



**PORSCHE**

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## **Porsche Macan Will be Electric in Next Generation**

### *Leipzig plant to transform in preparation for electric vehicle production*

**Atlanta, Georgia.** The next generation Porsche Macan will be fully electric, the company announced today. Production will begin early in the next decade and will take place in Leipzig at the same facility as the current Macan. The development represents an expansion in electromobility for Porsche. The Taycan – the first purely electrically driven sports car from Porsche – will launch at the end of 2019, followed shortly by its derivative, the Taycan Cross Turismo.

“Electromobility and Porsche go together perfectly; not just because they share a high-efficiency approach, but especially because of their sporty character,” Oliver Blume, Chairman of the Board of Management of Porsche AG, said. “By 2022 we will be investing more than six billion euros in electric mobility, and by 2025 50 percent of all new Porsche vehicles could have an electric drive system. Nevertheless, over the next ten years we will focus on a drive mix consisting of even further optimized petrol engines, plug-in hybrid models, and purely electrically operated sports cars. Our aim is to take a pioneering role in technology, and for this reason we will continue to consistently align the company with the mobility of the future.”

The decision to manufacture the next generation of the Macan at the company’s Leipzig site creates the opportunity to produce fully electric vehicles on the existing production line. Like the Taycan, this compact SUV features 800-volt technology. Highlighting the future viability of the Leipzig site and enhancing its flexibility and efficiency even further, this model will be based on the PPE architecture (Premium Platform Electric) developed in collaboration with Audi AG.

Since the groundbreaking ceremony in February 2000, Porsche has invested more than 1.3 billion euros in development in Leipzig. Porsche Leipzig GmbH started series production of the Cayenne SUV in 2002, with 259 employees. Since then, the site developed continually to become one of the most advanced and sustainable production facilities in the automotive industry. The Macan model signified a revolution in 2011. When the Macan was launched, the Leipzig plant expanded to include its own body shop and paint shop. When the factory started Macan production in February 2014, 40,000 units per year of the compact SUV were planned; today it produces more than 90,000 units annually for global markets. What is currently the final expansion stage was put into operation two years ago, making it possible for the Panamera

series to now also be fully manufactured in Leipzig, and bringing employee numbers up to today's figure of more than 4,000.

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**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster and 718 Cayman; Macan and Cayenne; and Panamera. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 300 people who provide parts, service, marketing, and training for 191 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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