

Porsche China Headquarters officially settled in Lujiazui

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31/05/2019 The start of a new chapter for Porsche China: relocating its Shanghai headquarters to the prestigious Lujiazui Financial Plaza. Porsche China and its multiple subsidiaries has officially settled in new headquarters in May 2019, with modern workspaces and technology benchmarks that enable an automated and interconnected working environment.

As the transformation towards electrification, digitalization and connectivity is accelerating, Porsche is fully committed to preparing for these upcoming opportunities and challenges.

“This change is reflected in all aspects of Porsche. Porsche is also committed to empowering employees and providing a more digital and intelligent working environment, which aims to promote the development of corporate culture and to actively face the new era of change together alongside our employees,” said Oliver Blume, Chairman of the Executive Board of Porsche AG. “This relocation is not

only a physical relocation, but also the start of a new chapter for Porsche in China, and a significant milestone for Porsche AG."

Porsche has already invested more than 90 million RMB to relocate its China headquarters. Porsche China's new office is located on the 12th to 17th floors in Office Tower 3 in Shanghai Lujiazui Financial Plaza, covering an area of approximately 12,000 square meters.

Jens Puttfarcken, President and CEO of Porsche China, elaborated on the reason for the relocation: "We made the decision to relocate to provide a modern and well-equipped workplace for our employees and all departments and subsidiaries of Porsche China, to evolve our mind set and ways of working and foster cross-functional teamwork, connectivity and synergy. Ultimately, we aim to meet the challenges and rapid changes ahead in a data and digitally driven business world through this investment in the future of the Porsche brand and for our talented workforce."

The new office is designed with a philosophy known as S.P.A.C.E, which stands for: Smart, Passionate, Attractive, Collaborative, and Engaging. It combines new technology and digital upgrades with tailored services for a holistic long-term outlook aimed at realising the full potential and creativity of Porsche China's workforce. In addition, Porsche China – as well as its multiple subsidiaries, including Porsche Financial Services, Porsche Consulting and MHP – have been located on the 12th to 17th floors of the Office Tower 3 in order to foster exchange, collaboration, agility and innovation.

It should be noted that Porsche China's new office is the first ever property of Porsche worldwide which aims to achieve the WELL Building StandardTM gold certification standard. Launched in 2014, the WELL Building StandardTM is the premier standard for buildings, interior spaces and communities seeking to implement, validate and measure features that support and advance human health and wellness. Ensuring health and satisfaction for employees is an essential component of the new office design, confirming that Porsche considers people to be the most important resource for the future success of the brand. This idea is also presented in the Porsche Strategy 2025, which declares that Porsche constantly strives to become "the most innovative and attractive employer".

Since entering the Chinese market in 2001, Porsche has been exceptional when it comes to laying foundations in terms of brand, product, the dealer network and customer service. With the steady development of Porsche China, the number of sales sites and vehicle deliveries has steadily risen over the past 18 years, as have the number of Porsche China employees – with more than 400 people employed by the end of 2018.

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