

# Porsche Cars North America Donates to American Red Cross for California Fires

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28/11/2018 Porsche Cars North America, Inc. (PCNA) today announced plans to support American Red Cross disaster relief in the wake of California wildfires that have drastically impacted the lives of thousands across the state. PCNA will donate $250,000 to the American Red Cross for California wildfire disaster relief efforts.

“California and Porsche sports cars have a close relationship going back more than 60 years. We have enthusiasts, friends, customers, PCNA colleagues, and dealership employees across the state,” said Klaus Zellmer, President and CEO of PCNA. “We want to do our part by helping the American Red Cross provide relief and recovery. We often say that a Porsche is a luxury. Nobody needs a Porsche. But

everyone needs refuge from a disaster."

Porsche has been part of California car culture since the 1950s. Today, PCNA has 26 dealer-partners in the state and a Porsche Experience Center in Los Angeles, which also serves as headquarters for Porsche Motorsport North America. California's legendary WeatherTech Raceway Laguna Seca has been the site of the world's largest Porsche festival, Rennsport Reunion, three times since 2011, most recently this September.

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