

Number of employees above 30,000 for the first time

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21/06/2018 With a current figure of 30,500 employees, Porsche has surpassed the 30,000 mark for the first time. This corresponds to a growth of 130 percent since 2010.

And there will be more new jobs created in the future; just for the production and assembly of the Taycan – the first purely electrically powered Porsche, which will be available on the market at the end of 2019 – another 700 employees will be hired at the Zuffenhausen site. Many of Porsche's new employees are part of Generation Y. In total, this demographic makes up more than 40 per cent of the workforce.

The company's refined cultural concept gives everyone a shared understanding of what makes Porsche tick. The central umbrella terms of family, passion, sportiness and pioneering spirit also form the basis of the Porsche Code, the new management concept. Even the path to devising this cultural concept

was typical of Porsche, as the approach was not simply decreed from above, but was developed by 85 employees from all departments as well as across all levels and age groups. They considered the question of what it is that makes the Porsche culture so unique? And they discussed where the company needs to develop to be successful in the future and to formulate a unique identity – a Porsche DNA – that attracts and retains good employees.

The essential importance of the cultural concept for the sports car manufacturer is attested to by well-known cultural mentors: Oliver Blume, Chairman of the Executive Board, Andreas Haffner, Member of the Executive Board for Human Resources and Social Affairs and Uwe Hück, Group Works Council Chairman of Porsche AG.

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