

High standards in environmental management

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16/10/2015 The conservative use of resources is an integral part of the Porsche corporate strategy. Now TÜV Süd confirms high standards in environmental and energy management.

The company continues to build out its sustainability programme: Four renewable energy systems at the Porsche training centre in Zuffenhausen, for example, ensure that the new building attains a positive ecological balance and needs 30 percent less energy than required by the energy efficiency guidelines of the German federal government (Energy Saving Ordinance, EnEV). In the factory at Leipzig, in turn, the drinking water consumption for watering the circuit has been significantly reduced by the use of a rainwater cistern and a recycling system. And at the new Porsche Centre Adlershof in Berlin, a 25 metre high photovoltaic pylon, will be generating up to 14,000 kilowatt hours per year in the future. All along the entire value-added chain, Porsche takes care to ensure a sustainable use of resources and applies the highest standards in environmental and energy management. The

confirmation of this was now given by the expert assessors of TÜV Süd, who again certified the locations at Zuffenhausen, Sachsenheim and Weissach according to ISO 14001, ISO 50001 as well as to the EU ecological audit EMAS.

As early as 1996, the production plant at Zuffenhausen has been voluntarily graded according to the Eco Management and Audit Scheme (EMAS) of the European Union. In this regard, Porsche was a pioneer in the automotive industry. The constant search for improvement in terms of environmentally compatible processes is a challenge to all divisions and constitutes an integral part of the corporate strategy. Here, Porsche relies on maximum transparency, which is also documented in the annually updated sustainability report. “Constantly pushing the envelope of the technically feasible has always been a distinguishing feature of Porsche. Yet, our company also stands for acting in an environmentally responsible way, for attractive jobs and for a strong social commitment”, says Dr. Oliver Blume, Chairman of the Executive Board of Porsche AG.

Sustainable thinking and conduct determine the product strategy

With Plant 4 in Zuffenhausen, a 28-hectare site where the new engine plant and attractive office spaces are being created along with other buildings, Porsche once again stands at the forefront. It is the world’s first industrial quarter that has received the pre-certificate in gold from the German Sustainable Building Council (DGNB). Scores were based on 40 sustainability criteria. For its master plan for the further development of the plant, Porsche won not only top scores in terms of the ecological, economic, technological and process quality but especially with respect to workplace design. The rehabilitation of the quarter should be completed by 2018.

Sustainable thinking and conduct also determine the product strategy. In the development of its sports cars, Porsche proves that efficiency and driving pleasure do not rule out each other. With each successive model generation, emissions and consumption are reduced by ten to 15 percent – and this with stronger performance and improved driving properties. With the Panamera S E-Hybrid*, the 918 Spyder* super car as well as the Cayenne S E-Hybrid*, Porsche was also the first manufacturer in the premium segment with three plug-in hybrids and drove with them to the lead in plug-in vehicle development.

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