



PORSCHE

Press release

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Newly Available to Porsche Drivers: An Individual Contribution towards CO<sub>2</sub>-neutrality

### **Offsetting carbon emissions with Porsche Impact**

**Stuttgart, Germany.** The Zuffenhausen-based sports car manufacturer is now offering Porsche Impact, an emissions calculator. The tool enables customers to determine and offset their personal Porsche carbon footprint, based on the mileage, model, and vehicle characteristics. Similar programs for passengers to compensate for the carbon emissions generated by their plane and train travel have been in place for some time.

With Porsche Impact, the customer uses their annual mileage to determine the CO<sub>2</sub> generated and the level of financial contribution required – given in support of a climate-related project – to neutralise their CO<sub>2</sub> emissions. The Porsche driver can then choose which internationally certified projects to support. The available schemes, focused on hydropower and solar energy as well as the protection of forests and species diversity, are located across the USA, Mexico, Vietnam, and Zimbabwe. All of them are active in regions where a particularly impactful contribution to the protection of the environment and climate is possible, giving Porsche customers the opportunity to balance the scales when it comes to carbon neutrality. Projects in China and Europe will follow.

Porsche itself is also making use of this mechanism, as carbon emissions neutralisation has been in place for its entire fleet – around 6,100 cars and including Porsche's motorsports vehicles of course – since the end of November. For a Cayenne from the

current model series, used as a company car with annual mileage of 15,000 km for example, the offsetting contribution comes to €62.70 per year.

Customers in Germany, the UK, and Poland are now able to make use of Porsche Impact as part of a pilot project, and possibility for offsetting will be expanded to further markets over the next few months. Follow this link for further information: [porsche.de/impact](https://porsche.de/impact)

Porsche has a long tradition of considering sustainability in their actions, demonstrated, for example, by the fact that more than 70% of all Porsche vehicles ever built are still travelling on roads worldwide today. Porsche put an end to rust at the beginning of the 1970s, and with the introduction of hot-dip-galvanised steel sheets in production, invented the long-term guarantee. If it nonetheless arises that a Porsche is to be recycled, individual components and materials are created in such a way that 85% of the vehicle is reusable. Porsche has introduced many innovations, such as high-performance exhaust gas catalytic converters made from metal, illustrating that it always lives up to its pioneering role – including in the area of environmental protection and sustainability.

In addition, the sports car manufacturer does everything in its power to avoid CO<sub>2</sub>-emissions, or at least to reduce them. In doing so, Porsche considers the entire value creation chain: from suppliers, to the product, to after sales and recycling. Today, this premium manufacturer uses 100% green energy for production and rail logistics.

In production, Porsche has never been concerned solely by the vehicles' capacity, but also on minimising emissions and consumption – for example, the latest generation of the Porsche 911 Carrera uses 10% less fuel, so produces 10% less CO<sub>2</sub>.

**The new Porsche 911: more powerful, faster, and digital**

The Porsche 911 entered its eighth generation together with Porsche Impact. The new 911 celebrated its world premiere on the eve of the L.A. Auto Show. It will also continue to set standards in future when it comes to exclusive sportiness. Unmistakably committed to the Porsche design DNA, with a much more muscular look and an interior featuring a 10.9-inch touchscreen monitor, the new 911 is timeless – and also modern. Intelligent control and chassis elements as well as innovative assistance systems combine the masterfully uncompromising dynamism that the classic rear-engine sports car is famed for, with the demands of the digital world.

The next generation of flat-six turbocharged engines has been further developed and is more powerful than ever before, with 331 kW (450 PS) in the S\* models. The drive efficiency has been increased by way of an improved injection process and a new layout for the turbochargers and charge air cooling system. The power is delivered by a newly developed eight-speed dual-clutch transmission. Additional highlights include Porsche Wet mode to make driving on wet roads even safer, and Night Vision Assist with thermal imaging camera, as well as comprehensive connectivity, which uses swarm intelligence. The features are rounded off by three exclusive digital offerings: in addition to Porsche Impact, there is also the Porsche Road Trip app for extraordinary tours and the Porsche 360+ lifestyle assistant.

*Image material available in the Porsche Newsroom ([newsroom.porsche.de](http://newsroom.porsche.de)) and in the Porsche media database ([presse.porsche.de](http://presse.porsche.de)).*

\*911 Carrera S: Combined fuel consumption 8.9 l/100 km; combined CO<sub>2</sub> emissions 205 g/km;  
911 Carrera 4S: Combined fuel consumption 9.0 l/100 km; combined CO<sub>2</sub> emissions 206 g/km

The fuel consumption and CO<sub>2</sub> emission values were calculated according to the new Worldwide Harmonised Light Vehicle Test Procedure (WLTP). The NEDC values derived from this should continue to be specified for the time being. These values cannot be compared to the values calculated based on the NEDC measuring procedure used up to now.

Further information on the official fuel consumption and official, specific CO<sub>2</sub> emissions of new passenger cars is available in the “Guidelines on fuel consumption, CO<sub>2</sub> emissions and power consumption of new passenger cars” [Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen], which are available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH (DAT).