



Responsibility-Consciousness

The award of the Citizen's Medallion of the City of Stuttgart to Dr. Wendelin Wiedeking was certainly an honor, not only for him but also for Porsche. Today's CEO is the second son of the house of Porsche to receive this award, after Ferry Porsche. It's a house tradition to show your colors, and not just to let the products and financial figures do the talking. Porsche also takes clear political stances and is aware of its social responsibility.

"Only he who has kept his independence can do what has to be done and say what has to be said." Those words at the award ceremony describe the spirit of the Porsche Company, which commits itself strongly in the areas of culture, education, youth work and sports. Porsche also addresses the issue of empty government tills by refusing all subsidies. Porsche is the biggest taxpayer at its headquarters site, Stuttgart.

And if you thought the shareholders at the Porsche General Meeting only applauded the favorable business figures, you would be wrong. The strongest applause came when Wiedeking touched on social and political topics.

Independence may have its price, but it also has its rewards.

Karen Schulze