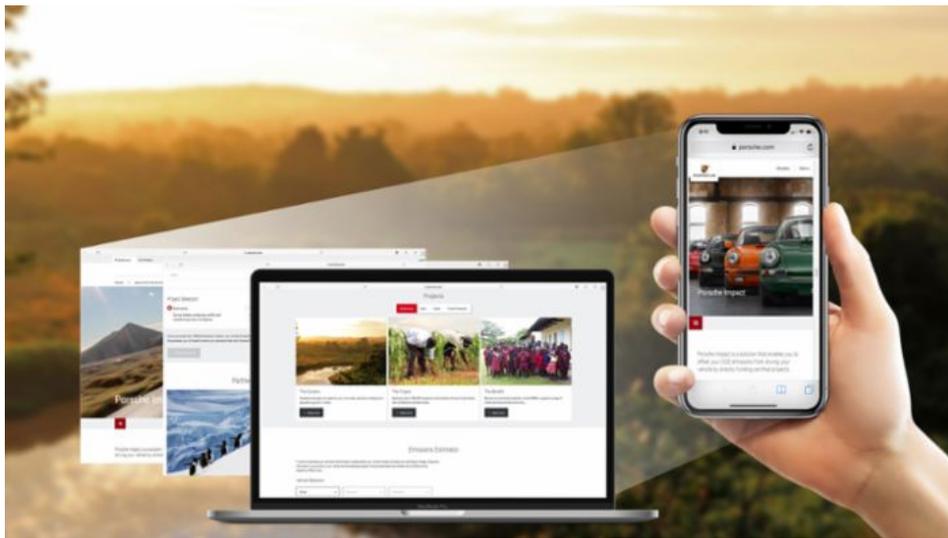


Company Aug 5, 2019

Porsche Carbon Offsetting Now Just a Click Away for U.S. Drivers

Porsche Impact program turns CO2 footprint into support for environmental projects



Atlanta, Georgia. Porsche customers can now combine their driving thrills with a neutral carbon footprint. Porsche Cars North America, Inc. (PCNA) has launched Porsche Impact, an online tool that links individual CO2 emissions to specific climate projects. The program is available to U.S. customers after PCNA earlier this year enrolled its own Porsche Experience Center cars and its Porsche Passport subscription fleet.

Porsche Impact is a web-based emissions calculator that allows Porsche owners to assess and compensate for CO2 emissions, based on mileage and average fuel consumption. Customers can then follow a quick link to make financial contributions to environmental projects designed to offset their individual carbon footprint.

"Porsche drivers want it all, and offering an option for greater sustainability is part of creating a superb Porsche experience," said Klaus Zellmer, President and CEO of PCNA. "Porsche Impact connects our strategies for innovation, mobility and sustainability with the individual customer."

Users can choose from four different internationally certified projects to support. The available programs are focused on forest protection in the U.S., hydropower in Vietnam, solar energy in Mexico, and habitat preservation in Zimbabwe.

How much does it cost? For example, driving a 2019 Cayenne S for 10,000 miles a year would generate an offsetting contribution between approximately \$67 and \$152 annually, depending on which project the customer chooses to support.

The Porsche Impact offset programs are managed by South Pole, a Swiss-based provider of carbon offsetting projects and sustainability financing that has been active internationally for more than a decade. Impact has been available to customers in Germany, the UK, and Poland since late 2018.

Porsche Impact in the U.S. is available at the following link:

<https://www.porsche.com/usa/aboutporsche/responsibility/porscheimpact/>



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