Code of conduct

Communication ethics at Porsche

- We are aware of every communication message we send out and equality is our leading principle!
- If it does not offend you, it does not mean that it doesn't offend others. Put yourself in the position!
- If you sense any doubt in something we say, show or tell always challenge it internally first. If the content is not undoubtedly respectful: don't do it!

Code of conduct for communication

1. We believe diversity is key – in our workforce and in our communications
2. We never discredit any gender nor sexual orientation
3. We never discredit any ethnicity nor religion
4. We never discredit any age nor generation
5. We never discredit any form of physical or mental disability
6. We never discredit animal welfare nor environmental protection
7. We take a stand and show attitude but never discredit any value system
8. We never finger point to others nor compare ourselves in this context
9. We always choose the right message over a critical deadline

Four eyes approval process

1. We make sure all our agencies are educated for an internal four eyes approval
2. We make sure every one in communication at Porsche is trained for a four eye approval process
3. We have transparent processes for our communication in place

Dr. Sebastian Rudolph  
Vice President Communications, Sustainability and Politics

Robert Ader  
Vice President Marketing