



PORSCHE

News Release

April 22, 2019

No. 32/19

Porsche U.S. Fleets Go Carbon-Neutral With CO₂ Offset Program

Porsche Impact digital tool will soon be available to U.S. customers

Atlanta, Georgia. Carbon offsetting is a growing trend, and now drivers can enjoy the thrill of U.S. Porsche Experience Centers with a neutral carbon footprint. In time for Earth Day, Porsche Cars North America, Inc. (PCNA) has enrolled all cars at its two Experience Centers – and its fleet in the monthly subscription pilot, Porsche Passport – in Porsche Impact.

Impact is a new program from Porsche Digital that enables owners to calculate emissions individually per car and then offset them by supporting environmentally friendly projects in the U.S. and worldwide. Following its corporate fleets, PCNA will soon offer Porsche Impact to U.S. customers who want to reduce the CO₂ footprint of their internal-combustion engines.

PCNA estimates it will offset more than 3.5 million miles of driving this year by 425 vehicles in its fleets at the Porsche Experience Centers in Atlanta and Los Angeles, as well as cars in the Porsche Passport subscription service and Porsche Drive short-term rental programs. The two Experience Centers are popular destinations, with more than 335,000 visitors combined since opening in 2015 in Atlanta and 2016 in LA. Passport and Drive are set for expansion to four new markets in North America after a successful pilot in Atlanta.

“At Porsche, we are continually focused on innovative and sustainable business practices,” said Klaus Zellmer, President and CEO of PCNA. “Porsche Impact is another way for us and our customers to help offset carbon emissions as part of our goal to become the most sustainable premium sports car manufacturer in the world.”

Later this year, U.S. customers will be able to enroll in Porsche Impact and use their vehicle’s annual mileage to determine the CO₂ generated and the corresponding level of financial contribution to neutralize emissions. Porsche customers can choose from four different internationally certified projects to support. The available programs are focused on forest protection in the U.S., hydropower in Vietnam, solar energy in Mexico, and species diversity in Zimbabwe.



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How much does it cost? For example, driving a 2019 Cayenne S for 10,000 miles a year would generate an offsetting contribution between approximately \$67 and \$152 annually, depending on which project the customer chooses to support.

The Porsche Impact program, managed by South Pole, a Swiss-based provider of carbon offsetting and sustainability financing that has been active internationally for more than a decade, establishes PCNA as a carbon offsetting leader among U.S. auto importers and helps build a bridge between today and a carbon neutral future. Porsche Impact has been available as a pilot program to customers in Germany, the UK, and Poland since late 2018.

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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