

„Join the Porsche Ride“ in China: Commitment to partnership in the digital world of tomorrow

04/10/2023 On the fifth stage of the global sustainability initiative "Join the Porsche Ride", Porsche is providing new impetus in the areas of occupational safety, health and environmental protection in Chengdu, China.

Faced with the rapid pace of digital transformation, China's professionals are facing ever-increasing challenges and risks. Society as a whole demands more individual expertise. For this reason, Porsche AG and its subsidiary Porsche China have joined forces with the Culture, Creativity, Convention & Exhibition Bureau of the Sichuan Tianfu New Area to establish a Sino-German competence and transfer centre.

Training in the fields of occupational safety, health and environmental protection

Through targeted training, the centre is designed to help the respective target groups overcome the challenges in the areas of occupational safety, health and environmental protection in the digital world of tomorrow. The basis is a declaration of intent that has now been signed. The declaration of intent details how Chinese society should profit in the long term through international cooperation with industry and local government partners.

"Porsche sees itself as a partner of society. 'Join the Porsche Ride' is an expression of this holistic understanding – which extends across borders,' says Daniela Rathe, Head of Politics and Society at Porsche AG. "China is of central importance to Porsche. We therefore want to contribute to and support the sustainable development of Chinese society. We believe that education will play a crucial role in this. We look forward to working with local governments, educational institutions and businesses to pool the strengths of all stakeholders."

The "Join the Porsche Ride" initiative in China is set to run for three years and will be implemented in stages. This includes the development of a modular qualification programme focusing on occupational safety, health and environmental protection. In addition, the initiative includes the establishment of a competence and transfer centre in Chengdu. There, teachers are trained to pass on knowledge and skills to national teachers to enable them to function as multipliers. Its tasks also include the introduction of programmes in nurseries, schools, vocational schools and universities. Finally, the initiative will be extended to other regions and markets in the Pacific region and will promote the development of local competence centres.

Certified teachers become multipliers

Certified and qualified trainers play a crucial role in ensuring the long-term and effective implementation of the initiative. During the project phase, two teachers from different disciplines will be trained at ten Chinese vocational schools in a total of eight modular training units. These teachers will incorporate what they have learned into their teaching activities and pass it on to other trainers. The initiative will cover different levels of education from nursery to university. This makes it one of the biggest projects within the global "Join the Porsche Ride" initiative in terms of scope and reach.

New impetus for local vocational training

"Porsche has been assuming social responsibility in China for fifteen years. We have comprehensive programmes and proven approaches in the field of vocational training. Through them, we train a large number of talented young people for local industry and the sustainable development of society. With 'Join the Porsche Ride' in China, we are strengthening our commitment to greater sustainability. With

our experience, we ensure the smooth implementation of the initiative and give new impetus to local vocational training," says Jojo Tang, Vice President Public Relations and Press at Porsche China.

The Sichuan Tianfu New Area is located in southern Chengdu and covers a total area of 1,578 km². It is an important hub for China's Belt and Road Initiative and the development of the Yangtze River business location. The Tianfu New Area has clear location advantages: a strong industrial base, a wealth of young talent and outstanding qualities in terms of science and education. For years, the Tianfu New Area has been continuously supporting science and education. Vocational and general education as well as the integration of industry and education are actively supported. Through reliable international partnerships, the Tianfu New Area has also succeeded in advancing its global growth and cooperation projects.

About "Join the Porsche Ride"

"Join the Porsche Ride" is a social initiative launched by Porsche, in which Porsche visits various destinations on five continents worldwide. Its focus is on taking social responsibility and establishing educational and support programmes that are geared to local needs – all using the all-electric Taycan as an ambassador and driving force. The aim of the initiative is to protect the environment, create good working and living conditions and strengthen social cohesion. The first stop of the "Join the Porsche Ride" campaign in 2022 was the Porsche location in Leipzig. This was followed by stopovers in Switzerland, France and South Africa before the initiative reached China in September this year. "Join the Porsche Ride" is planning future stops in Saudi Arabia and Brazil.

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Consumption data

Taycan 4S con Performance Battery (Modello precedente)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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