

Reading hour with Porsche trainees

23/04/2025 Porsche invited around 50 schoolchildren to its Zuffenhausen training centre to spend an hour exploring storytelling as part of a campaign to awaken the joy of reading on World Book Day.

Porsche is committed to promoting language and reading, which is why the sports car manufacturer regularly invites people to read aloud – including on World Book Day. At a reading session at the Porsche Training Centre in Zuffenhausen, trainees at the sports car manufacturer slipped into the role of readers for the first time, reading aloud to around 50 pupils from the preparatory classes of two Stuttgart primary schools. It is in the prep classes that pupils with little or no knowledge of German are prepared for regular lessons.

"Reading is the key to education," says Andreas Haffner, Member of the Executive Board for Human Resources and Social Affairs at Porsche AG. “We are committed to ensuring that children have access to books and stories – regardless of the children's origins or educational requirements. It's why we are involved in numerous projects to promote language and reading. And in doing so, we are making an important contribution to our society."

Together with the primary school students, the trainees immersed themselves in the world of young

racing drivers, reading books including ‘An Exciting Car Race’ and ‘Full Throttle on the Race Track’. They entertained the pupils in small groups, before they concluded their mornings in Zuffenhausen with an interactive tour of the training centre.

"The reading campaign was a complete success – both for the students and for our trainees," says Michael Pohl, Director Vocational Training at Porsche. “Social commitment is an integral part of our training at Porsche. It was really nice to see the enthusiasm of the young people involved. The campaign not only offered exciting insights, but also a valuable change of perspective."

Porsche is committed to promoting language and reading

In cooperation with Leseohren e.V., an association that Porsche has been supporting since 2018, the sports car manufacturer regularly invites people to read aloud events. Leseohren e.V. places trained reading mentors in daycare centres, schools and city libraries across Stuttgart with the goal of improving reading ability and literacy among all children – regardless of their origin.

MEDIA ENQUIRIES



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