

Porsche becomes principal sponsor of the Elbphilharmonie concert hall

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22/07/2021 Porsche is continuing to expand its programme of cultural support by forming a collaboration with one of the most modern and important concert halls in the world: from the end of July, Porsche Deutschland will become the principal sponsor of Hamburg's prestigious Elbphilharmonie concert hall.

As part of its sustainability strategy, Porsche has provided support to a variety of cultural institutions and events for a number of years. The most extensive commitments to-date include partnerships with the Stuttgart Ballet company and the Leipzig Gewandhaus Orchestra. Now, the sports car manufacturer is collaborating with the revered Elbphilharmonie concert hall, with the partnership set to create memorable experiences over the years to come.

Hamburg's Elbphilharmonie inspires culture-lovers the world over. Approximately three million visitors

have attended a concert there since it opened and the Plaza has attracted more than 13 million people. “Porsche and the Elbphilharmonie both stand for breath-taking performance, a passion for aesthetics and design as well as unforgettable moments,” says Alexander Pollich, Managing Director of Porsche Deutschland. “Supporting cultural projects has also always been very close to our hearts. As partners, we are now pooling our strengths and will stage a host of spectacular events together.”

“We are delighted to have Porsche at our side as a strong, new partner with great innovative power and passion for forward-looking cultural offerings,” says Christoph Lieben-Seutter, General and Artistic Director of the Elbphilharmonie and Laeiszhalle concert halls. “As part of the principal sponsorship, we will realise many exciting projects together in the years to come – the first of which will be the Elbphilharmonie Summer held in July and August, which celebrates the revival of culture.”

From musical enjoyment to the promotion of young talent

The five-week Elbphilharmonie Summer concert series starts on 26 July and is presented by Porsche. From the classical greats – among others played by some of the best youth orchestras in the world – to lively jazz and silent film concerts, there is something for everyone in the Great Concert Hall. In the spirit of its commitment to sustainability, Porsche is also planning to combine the sponsorship with the promotion of young talent. Specific details of the various projects will be developed in the coming weeks.

MEDIA ENQUIRIES



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Consumption data

Taycan with Performance Battery (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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