



PORSCHE

News Release

September 8, 2020

No. 65/20

Porsche sponsors Goodr pop-up grocery stores in Atlanta and Los Angeles to aid 1,000 families impacted by COVID-19 crisis

Porsche Experience Centers will serve as the site for drive-through food distributions

Atlanta, Ga. Porsche Cars North America, Inc. (PCNA) today announced it is sponsoring four pop-up grocery stores to help feed 1,000 families facing food insecurity during the pandemic. In collaboration with Goodr, an Atlanta-based social impact startup working to end hunger and reduce food waste, the drive-through food distributions will take place on September 14 and 21 in LA, and September 18 and 25 in Atlanta. PCNA is providing the funding for each half-day event and hosting them at its Porsche Experience Centers in LA and Atlanta, the latter being its North America headquarters.

“Goodr’s commitment to feeding those in need year-round is more important than ever right now. We applaud their dedication to putting food on tables instead of letting it go to waste. Porsche is proud to partner with this exemplary organization to support families during the pandemic, in the communities where we work and live,” said Klaus Zellmer, President and CEO of PCNA.

“I am extremely honored to partner with Porsche Cars North America to bring our Goodr pop-up grocery store to the Porsche Experience Centers in Atlanta and Los Angeles. During these challenging times so many families do not know where their next meal is coming from. These partnerships bring hope to people even in their darkest times as we will provide 1,000 families with groceries,” said Jasmine Crowe, Founder & CEO of Goodr Inc.

Each pop-up grocery store is expected to serve 250 families with two weeks’ worth of groceries comprised of approximately 20+ pounds of food (fresh produce, shelf-stable items and meat) depending on the family size. Families can register [here](#) for the pop-up store in LA and [here](#) for the distribution in Atlanta. If able, families are encouraged to drive-through the pop-up grocery store to adhere to the CDC’s social distancing guidelines.

To learn more about Goodr and support its work visit: <https://www.goodr.co/foundation>



PORSCHE

News Release

September 8, 2020

No. 65/20

About Goodr Inc.

At Goodr, we believe that hunger isn't a scarcity issue. It's a logistics issue. Even with many social programs that aim to end hunger, the current food supply chain ecosystem in the United States has failed to solve this problem which has grown into a national epidemic. Every year in the United States, we waste over 72 billion pounds of edible food, yet 42 million people are suffering from food insecurity. At the same time, over \$40 billion in tax benefits for businesses goes unclaimed annually. We believe the solution is simple: Feed more, waste less. Goodr provides a secure ledger that tracks an organization's surplus food from pickup to donation, delivering real-time social and environmental impact reporting analytics. The Goodr model aims to provide a triple-win solution by improving an organization's bottom line through charitable tax donations, reducing its greenhouse emissions from landfills and getting its edible surplus food to local communities in need.

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; Panamera; and Taycan. 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 supports 193 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. 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.

Follow us: twitter.com/porsche | facebook.com/porsche

Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>