

News

Emergency Vehicles

Two Cayennes on a Special Mission

Porsche helps save lives: the Stuttgart-based company has delivered two Cayennes to the city for use as emergency medical vehicles by the municipal fire department. The two vehicles, which were converted at the Porsche vocational training center, are used to bring emergency physicians to the scene in order to treat critically ill or injured persons. The Cayenne is equipped with ultra-modern technology, including a warning signal that was created at the Weissach Development Center. This special signal emits an unusual sound that makes it easier for other drivers and pedestrians to detect its location. The usual wail of the siren is interrupted by a loud hissing noise. The human ear can fix the position of this so-called white noise much more precisely, particularly in urban environments where sound reflects off buildings and other structures. The advantage: drivers can hear where the emergency vehicle is coming from and make room for it more quickly.

The two standard-production white Cayennes were converted for the new mission by



trainees under the direction of their experienced master mechanic. The fire department's specifications required a total conversion of the interior to make room for the emergency medical equipment. "Working on such complex and challenging special orders as a part of our professional training reflects the skill and the broad range of competence of our workforce," commented HR Director Thomas Edig. However, he added that Porsche had no plans for a new "fire department" business unit.

Equipped for emergencies: The two Cayennes for the Stuttgart fire department



Porsche Communication Management: Recognized for User-Friendly Technology

Porsche engineers are consistently attuned to the needs of the customer. The Porsche product development process ensures this kind of attention. The behavior of vehicle owners is analyzed in extensive interviews and tests in order to tune system performance to meet their expectations. This process was used to design the new Porsche Communication Management (PCM) system, which has been honored with the 2008 Useware Award by the Association of German Engineers (VDI). The association's award recog-

nizes development methods for especially user-friendly systems. Porsche developed PCM as the central control unit for all audio and communication features in its vehicles, and the system is already available in both the Cayenne and the new generation 911. Other model series will also feature the system. Its main feature is a touchscreen that reduces operating time by at least half as compared to its predecessor, thereby decreasing the potential for distractions from traffic.

Porsche Subsidiary MHP Continues Strong Growth

The management and IT consulting company Mieschke Hofmann und Partner (MHP) further consolidated its position in the market for process and IT consulting during the 2007/08 fiscal year that ended on July 31. Sales of the company based in Freiberg am Neckar, in which Porsche owns a 74.8-percent share, increased by 38 percent to €68.6 million. The number of employees rose to 413. With the combination of process and IT consulting, MHP offers its customers holistic consulting services for the entire process chain—from the planning and introduction to the management of IT solutions.