

Porsche Cars North America at the 49th Atlanta Pride Parade

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07/11/2019 Employees of Porsche Cars North America turn out to celebrate the LGBT*IQ community.

Seven Porsche sports cars in a rainbow of colors turned heads down Peachtree Street as part of the 49 th Atlanta Pride Parade on Sunday, October 13. Participants representing Porsche Cars North America (PCNA) walked alongside the cars on the parade route, joining hundreds of thousands of revelers to support and celebrate the LGBT*IQ (Lesbian, Gay, Bisexual, Transgender, Intersexual, Queer) community over the weekend. This was PCNA's first year participating in Atlanta Pride events.

“Porsche Cars North America values an inclusive community based on acceptance,” said Erika Burk, Vice President of Human Resources for PCNA. “We aim to support our employees and social causes impacting the Atlanta community and beyond, and are honored to have taken a small part in such a meaningful celebration.” Burk joined Klaus Zellmer, President and CEO of PCNA, Angus Fitton, Vice

President of Public Relations, and Simon Kuhnimhof, Vice President of Customer Experience, to lead PCNA employees, family and friends in the parade.

Porsche employees wore custom “Live Vibrant” T-shirts while handing out Porsche swag to those along the parade route. A 3.0-liter twin-turbocharged Guards Red 2020 911 Carrera S led the parade fleet, followed by a Guards Red 718 Boxster GTS, Lava Orange 911 Turbo S Cabriolet, Racing Yellow 911 Targa 4S, Mamba Green Metallic Panamera 4S, Sapphire Blue Metallic Macan and Metallic Purple wrap Cayenne S.

Atlanta Pride was formed in 1970 to advance the unity, visibility, and self-esteem among the LGBT*IQ community. The organization estimates approximately 300,000 people participate in festival events each October.

Consumption data

911-Targa-4S-Typ-991-II
Fuel consumption / Emissions

WLTP*

911 Carrera S (Predecessor model)

*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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