

## **Porsche strengthens its brand core**

### **A diesel-free future for the market**

Porsche has always aligned its product range with the wishes of its customers and the drive for technological excellence. That is why we are stepping up our activities in the areas of hybrid technology and electric mobility. By 2022, Porsche will have invested over six billion euros in these areas, laying the foundations for sustainable growth – now and in the future.

Interest in hybrid models is already increasing enormously, with hybrids making up 63 percent of all Panameras ordered in Europe. By contrast, demand for diesel models is declining: Of Porsche global sales in 2017, just 12 percent were diesel models. Since February, Porsche has no longer offered any diesel models in its product range. In light of the clearly changing conditions, we have decided not to offer any diesel drives in the future.

It is not our intention at Porsche to demonise diesel. It is, and remains, an important form of drive technology. However, given that diesel has traditionally played a less significant role for us as a sports car manufacturer, we have concluded that we wish to do without diesel in the future. We will of course continue to offer our existing diesel customers professional support.

Next year we will be launching our first fully electric sports car, the Taycan – manufactured using CO<sub>2</sub>-neutral production methods and supplied with green electricity via a Europe-wide charging infrastructure. As early as 2025, half of all new Porsche vehicles could feature an electric drive system – either hybrid or fully electric. That said, we also continue to focus on optimising combustion engines as well, and there is no doubt that puristic, powerful sports cars in thought-provoking designs will continue to play a key role in the Porsche product range in the years to come.

Our intention is to be a technological pioneer – we are honing the core of our brand and consistently focusing our company on the mobility of the future.

## **FAQ**

### **1. Why is Porsche discontinuing its diesel products?**

Porsche has always aligned its product range with the wishes of its customers and seeks to take a leading technological role in doing so. Demand for diesel models is declining, and diesel has traditionally played a secondary role at Porsche: In 2017, just 12 percent of the vehicles we sold were diesel models. At the same time, interest in hybrid models is increasing enormously, with a total of 63 percent of the Panamera models supplied in Europe featuring hybrid drives. Since February 2018, Porsche has no longer offered any diesel models in its product range, and at the end of September 2018 we made the final decision not to offer any diesel drive systems in the future.

**2. Did this decision arise from the current allegations of software manipulation in diesel engines, or based on the ongoing discussions about driving bans?**

No, neither of these! The changed conditions on the market – falling demand for diesel models and growing interest in hybrids – have played a decisive role. We are honing the core of our brand and consistently focusing our company on the mobility of the future. We are concentrating on three pillars: further optimised combustion engines, plug-in hybrid models, and electric sports cars. 2019 will see Porsche launch the Taycan – the first fully electric sports car on the market.

**3. Will the decision to move away from diesel at Porsche result in any layoffs?**

No. In fact, with the huge investments we are making in electric mobility, there will be over 1,200 jobs created in Zuffenhausen alone by 2020.

**4. Will Porsche not sell any diesel vehicles at all now?**

Certified pre-owned diesel Macan, Panamera and Cayenne models will continue to be sold via our dealer network. However, we will stop producing diesel vehicles.

**5. What services will Porsche offer after it stops producing diesel cars?**

We take full responsibility for all diesel vehicles provided to customers. And of course Porsche will continue to offer the usual range of services as a service partner.

**6. Why did Porsche recall the Cayenne 3.0-litre V6 diesel (Euro 6) in July 2017?**

At the end of July 2017, Porsche recalled Cayenne vehicles with the 3.0-litre V6 diesel engine in the Euro 6 emissions class for Germany. The reason for this decision is that irregularities were discovered in the engine control software of these vehicles. The German Federal Motor Transport Authority (KBA) issued an instruction for a software update to be performed as part of a recall campaign. In mid-October 2017, the KBA approved the software update presented for inspection by Porsche in respect of Cayenne vehicles with the 3.0-litre V6 diesel engine in the Euro 6 emissions class; since then, Porsche has been bringing the vehicles affected into its workshops for a free software update. Customers were informed and asked to contact their local Porsche dealership to arrange a workshop appointment.

**7. What steps do I, as the owner of a Cayenne vehicle with a 3.0-litre V6 diesel engine (Euro 6), need to take to get the free software update?**

Porsche dealerships have been contacting their respective customers affected by this issue since November 2017 to arrange appointments for a workshop visit. The software update

takes around one hour and is, of course, free of charge for customers. If necessary, the Porsche dealership will provide replacement mobility for this time.

**8. Is the software update for Cayenne vehicles with the 3.0-litre V6 diesel engine (Euro 6) also available for other Porsche diesel models?**

No, the software update was developed specifically for Cayenne vehicles with the 3.0-litre V6 diesel engine in the Euro 6 emissions class. With regard to fuel consumption, maximum engine output, maximum torque and CO<sub>2</sub> emissions, the manufacturer's specifications to date remain unchanged.

**9. What are the allegations against Porsche? What exactly are the KBA complaints in relation to Cayenne models featuring the 3.0-litre V6 diesel engine (Euro 6)?**

As part of its internal investigations, Porsche detected irregularities in the engine control software of these vehicles.

**10. Will the software update for Cayenne models with the 3.0-litre V6 diesel engine (Euro 6) have any effect on the fuel consumption of the vehicles? What influence will the update have on consumption, warranty, durability and pollutant emissions?**

With regard to fuel consumption, maximum engine output, maximum torque and CO<sub>2</sub> emissions, the manufacturer's specifications to date remain unchanged.

**11. Can customers refuse the update?**

In the case of a mandatory recall operation such as this, it is compulsory to install the software update. If customers decide against the software update, they risk the withdrawal of their official operating licenses. This is beyond Porsche's sphere of influence and that of its dealerships.

**12. Why is Porsche recalling Macan models containing the 3.0-litre V6 diesel engine (Euro 6)? When will this happen?**

Porsche has been informing affected customers and recalling Macan vehicles with a 3.0-litre V6 diesel engine in the Euro 6 emissions class to the workshop for a software update since the end of October 2018. The reason for this decision is that irregularities were discovered in the engine control software of these vehicles. The German Federal Motor Transport Authority (KBA) issued an instruction in July 2018 for a software update to be performed as part of a recall campaign. On 1 August 2018, the authority approved the software update presented for inspection by Porsche in respect of Macan vehicles with the 3.0-litre V6 diesel engine in the Euro 6 emissions class.

### **13. What other recalls have taken place?**

Official recalls have been issued for two models in total since November 2015: the 3.0-litre V6 diesel Macan (Euro 6) and the 3.0-litre V6 diesel Cayenne (Euro 6).

The German Federal Motor Transport Authority (KBA) has issued Porsche with recall notices for Cayenne vehicles with 4.2-litre V8 diesel engines (Euro 5 and Euro 6) and Panamera vehicles with 4.0-litre V8 diesel engines (Euro 6) respectively. Once the technical solution has been approved, vehicle owners will be contacted by the applicable Porsche partners.