

Influencer Magic Fox visits Porsche

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11/11/2021 During a visit to Zuffenhausen and Weissach, lifestyle influencer Daniel Fuchs got to know Porsche as an employer.

Better known to his 2.8 million Instagram followers as Magic Fox, he shares daily updates about fashion and sport on his feed. Fuchs takes particular inspiration from the Porsche brand. Before his success on social media, the mechanical engineering graduate worked as a project manager in mechanical and plant engineering. The 34-year-old had also dreamed of working at Porsche – a goal that at the time seemed unattainable: "I thought about applying to Porsche after I graduated. I didn't do it because I thought they wouldn't take me – that they'd only want the crème de la crème," Fuchs recalls.

He wanted to dispel the preconception that Porsche takes in only the already highly qualified during a visit to the main plant in Zuffenhausen and the Weissach Development Centre. On his @magic_fox Instagram feed and on the Porsche career account, @porschecareers, he took fans behind the scenes of the sports car manufacturer for the day and provided exciting insights into some of the careers that are

possible at Porsche. A summary of the day has also appeared on his YouTube channel.

What is so special about the Porsche spirit?

For which occupations can you train at Porsche? What can trainees expect? How do I become part of the Porsche family? Fuchs found answers to these questions at the training centre, his first stop in Zuffenhausen. There, he learned all about the entry opportunities, which include both technical and commercial apprenticeships and various dual-study programmes. “The direct connection to working practice makes this training very special,” he said.

He also visited the modern new Taycan production line. Among his experiences at the Weissach Development Centre, the influencer was able to get familiar with the racing simulator, which is used for training by the works drivers and which was used to simulate the record lap of the 919 Hybrid Evo on the Nordschleife. The next stop was the pre-development department (EAN6) and, finally, the highlight: a drive with a test vehicle on the skid pad. Together with Max Barkow, who works in the department, Fuchs climbed into the car to learn more about how a test drive works.

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Subline: Magic Fox visits the new Taycan production hall in Zuffenhausen

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