

Sustainability: Porsche appoints renowned experts

28/11/2016 Dr Sonja Peterson, Prof. Dr Lucia A. Reisch, Prof. Dr Maximilian Gege, Prof. Dr Ortwin Renn and Prof. Dr Dr Klaus Töpfer will support the sportscar manufacturer by acting as initiators and contributing their ideas.

The Porsche sustainability advisory committee has begun its work. The experts will support Porsche to drive forward and implement the concept of sustainability as part of Strategy 2025 by acting as initiators and contributing their ideas. The five internationally-renowned experts held their first constituent meeting this Monday and met with the Porsche Executive Board for the first time.

The concept of sustainability is important to all parts of the company at Porsche. By the end of the decade, Porsche will have launched the first purely battery-powered sportscar as part of Mission E. Porsche was also the first premium brand manufacturer to have three plug-in hybrid vehicles in different segments of the market. The sportscar manufacturer has also very recently set another milestone with its comprehensive mobility concept for employees in the Stuttgart area. The production area also reported savings thanks to numerous sustainable measures taken throughout the production

process. One example is the paint shop in Leipzig where intelligent standby operations are used.

Set the benchmark in terms of sustainability

“In future, our corporate guiding principle will be shaped more than ever before by sustainable conduct and by accepting responsibility for people, the environment and society” says Oliver Blume, Chairman of the Executive Board of Porsche AG. To do so, Porsche is particularly focused on increasing dialogue with its stakeholders. Blume: “We would like to recognize and understand our stakeholders' expectations and future topics of interest even earlier. With our sustainability advisory committee, Porsche will interact even more with the economy, society and other companies. I am delighted that we have such esteemed experts on our side to help with this. Exceptional personalities who will enrich our work with their years of experience and objectively evaluate our conduct from their unique perspectives. This will help us to achieve our goal in the future – not just to be the most innovative and most profitable sportscar manufacturer, but also to set the benchmark in terms of sustainability.”

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