

Sustainability: Porsche is expanding its activities

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09/11/2016 Porsche has received certification for buildings in Shanghai, London and Atlanta and is new member of the German Environmental Management Association B.A.U.M.

The Stuttgart-based sportscar manufacturer only recently presented a comprehensive and innovative mobility concept for company employees in the Stuttgart region. This includes measures such as the free use of local public transport during fine dust alarms on presentation of a company ID card. Now, Porsche has joined the Bundesdeutscher Arbeitskreis für Umweltbewusstes Management e.V. (B.A.U.M. – German Environmental Management Association), a corporate network for sustainable business. In addition, Porsche has received certification in line with LEED (Leadership in Energy and Environmental Design) and BREEAM (Building Research Establishment Environmental Assessment Method) for buildings in Shanghai, London and Atlanta.

Porsche's production and administration infrastructure has already set standards in the past with regards to sustainability. For instance, the production facility in Zuffenhausen has been voluntarily evaluated in line with the EU Eco-Management and Audit Scheme (EMAS) since 1996. And the 28-hectare area of Porsche factory no. 4 in Zuffenhausen was the first industrial quarter ever to receive a gold certificate from the Deutsche Gesellschaft für Nachhaltiges Bauen e.V. (DGNB – German Sustainable Building Council). “Around a third of all raw materials consumed in Germany are used for the operation of buildings. This makes it clear that we must accept responsibility, not only with regard to our products, but also with regard to our property. This is particularly vital as the conservation of resources is a deciding factor in securing our competitiveness and, in turn, securing sites and jobs”, says Albrecht Reimold, Member of the Executive Board for Production and Logistics at Porsche AG, whose department also covers central construction management along with environmental and energy management.

Porsche received LEED gold certification for its locations in Shanghai and Atlanta

By becoming a member of B.A.U.M., Porsche has committed itself to the B.A.U.M. corporate code, to sustainable business practices and to promoting environmental protection. This is highlighted by Porsche's recent LEED gold certification for the Porsche Technical Training Centre in Shanghai and the One Porsche Drive North American headquarters in Atlanta, as well as the “Excellent” rating awarded to the Porsche trade and service centre in West London by the British BREEAM system.

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In the Shanghai Technical Training Centre, Porsche relies on, amongst other things, an efficient air conditioning system equipped with heat exchangers and a heat-pump system. This system enables the humid external air to be cooled and dehumidified simultaneously. The Porsche trade and service centre in Chiswick is an entirely new building that was constructed on the site of the existing Porsche Centre without interrupting operation. Accessing new areas by modernising or replacing old buildings efficiently is an essential component of the Porsche philosophy. In Chiswick, efforts to ensure high levels of energy efficiency were particularly focused on the lighting system, as this system has the greatest potential for saving energy within car dealerships. The showroom is lit exclusively by LED lamps.

The One Porsche Drive North American headquarters uses a rainwater circulation system for watering the test track. Elements of the demolished factory previously located at the site were recycled and used to construct the off-road track. Additionally, the façade of Porsche headquarters in Atlanta combines

high-efficiency insulation – the southern states can drop to bitter sub-zero temperatures in winter – with equally effective protection from extreme heat in summer. Furthermore, it is located very near to the airport to minimise travel, and sophisticated soundproofing ensures that Porsche employees can still work in peace.

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