

Civic Medal of the City of Stuttgart for Wiedeking

Historic Calendar Receives Award

On Air: First Flight Lesson for the Cayenne

Go West: The Cayenne's Long Voyage



>> The festive setting was fitting for the event at hand. Before more than 200 invited guests in the White Hall of the New Palace in Stuttgart, Porsche CEO Dr. Wendelin Wiedeking received the Civic Medal of the capital of the state of Baden-Württemberg. "Porsche, the city and its people are very fortunate to have you," Mayor Wolfgang Schuster said in praise of Wiedeking's commitment to maintaining Porsche's presence there. Porsche's top executive regards the Civic Medal as an obligation for the future—"one we are glad to fulfill." And he said Porsche's obligation also includes a willingness to assume social responsibility. Professor Ferry Porsche had received the Civic Medal in 1989.

>> Porsche has received an international award for its *Historics Calendar 2003 – Unforgettable*. The current Porsche calendar, with its artistically arranged images of historic Porsche sports cars, won the silver prize in the Stuttgart Calendar Show. That is the highest honor won by a European automobile calendar in 2003. Klaus Bischof, Director of the Porsche Museum, provided the photos of the dream cars from his collection. The Stuttgart photo designer Frank M. Orel displayed the spectacular automobiles in unusual settings. The calendar includes images of dazzling Porsche cars in places like South Beach in Miami, next to the swimming pool of a seaside villa, and in deep snow.

>> An Antonov 124-100 cargo plane landing at the Leipzig-Halle airport is quite an attraction by itself. At 69 meters' (226 feet) length and with a wingspan of 73 meters (240 feet), the transport aircraft with four turbojets is one of the largest airplanes in the world. Even more extraordinary is what happened when the plane opened its rear loading ramp: thirty-five Cayennes rolled on board. The destination of this special flight was Atlanta, Georgia with the vehicles going to Porsche Cars North America (PCNA) to be used for training and presentations in the USA.

>> The Cayenne is off on a long voyage. Many of the sporty SUVs have already been loaded onto five ships in the port of Emden. Their next destination is the market launch in North America. The "Phoenix Diamond" was the first floating car transporter to leave the North Sea harbor with a load of Cayennes, headed for San Diego. Other ships are to dock in Brunswick, Georgia, and Baltimore. To protect the precious cargo, every Cayenne is securely packed in a so-called "full body cover." The voyage by ship from Emden to the USA west coast takes twenty-eight days. Ships going to the east coast of the USA take twelve to fourteen days.

+++ The 911 is Again Named Germany's Best Sports Car +++

The Porsche 911 is in a class of its own. That has been proven once again in a readers' survey by the magazine *auto motor und sport*. The 911 won the competition in the "Best Sports Car" category. The Carrera and Turbo models were presented jointly to the readers in the "Best Cars of 2003" poll. It was the fifteenth victory for the Porsche 911 Turbo, and it marked the sixteenth time the 911 Carrera has received one of the most coveted car prizes in Europe.

+++ Sales Record for Porsche in Germany +++

Sales this impressive had never been achieved even in Porsche's long history of setting records. In 2002, 12,212 new Porsches were registered in Germany. The 911 models accounted for a major part of the good sales figures, with 7,740 registrations signifying an increase of 5.9 percent over the previous year. The Boxster consolidated its market position in the premium roadster segment with 3,871 registrations.

+++ Major Award for the Film *Vielleicht (Perhaps)* +++

Porsche AG won a special honor at the renowned New York Film Festival. The company's PR film *Vielleicht (Perhaps)* was not only chosen from among over 1,000 entries worldwide for the top prize in the category "PR, Transportation and Cargo," it also took one of the four coveted Grand Awards for the best PR and sales production. The Boxster film *Perspektiven (Perspectives)* received a silver medal. Both films were made in cooperation with the Klaus E. Küster advertising agency.

## Ferry Porsche Prize: Five Tickets to the USA

## Engine Plant to Be Built in Zuffenhausen



>> At the festivities for this year's Ferry Porsche Prize, five grants for internships in the USA were raffled off among the 300 winners. The prize is awarded to the best high-school graduates in Baden-Württemberg majoring in mathematics and physics or technology. The five recipients drawn at random by Dr. Wolfgang Porsche will spend four weeks in Atlanta this summer as interns at Porsche Cars North America (PCNA). Porsche CEO Dr. Wendelin Wiedeking emphasized the importance of encouraging and supporting young talent: "The prize provides us the opportunity to establish early contact with potential future employees."

>> The decision has now been taken: Porsche's newest engine plant will be built in Zuffenhausen. All necessary permits have been issued for the model to become reality. By the middle of 2004, a plant with 15,000 square meters (161,500 sq. ft.) of total floor space (9,000 square meters/ 97,000 sq. ft. of production floor space) will be erected on the site at a cost of €50 million. Before work on the new structure can begin, vacant buildings on the site must be prepared for demolition. Porsche CEO Dr. Wendelin Wiedeking referred in this context to the significance of the construction project for securing jobs and tax revenue for Stuttgart.

### +++ Wiedeking is Businessman of the Year +++

The American business magazine *Fortune* has named Porsche CEO Dr. Wendelin Wiedeking the "2003 European Businessman of the Year." According to *Fortune*, Wiedeking has transformed Porsche from a company fighting for its survival into the "high-performance money machine" it is today. Under his leadership, Porsche has enjoyed growing profits even in turbulent economic times, *Fortune* writes.

### +++ Marketing Award for Warwick McKenzie +++

Warwick McKenzie from Porsche Cars Australia (PCA) has won the first-ever Porsche Marketing Award. The annual prize honors outstanding achievement in the marketing division of the company. What is remarkable is that it is awarded to the specialists responsible, not to top executives. McKenzie received the award for his sales support program "Driving the Range."