



PORSCHE

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Porsche Podcast 9:11

## English Transcript Intro

### 9:11 – the Porsche Podcast.

**Sebastian Rudolph:** Welcome to the new Porsche Podcast 9:11. My name is Sebastian Rudolph. I am responsible for Communications, Sustainability and Politics at Porsche. And I will be the host to this podcast. Our aim is to give you an understanding of the world of Porsche, get to know the myth of the brand, talk about innovations and products - and above all talk to the people behind them. Therefore starting in the end of August, I will welcome two guests per month in our podcast studio. We set it up right in the heart of our brand, in the Porsche Museum in Stuttgart-Zuffenhausen. From here, we look up to our Porsche sculpture, where three white Porsche 911 of different generations rise into the sky. Today I would like to give you a little preview of what you can expect in the podcast 9:11.

In the past weeks or months you have also been forced to replan your life to a large extent. Because of the Corona Pandemic many things have changed from one day to the next. How did Porsche deal with this? What consequences does the pandemic have for us? And can the economy and society become stronger as a result of Corona? I talked about this with Porsche CEO Oliver Blume and the journalist, author and entrepreneur Kai Diekmann. Oliver Blume told me how Porsche managed to switch from normal to corona mode in a very short time. For him personally, for example, something has changed in terms of meetings.

**Oliver Blume:** Sometimes, you can sit in the car for half an hour to drive to a meeting and that 30 minutes are unproductive. We have solved that by scheduling meetings one after the other. It can be more taxing, mentally. But meanwhile, we found a good rhythm.

**Sebastian Rudolph:** The communications expert and former head of “Bild” (*editor’s note: well-known German newspaper*), Kai Diekmann, explained to us what makes a strong team, even in times of Corona.

**Kai Diekmann:** You don’t achieve a 10 per cent edge over your competitors because you pay your employees more or because you hand out fancy job titles, but because they believe in you, they believe in your vision and because they’re willing to walk through fire for you.

**Sebastian Rudolph:** My guests not only talk about Corona, but also have the opportunity to prove their knowledge about Porsche. Do you have any idea what kind of Porsche this is? (*engine sound playing*) No? Well, we’ll tell you, here at 9:11 podcast. Once a month there will be a new episode, available on all podcast platforms and on Porsche newsroom at [newsroom.porsche.de](https://newsroom.porsche.de).