

From dreams to stage: Porsche Korea's ballet programme ignites dreams

08/08/2024 In a remarkable journey that bridged continents and dreams, Porsche Korea, in collaboration with ChildFund Korea, has celebrated the successful culmination of the 'Porsche Turbo for Dreams - Ballet' programme.

Over the course of two weeks in Stuttgart, Germany, young ballet students experienced a convergence of their aspirations and reality, embodying Porsche Korea's unwavering dedication to nurturing talent and igniting dreams through its 'Porsche Do Dream' social contribution campaign.

This ballet programme holds special significance as one of the ten CSR projects launched by Porsche Korea to mark its 10th anniversary. In celebration of this milestone, Porsche Korea has expanded the scope of its 'Porsche Do Dream' campaign to ten programmes across five different fields: education, sports, arts and culture, environment, and society. Through these initiatives, Porsche Korea aims to foster the sustainable development of future generations, empowering them to pursue and fulfill their

dreams.

Entering its 8th year, 'Porsche Do Dream' has been providing tailored support to Korean society across various sectors. To date, Porsche Korea has donated a total of 7.63 billion KRW (5.59 million USD), benefiting 118 organizations and 31,417 individuals. This year alone, the brand plans to contribute an additional 1.75 billion KRW (1.28 million USD) through its expanded programmes.

Support and empower young individuals

The 'Porsche Turbo for Dreams' initiative is designed to support and empower young individuals by providing them with extraordinary opportunities to enhance their skills and broaden their perspectives. This year's ballet programme, a first-of-its-kind cultural outreach beyond Korea, offered international training to ballet students from underprivileged backgrounds.

In June, Porsche Korea, along with ChildFund Korea and Dance Planner, selected 15 talented ballet students, ranging from 5th grade to high school sophomores. These young dancers underwent a thorough mentoring programme before embarking on their journey to Stuttgart.

The camp featured master classes with esteemed Stuttgart-based dancers, personalised mentoring, cultural excursions, profile photoshoots at the Porsche Museum, and an exclusive tour of the Stuttgart Ballet's John Cranko School. The students had the opportunity to showcase their skills in performances of 'Don Quixote Kitri Solo,' 'Esmeralda Solo,' and various contemporary dance pieces.

A remarkable journey

Porsche Korea CEO Holger Gerrmann attended the final performance at Theaterhaus Stuttgart and expressed his admiration for the students' achievements. “Through the Korean ballet students' performance the audience in Stuttgart, the hometown of world class ballet and Porsche, could feel the excitement and positive energy of this international cultural exchange.” He added, “With Porsche Turbo for Dreams we want to help young talents on their way to fulfil their dreams and today they not only created memories that will shape their future, but it was an inspiration for everyone witnessing the result of their remarkable journey."

Porsche Do Dream

Porsche Korea has consistently engaged in social responsibility activities corresponding with Porsche brand philosophy. In cooperation with a social welfare foundation, ChildFund Korea, Porsche Korea launched the ‘Porsche Do Dream’ campaign with Porsche's brand identity ‘dream’ as the concept. Within the campaign, ‘Porsche Dream Playground’ builds indoor gymnasiums at elementary schools, ‘Porsche Dream Up’ provides scholarships to children talented in arts or sports, the ‘Porsche Dream

Circle' installs solar panels and green spaces creating an environment where children can follow their dreams to their fullest, and the children's traffic safety campaign 'Dream Smart Eye,' creates a safe environment for children to grow and dream freely. In 2021, starting with the launch of 'Porsche Do Dream Fill the Space', a new programme that supports the performing arts in partnership with the Seoul Foundation for Arts and Culture, 'Porsche Dream Art Ttareungi', a public-private partner-ship (PPP) art project utilizing the Seoul City public bicycle as well as 'City Hackers', a media art project, 'Bee'lieve in Dreams,' a bee garden created for urban beekeeping and green space expansion in collaboration with Seoul Green Trust, and introducing 'Porsche Future Heritage', an intangible cultural heritage succession programme with Korea Cultural Heritage Foundation, Porsche Korea is continuing to introduce a wider range of social contribution activities, reaching from culture, art, and education to the environment.

Consumption data

Taycan 4S (WLTP)*: Electrical consumption combined: 20.1 – 17.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

*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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