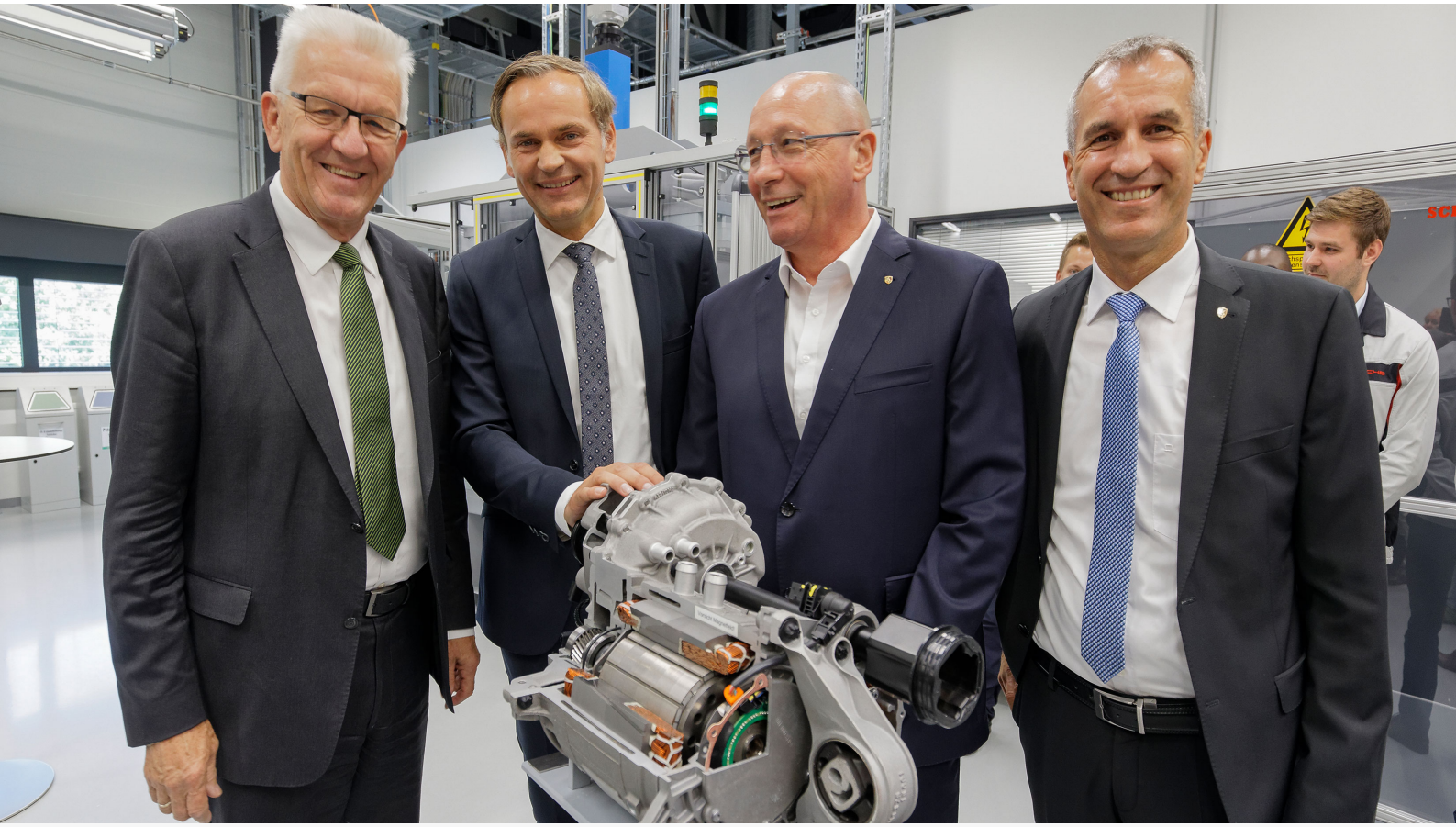


# Minister-President learns about Porsche's future Mission E production

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**13/07/2017** Today, the Minister-President of Baden-Württemberg, Winfried Kretschmann, met to exchange ideas with Oliver Blume, Chairman of the Executive Board at Porsche, Albrecht Reimold, Member of the Executive Board for Production and Logistics, and Uwe Hück, Chairman of the Group Works Council.

The conversation held at the Porsche AG headquarters focused on economic matters such as regenerating the Stuttgart-Zuffenhausen site to prepare it for the future while retaining its rich tradition, as well as the future direction of the company in terms of electric mobility. During his visit, the Minister-President also had his first glimpse of the pilot production phase for Porsche electric drives.

"The Mission E concept at the Porsche headquarters in Zuffenhausen demonstrates that the company is securing workplaces and maintaining a large proportion of its value chain in the area of electric mobility in Germany", stated Minister-President Kretschmann during his visit to the new Porsche engine plant in Zuffenhausen. "Whichever way you look at it, the new engine plant building is exemplary. The environmentally friendly and forward-thinking management of inner-city spaces fosters sustainability, while the involvement of residents demonstrates transparency. These are all important steps towards becoming a role model for climate-friendly mobility."

## Hück: "Digitalisation is here to stay and now we have to shape it as a concept"

The Chairman of the Executive Board at Porsche stressed that the electrification of the drivetrain is not new territory for Porsche – the company has been consistently promoting the concept with its new plug-in hybrid vehicles. "E-mobility is an important pillar of our product strategy. It fits perfectly with Porsche", Oliver Blume continues. "We convert our experiences from motor racing into our production and consider ourselves well prepared. Preparations for the production of our first purely electric vehicles are progressing at full speed and are right on schedule. Sustainability is particularly important to us during the production stage. Our aim is to produce the Mission E in a way that is CO2-neutral. In doing so, we're making a clear statement at our Baden-Württemberg site."

"The automotive industry is experiencing enormous change. We are entering a new era that is rapidly shifting the focus from traditional combustion engines over the bridge technology of hybrid drives towards electric mobility", says Uwe Hück, Chairman of the Group Works Council. "At the same time, Industry 4.0 and digitalisation are providing new opportunities for networking the way we operate in the office and in production. Digitalisation is here to stay and now we have to shape it as a concept. This also means protecting the personal rights and the privacy of our employees, while getting rid of old ways of thinking. Nay-sayers are an obstacle and a risk in the workplace – shaping the future requires courage and foresight."

**Link Collection**

Link to this article
https://newsroom.porsche.com/en/company/porsche-mission-e-production-winfried-kretschmann-oliver-blume-uwe-hueck-albrecht-reimold-13957.html

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