the running for this year's "red dot award." The titanium version of the P'6920 is limited to 200 specimens.



The P'8810 Reading Tool, the P'1700 shoe collection, and the P'9522 cellular phone each received an "iF product design award." The Porsche Design products impressed the expert jury with, in particular, their design quality, workmanship, material selection, and level of innovation. The "iF product design award" has been a hallmark of good design since 1953.

www.porsche-design.com

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