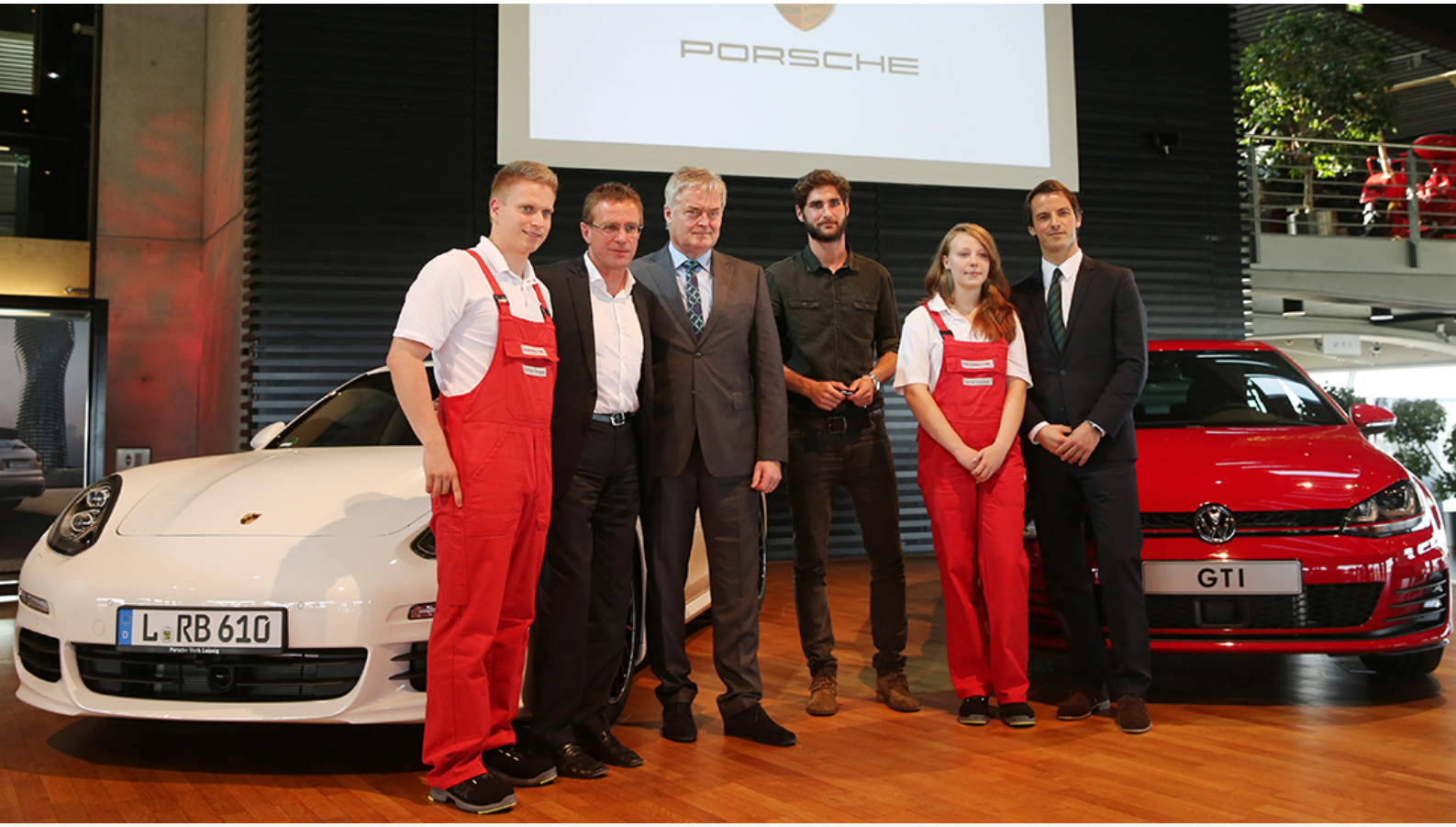


Porsche supports RB Leipzig

This article reflects the status at the time of its publication. The content may since have become outdated.

06/10/2014 With the message, "Turbo for Talents", Porsche and the second division football team RB Leipzig are starting a partnership. The focal point of the cooperation is youth support.

The new partners presented their planned activities at the Porsche plant in Leipzig today – together with Volkswagen AG, the future automotive partner of RB Leipzig.

"A great success story connects Porsche and RB Leipzig with the city. Therefore, it is natural that we want the region to share in this success in the form of a comprehensive social commitment," said Siegfried Bülow, Chairman of the Management Board of Porsche Leipzig GmbH. Supporting young people is seen as an important element at Porsche in general, so “we wanted to get involved and generate interest in sports among children because the essential skills for a future career, such as confidence, fairness or a team feeling, are clearly strengthened through sports."

Numerous projects for the benefit of the youngest ones

The partnership between the second division team and the local sports car producer is brought to life with numerous projects for the benefit of the youngest ones: A newly initiated city tournament beginning next year will make the sport of football accessible to children. The partners hope to also succeed with this by offering the RB "football school" in school holidays, to which Porsche will invite disadvantaged children. In addition, the company supports the most talented junior teams within the framework of the youth training centre of the "Red Bulls", with their own Porsche sponsorship award, in which the behaviour in the group and the demeanour as a team are assessed in addition to their sporting success.

"We want the enjoyment of soccer to be tangible in the Leipzig region. The team stands for this with its attractive style of playing. The fact that Volkswagen and Porsche support us from now on is another milestone and sets a big exclamation mark", explained Ralf Rangnick, Sports Director of RB Leipzig.

Volkswagen is expanding its commitment to German football

With this partnership, Volkswagen is expanding its long-standing commitment to German football. As the automotive partner of the Leipzig second division football team, the Wolfsburg automobile manufacturer offers professional players a choice of various vehicles including the models Golf and Scirocco. Volkswagen is already the official partner of the DFB Cup and is supporting various first and second division clubs and mass sports.

The fact that RB Leipzig is now joining in has several reasons: "On the one hand, supporting clubs at our various locations is a tradition within the Group. On the other hand, the Volkswagen brand has practiced 'give and go' with first and second league clubs throughout Germany. Unfortunately, there has been a gap in the eastern part of Germany. This gap will now be closed by an ambitious club that represents attractive football," said Lutz Kothe, Head of Marketing Germany at Volkswagen Passenger Cars. In addition, Porsche is providing the RB club offices with a Porsche Cayenne S Diesel 1 and a Porsche Panamera S E-Hybrid for their VIP-services.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-supports-rb-leipzig-10816.html

Media Package
https://pmdb.porsche.de/newsroomzips/cedf1b22-2347-4db1-8975-18d9daaf80eb.zip

External Links
http://www.dierotenbullen.com/

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart