

Join the Porsche Ride: Brazil

08/05/2024 The global Join the Porsche Ride sustainability initiative aims to create better education opportunities in Brazil.

The sixth stage of the Join the Porsche Ride scheme centred around Sao Paulo, Brazil. Here, in November 2023, under the motto 'We empower people', Porsche AG, together with Porsche Brazil and Audi Brazil, announced the application phase of a new initiative to introduce young people to training positions.

Equal distribution in terms of gender

The first class of the programme has now officially begun, with 15 students being selected from more than 400 applications. The offer is aimed at young people who mostly come from poorer backgrounds and the intention is to reduce the all-too-prevalent educational inequality. When selecting participants, extra care was taken to ensure equal distribution in terms of gender in order to encourage women into the automotive sector.

The content of the programme is taught by the Projeto Pescar foundation and by employees from both

brands who volunteer to take part. By the end of the year, the young people who participate should be professionally and personally prepared for subsequent further training, which can be completed in the PAVE programme (Porsche Aftersales Vocational Education) or in the dealer network of one of the two brands. PAVE is committed to educating skilled workers on a global scale.

The families of the 15 selected students attended an opening event alongside representatives from the two brands. This culminated in a round table discussion featuring mentors who shared their professional experiences and emphasised the importance of education in building a career.

Another training course is due to start in 2025.

About Join the Porsche Ride

Porsche set up the Join the Porsche Ride initiative to achieve a range of goals across five continents. In the course of this, the company wants to assume a level of social responsibility and set up educational and support programmes that align with the needs of the different locations. A Taycan accompanies the projects and acts as an ambassador and driving force. The aim of the initiative is to promote environmental protection, to improve working and living conditions and to strengthen community values at the various stops. The first Join the Porsche Ride destination was the Porsche location in Leipzig, in 2022. This was followed by stopovers in Switzerland, France, South Africa and China before the Taycan arrived in Brazil in November 2023. Join the Porsche Ride is also planning more stops in the future.

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