

70 YEARS OF PORSCHE SPORTS CAR



PORSCHE

AGENDA

Press Breakfast and opening of the special exhibition "70 years of Porsche Sports Car" at "DRIVE. VW Group Forum", Berlin

Monday, March 19, 2018

- 10:30 a.m.** — Start of the event
- 10:32 a.m.** — Welcome by Cornelia Schneider,
Head of the "DRIVE. Volkswagen Group Forum"
- 10:40 a.m.** — Welcome by Achim Stejskal,
Director of the Porsche Museum and Historical Communications
- 11:10 a.m.** — Moderated discussion with two-time World Rally Champion
and Porsche representative Walter Röhrl as well as actor
and Porsche representative Richy Müller
- 11:30 a.m.** — Tour through the special exhibition
with the exhibition management
- from 12:00 noon** — Opportunity for individual interviews
and photo shooting



SPEAKERS



Walter Röhrl
Porsche representative and development driver

Four-time winner of the Monte Carlo Rally and two-time World Rally Champion Walter Röhrl has been a regular advisor for the brand since 1993 and has been closely involved in the fine-tuning of numerous development milestones in product history.



Richy Müller
Porsche brand ambassador

Actor Richy Müller has a penchant for Porsche, and for racing. Known for his role as police inspector in the Stuttgart-based crime drama "Tatort", this passionate racing driver regularly participates in the Porsche Carrera Cup Germany at the Nürburgring as a celebrity guest driver.



Achim Stejskal
Director Porsche Museum and Historical Communications

Achim Stejskal has been Director of the Porsche Museum and Historical Communications at Porsche AG since 2008. He will guide you through 70 years of Porsche sports car history and the brand's planned future anniversary activities.



Frank Jung
Director Historical Archive

On January 1, 2018, Frank Jung took over management of the company archives. In his role as the face of the corporation's "memory", he is a central point of contact to answer any and all questions about the anniversary.



Kuno Werner
Head of Museum Workshop

Kuno Werner has been Head of the Museum Workshop since 2008. He outlines the special features of the 356 "No. 1" Roadster replica, which is being displayed in Berlin for the first time.



Tanja Steinebach
Porsche Museum exhibition management and design

Tanja Steinebach has been curator of the Porsche Museum since 2016. As part of a tour, she will present the concept behind the special exhibition "70 years of Porsche Sports Car", taking place in Berlin.



Christoph Emde
Porsche Museum exhibition management and design

Since 2017 Christoph Emde has been responsible for the public face of the Porsche Museum. As part of a tour, he will present the concept behind the special exhibition "70 years of Porsche Sports Car", taking place in Berlin.

“Porsche will remain Porsche”

The story of a brand: from a small company to the industry's most profitable automotive manufacturer.

It all began on June 8, 1948. That was the day when the first Porsche prototype with chassis number 356-001 received its general operating permit, an event signifying the birth of a brand that, over the past 70 years, has produced far more than just automobiles: Porsche is a byword for a sporty driving experience and way of thinking; for automotive innovation, design and functionality.

The Porsche 356 “No. 1” Roadster, with mid-engine and lattice tube frame, remained a truly distinctive vehicle, the values of which are still the cornerstone of all the brand's sports cars today. This unique car was followed by the first small series of 356 sports cars with a rear engine.

The first models were designed and built in the Austrian town of Gmünd, where the design office founded in 1931 by Ferdinand Porsche established its temporary premises during the early post-war years. Once Porsche returned to Stuttgart in 1950, production of the Porsche 356 series began. It became an international success: By 1965, the company had built around 78,000 vehicles. Its successor model became the closest thing to an actual icon of the brand – the Porsche 911 helped the company achieve a definitive breakthrough. The intervening years have seen over a million units of the 911 built, and the model remains at the heart of the product range, which now includes a further four model lines: Cayenne, Macan, Panamera and 718 Boxster/Cayman.

The 356 also initiated the global success of the Porsche brand across motorsport categories. Even back in July 1948, the “No. 1” performed a fast demonstration lap at the Innsbruck street race. To date, very few other automotive brands have as many overall victories and world championships to their name as Porsche. Take, for example, the 24 Hours of Le Mans, the oldest and most famous long-distance race in the world – Porsche has been the victor no fewer than 19 times.

Over the past seven decades, the company has experienced many ups and downs, and has written not only automotive history, but also economic history. Thanks to efficient production methods, qualified employees, clear brand management and innovative models, the once small crafter from the Zuffenhausen suburb of Stuttgart has developed into a leading manufacturer of premium sports cars, both from a technical and a design perspective – as well as becoming the most profitable company in the industry.

Porsche sees the upholding of tradition not only as its obligation, but also as fertile ground from which new ideas and developments flourish and bloom. Without tradition, and without core values, the company would not be where it is today. It is these things that have enabled Porsche to remain true to its origins as a design office throughout all of the company's success as an automobile manufacturer. Ideas, innovations and developments from Porsche have long been influential not only in the field of automotive development, but also in areas such as aircraft construction and health technology. This tradition continues to be upheld today by Porsche Engineering, a subsidiary of the brand, while Porsche Consulting provides leading expertise about products, management and production across all economic sectors.

Porsche maintains its success through the company's openness to future-oriented developments, which have frequently been engineered by the company itself over the years. Porsche faces the challenges of the future with all of its innovative strength. In particular, the company has always benefitted from its welcoming attitude to change, for example with

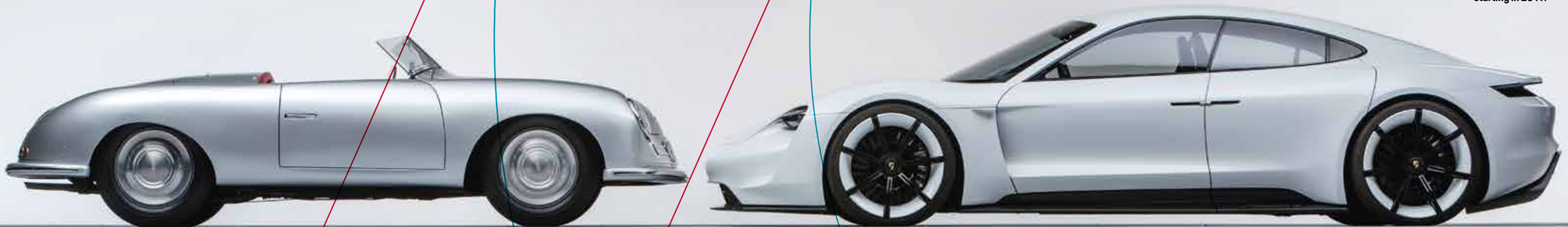
the Targa bar resolving the contradiction between open-top driving and passenger protection, and the air-cooling system for the 911's engine being replaced with a water-cooling system. Development of the 911 has been ongoing throughout the years and it has been enhanced with innovative technologies time and time again. Not one component in today's 911 is identical to those in its 1960s predecessor. But despite this, the essential core of the sports car icon has remained the same for over 50 years. Because it is not only the technical features that constitute the identity of a 911. No other car, despite all of the changes in technology and the spirit of the time, has remained so true to its nature as the Porsche 911.

Porsche is building its future based on this unique brand identity. Digitalisation, electrification and connectivity – Porsche regards the developments in the industry as a fantastic opportunity: For the past 70 years, Porsche has stood for a unique product and driving experience, resulting in a strong emotional bond with customers. Keeping this attachment intact while making Porsche even more innovative and efficient, and thereby promoting profitable growth – these are historic opportunities.

Porsche seized these opportunities long ago and is already on its way towards the future. The aim is to develop the brand into one of the leading providers of digital mobility solutions in the premium automotive segment, and to offer tailor-made solutions for every form of mobility. For Porsche, this means continuing to build inspiring and puristic sports cars with internal combustion engines in the future. Alongside this, Porsche is in the process of developing efficient and convenient plug-in hybrids and will add purely electric cars to its portfolio. The Mission E study is the latest expression of this.

“Successful innovation means repeatedly challenging everything without losing the proven structure, the basic characteristics, the identity, along the way. If there is one thing at Porsche we are exceptionally good at, then it is that,” says Dr Wolfgang Porsche, son of the company founder Ferry Porsche and Chairman of the Supervisory Board of Porsche AG. One thing is clear: “Porsche is and will remain Porsche.”

Tradition meets innovation:
In 1948, the 356 “No. 1” Roadster marked the beginning of a 70-year success story. The Mission E will begin the next chapter, starting in 2019.



The origin of the sports car

At the end of the 1940s, Ferry Porsche made a decision that had far-reaching consequences. In order to turn his long-held dream into reality, the Junior Partner in the Porsche design agency launched the project to design a sports car that would reflect his vision and bear his name. The 356 – both the design number and the type designation – became a legend.

The first prototype was ready to drive in the early summer of 1948. The mid-engine roadster with a four-cylinder VW Volkswagen flat engine increased to 35 hp was approved for the road in June 1948. The 356 "No. 1" Roadster was the first sports car to bear the Porsche name, giving rise to the brand. While this sports car with its lattice tube frame was still being developed, two variants of the 356 were created; a Coupé and a Cabriolet with a box frame and a rear engine. This concept was not only more spacious and comfortable, but also better value for money and better suited to series production. The story of the Porsche 356 had begun.

The first sports cars were produced at the post-war site in Gmünd, in Austria. In 1950, Porsche returned to Stuttgart and began production of the 356 in the neighbouring Reutter bodywork factory. Inspired by the surprising level of demand, engineers continued to come up with derivatives, which reinforced the brand's reputation as an innovative manufacturer of reliable sports cars with superior driving dynamics.

Within just a few years, the Porsche design agency had built its second mainstay as a sports car manufacturer from scratch. The first sales networks were established in Europe, quickly followed by the USA. In addition to the first trade fair presentations, sensational victories in motorsport ensured the company's reputation continued to grow. On the back of this success, Porsche pursued new channels with which to communicate with its customers, and became, for example, the first automotive manufacturer to have its own customer magazine – Christophorus.

The foundations of the brand: Ferdinand Porsche, son Ferry and Erwin Komenda (from right) next to the 356 "No. 1" Roadster in the Austrian town of Gmünd.



The current flagship: The Panamera Turbo S E-Hybrid Sport Turismo is a model with an alternative drive that represents the top model in the Panamera series.

Sports cars today

Every day usability from vehicles that are far from ordinary: Porsche is currently setting the benchmark for sportiness in five different market segments. After all, there is something of the 911 in every Porsche. When it comes to design and technology, driving dynamics and robustness, every Porsche model and line aligns itself with the iconic 911, without exception. Externally, the family lineage can be seen in unique design traits that are instantly recognisable, while the efficient engineering solutions that the 911 often pioneered can always be found under the hood. And, of course, the 911 formed the basis for the sporty driving experience and extraordinary spectrum of great suitability from the racetrack to the road. Though every Porsche bears these characteristics in individual ways, they are always authentically true to the brand.

With the 911 and the two 718 variants – the Boxster and Cayman – Porsche is offering a wider range of thoroughbred sports cars than any

other brand, giving customers the choice between rear engine and central engine, all-wheel drive and rear-wheel drive, between Coupé and Targa, Cabriolet and Roadster. Turbo engines combine high performance with low fuel consumption, and radical GT sports cars represent a clear commitment to motorsport.

In the SUV segment, the Porsche DNA is palpable in the Cayenne and the Macan, while the Panamera and Panamera Sport Turismo models combine the sportiness so typical of the Porsche brand with the comfort of a saloon. And Porsche is continuing to reach new heights: The hybrid drive from Porsche is signposting the way to a future in which emission-free driving and the pleasure of sporty driving are not mutually exclusive concepts, but rather an inspiring synthesis.

Porsche will always be Porsche – now, and tomorrow.

Panamera Turbo S E-Hybrid Sport Turismo: fuel consumption (combined): 3.0 l/100 km; energy consumption (combined): 17.6 kWh/100 km; CO2 emissions (combined): 69 g/km

Future of the sports car

Ferry Porsche is quoted as having said: "The last car ever to be built will be a sports car". But an end to the story of the automobile is still a long way off for Porsche. Even now, Porsche is working on the future of the sports car. The company is facing the challenges with the same innovative spirit that has made it great over the course of the last seven decades – and even before that.

With its innovative vision of the company's first purely electric sports car – the Mission E – Porsche is currently taking one of the biggest steps forward. And this development is entirely logical, since electromobility has a long history at Porsche. It began as far back as 1898 with Ferdinand Porsche's legendary Egger-Lohner C.2 Phaeton. In 1900, he designed the Lohner-Porsche Semper Vivus – the first functioning hybrid car in the world. Over the last few years, the sports car manufacturer has also demonstrated its hybrid drive expertise on the race track.

By 2022, Porsche will have invested more than six billion euro in electromobility, focusing on

both plug-in hybrids and purely electric vehicles. The plans include around three billion euro of investment in material assets, and slightly more than three billion euro in development costs. Some 500 million euro of this will be used for the development of Mission E variants and derivatives, around one billion euro for electrification and hybridisation of the existing product range, several hundred million for the expansion of production sites, plus around 700 million euro for new technologies, charging infrastructure and smart mobility.

The technology of future electric Porsche cars will give systems the ability to act automatically to a far greater extent than today, up to and including autonomous driving. But a Porsche is much more than a means of locomotion. A Porsche stands for driving pleasure, for emotion, for individuality. First and foremost, a Porsche will always be a car that not only makes you want to drive it yourself, but that you actually can drive yourself.

PORSCHE Strategie 2025

Die Zukunft des Sportwagens

Ground-breaking:
The Porsche Strategy 2025 is the
company's forward-thinking plan
for developing intelligent and
efficient mobility.



International: As early as the 1950s, the Porsche 356 was already cutting a fine figure at an international level – like here in Italy.

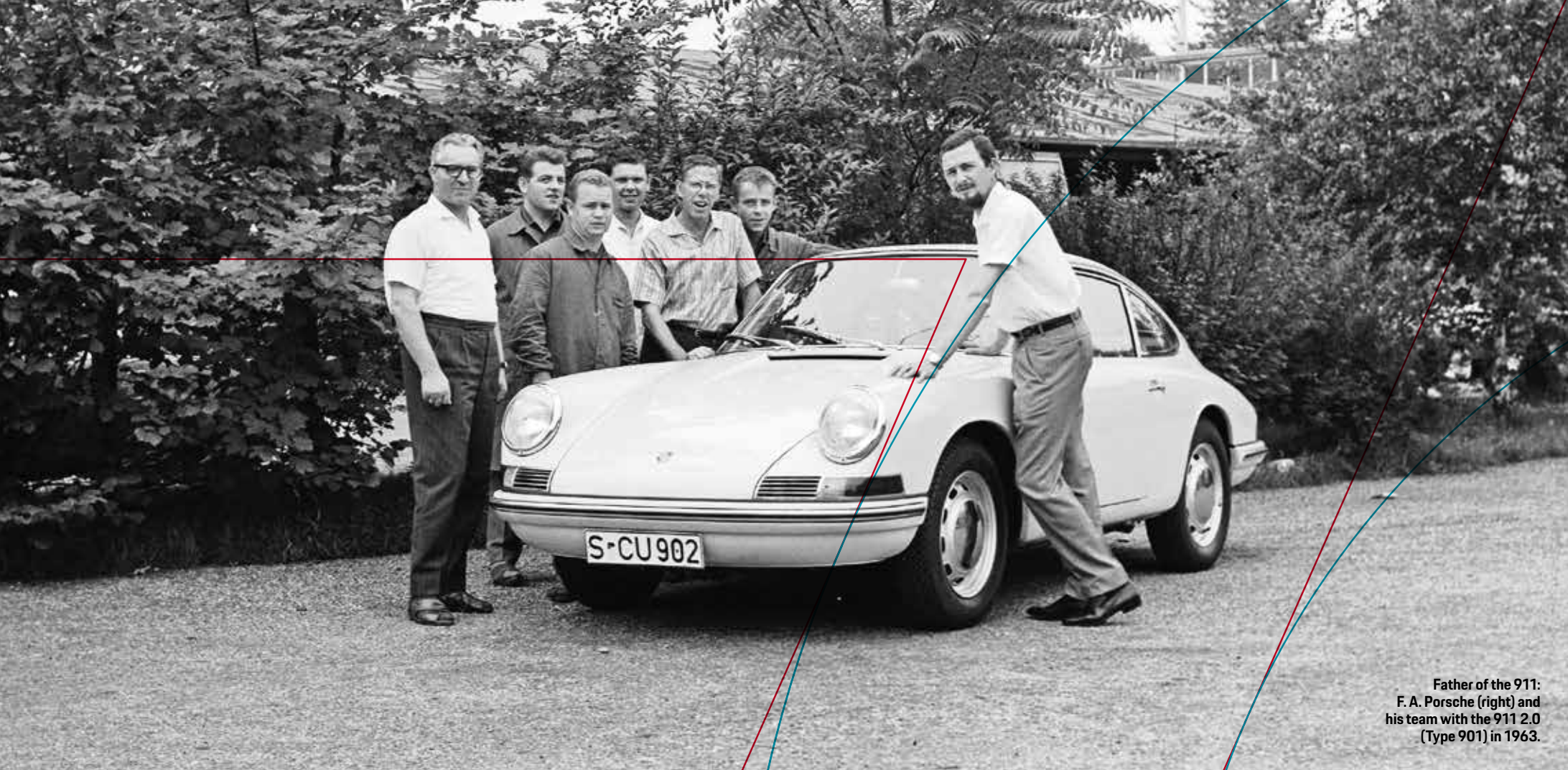
From Stuttgart across the world

Right from the start, Porsche has been a dynamic brand with an international clientèle. The very first 356 vehicles were delivered to Switzerland. After Porsche was unveiled at the exhibition in Geneva in 1949, importers from other European countries – including the Netherlands, Great Britain and Sweden – began to take an interest in the Porsche sports car. In 1950, Ferry Porsche agreed a delivery contract with American importer Max Hoffman, which helped him to gain a foothold in the USA and led to a permanent place in the premium segment.

Since those early days, Porsche has remained a company that focuses strongly on exports. Once cemented, its reputation as a sporty lifestyle brand quickly spread. As opportunities to establish a sales structure arose in countries around the world, the company jumped at the chance to add more and more export countries to the list. Up to and including the 2014 financial year, the USA was the most important export

market for Porsche, followed by the European market as a whole. Political and economic developments then shifted the balance. As a market that was both enormous and extremely receptive, China took first place in terms of sales figures from the 2015 financial year onwards, overtaking the USA, even as the USA set yet another record for unit sales.

But as well as exporting vehicles, Porsche also exports knowledge around the world. Porsche Engineering, a subsidiary of the brand that is continuing the traditions of the original Porsche design office, develops technical components and concepts on behalf of international customers. Porsche Consulting advises customers around the world using the knowledge that the sports car manufacturer has acquired since the introduction of lean production. But above all, Porsche continues to maintain its international and versatile brand experience; for example, through its Driving Experience Events and the Experience Centres in Los Angeles, Le Mans and Shanghai.



Father of the 911:
F. A. Porsche (right) and
his team with the 911 2.0
(Type 901) in 1963.

The 911 – a sports car icon

Despite the success of the Porsche 356, it was clear by the mid-1950s that a completely redesigned sports car was necessary in order for Porsche to continue to grow. The sports car, which was based on Volkswagen technology, was facing pressure from increasingly powerful saloons. Planning for a new Porsche sports car officially began in 1957. Ferry Porsche and his development team defined the parameters at an early stage: The air-cooled flat engine in the rear had to remain, and the desire for increased performance, smoother running, improved road holding and a larger interior and luggage compartment had to be fulfilled.

The development process resulted in the 901, which was launched at the IAA in Frankfurt in 1963. Even before delivery of the first sports car one year later, objections from Peugeot meant the new model had to be renamed, and the 911 was born.

In an unprecedented career spanning 55 years, the 911 continued to develop and yet remained true to its roots – becoming a sports car icon. The 911 has led the way in terms of innovation and broken new ground in automotive technology, with examples including the Targa concept, turbocharging and the sporty all-wheel drive. The sports car, of which over a million units have now been built, has always been an intrinsic and successful part of motorsport. Acronyms such as GT, R and RS indicate variants that have been optimised for racetrack use. Visually, the timeless elegance of the coupé shape is identifiable in the lines of every Porsche. In the original 911, F.A. Porsche and his team distilled the Porsche design DNA into a concentrated masterpiece. He created an unmistakable brand design that, to this day, still gives all Porsche series their identity and forms the basis for their success.

The diversity of the sports car

Every Porsche is a sports car. True to this principle, the company began to think about a second series some five years after the debut of the 911. This gave rise to the concept of a reasonably-priced mid-engine sports car with four-cylinder and six-cylinder flat engines, which was realised from 1969 with components from and in collaboration with Volkswagen – the 914.

Even after the end of production of this model line, the idea lost nothing of its appeal. Porsche's next project was to develop the 924, which went into series production from 1976. In 1977, its concept with transaxle gearboxes on the rear axle for optimised axle-load distribution was the basis for the first Gran Turismo from Porsche – the 928.

As the millionth Porsche rolled off the assembly line in 1996 – a 911, of course – Porsche was just beginning work on the Boxster, an innovative mid-engine sports car. Together with the classic 911, it became the key to the variety of sports cars that developed after the turn of the millennium. Sporting flair and everyday practicality, innovation and efficiency are the characteristics that have carried the Cayenne and the Macan into the SUV segment and the Panamera into the GT class. Like the 911, they offered the right solution at the right time. For a long time now, the Cayenne S Hybrid has far outsold the other alternatively powered vehicles in its segment. The Panamera Turbo S E-Hybrid is also setting new standards, representing the first time that a premium manufacturer has positioned a plug-in hybrid at the top of its model line.



The family grows: At the end of the 1960s, the Porsche 911 Coupé (rear) and 911 Targa were joined by the 914.

Porsche motorsport

Every vehicle that bears the Porsche crest on its bonnet is rooted in the tradition of the legendary racing cars that have demonstrated Porsche's brand values with impressive victories on every racing course in the world since 1949. A total of well over 30,000 race victories, including sixteen manufacturer and team world championships, three Formula One World Drivers' Champion titles (as an engine supplier), as well as eleven Targa Florio and nineteen Le Mans overall victories is clear evidence for the sum of all of the Porsche characteristics and values.

After the Porsche 356 "No. 1" Roadster completed its demonstration lap at the Innsbruck city race in July 1948, it did not take long for it to start achieving its first racing successes, such as Otto Mathé's victory at the International Alpine Rally in 1949. For the first time in 1953, the Zuffenhausen-based sports car manufacturer began developing a car designed specifically for racing: the Porsche 550 Spyder. This was followed by the 718 RS 60 Spyder, which won the Targa Florio at its first appearance. The sixth overall victory at the Targa Florio was achieved four years later by one of the most beautiful Porsche racing sports cars, the 904 Carrera GTS.

This was followed by an almost unbroken sequence of legendary racing cars with numerous successes; driven by equally famous racing drivers at prominent races and rallies. Porsche won with spectacular designs, such as the 908 with its eight-cylinder flat engine, or the 917 with its air-cooled twelve-cylinder engine and up to 1,200 turbocharged horsepower. From the very beginning, the 911 also had to prove its performance in the field of motorsport. In 1965, Porsche put a practically standard 911 2.0 on the start line at the Monte Carlo Rally. In 1970, the 911 S scored its third successive double victory at the classic rally through the Maritime Alps. In 1984, Porsche won the Paris-Dakar Rally with the 911 Carrera 4x4, followed by the 959 two years later. On the race track, the 911 models and the 934 and 935 were among the vehicles that brought the Racing Series World Championship title to Zuffenhausen. Hybrid history was written by the Porsche 919, which won the 24 Hours of Le Mans three times in succession from 2015 – together with the Team and Drivers' World Championship each time. And the next challenger is already in development – the Porsche for Formula E.



Continuous operation:
The Porsche 917 LH driven by
Vic Elford and Richard Attwood at
the 24 Hours of Le Mans in 1969.



Changes in production: In the 1990s,
the concept of lean production found
its way into the production process
in Zuffenhausen (911, Type 993).

Porsche is reinventing itself

Porsche's innovative strength lies primarily in its willingness to step off the beaten path and dare to venture into the new. The brand is linked not only to numerous ground-breaking technological developments, but also to successful entrepreneurial solutions. Thanks to clear brand management and attractive models, efficient production methods and qualified employees, the once small, niche manufacturer from Stuttgart-Zuffenhausen has developed into a leading manufacturer of sports cars, both from a technical and a design perspective.

Porsche takes inspiration from the challenges it faces. In the 1960s, engineers came up with the 911 Targa in response to more stringent safety standards. In terms of engine development, the brand introduced turbocharging as a formula to combine lightweight construction and performance in series production. Super sports cars from Porsche not only represented the technological possibilities of a particular era, but also

act as a technology champion for future developments. The 959 won rallies thanks to countless innovations in the drive, chassis and aerodynamics, and the 918 Spyder was an impressive demonstration of the sporting potential of hybrid technology.

Porsche is constantly reinventing itself, even as a company. In the 1990s, the sports car manufacturer responded to an economic bottleneck by introducing lean production, setting an example on a European scale. Today, the challenge facing production is combining successful concepts with the innovative Porsche Production 4.0 factory processes. In the future, the company wants to become even more flexible, agile and productive, while further improving brand-specific quality. And people continue to be at the heart of everything Porsche does. The Porsche culture is a crucial cornerstone of the company's success – a culture characterised by flat hierarchies that allow us to respond quickly to unforeseen developments at all times.

Passion

The most important guarantee of success for Porsche is the human factor. At Porsche, customers, fans and employees are united by one particular passion: their love of sports cars – a driving force that will always be stronger than any engine, be it petrol, hybrid or electric drive.

Porsche's success hinges on the employees – their abilities, their dedication and their passion. They are the beating heart of Porsche. Their drive is the inspiration behind the brand's exceptional products. This passion moves every individual to search constantly for improvements, to regularly test and optimise structures. Despite an ever-growing number of employees, the spirit of the family company is still alive at Porsche today.

This strong connection between the staff and the company has been an essential part of Porsche for the past 70 years. As well as encouraging his engineers to broaden their thinking, Ferry Porsche also put a team mentality at the heart of his leadership style.

As early as 1960, the company moved all of its labourers from an hourly to a monthly wage, putting them on an equal footing with other salaried

employees. It took another 20 years for this to happen in the rest of the metal industry in Germany. Porsche also introduced Christmas bonuses, holiday pay and pensions earlier and on a larger scale than was the norm in the rest of the industry.

Today, Porsche's commitment to its employees remains the same; the company takes responsibility for them and invests in their future. In addition to the continuous development and qualification of our employees, other core aspects of this Porsche culture include such matters as equal opportunities, diversity and co-determination, as well as the ongoing improvement of our employees' work-life balance along with fair and performance-based remuneration. In return, employees play their part in securing the site: Through the "future contribution", all executives, managers and employees who are subject to collective agreements are investing in Porsche's fitness for the future and in the company's entry into the alternative powertrain engineering market. For example, from increases under the regional collective agreement between 2016 and 2025, collectively organised employees will pay 0.25 per cent into the future contribution.



People are at the centre of everything: Even in the age of digitalisation, Porsche continues to champion the expertise of its employees.

"70 years of Porsche Sports Car" – the most important dates



March 20 – May 3, 2018

"DRIVE. Volkswagen Group Forum", Berlin: special exhibition

from June 9, 2018

Porsche Museum, Zuffenhausen: special exhibition

June 9 – 10, 2018

Porsche Museum, Zuffenhausen and worldwide: Sports Car Together Day

June 16 – 17, 2018

Porsche Museum, Zuffenhausen: anniversary celebration for residents, fans and employees (1)

July 12 – 15, 2018

Goodwood Festival of Speed, England (2)

September 27 – 30, 2018

Rennsport Reunion, California, USA (3)

October 13, 2018

Porsche-Arena, Stuttgart: "Sound Night" (4)

Highlights from 70 years of Porsche



1948
The first sports car to bear the name Porsche is created



1952
The Porsche crest was designed



1964
The "911" designation is born

1949
Stuttgart-based Porsche Konstruktionen GmbH is founded



1965
The Porsche 911 2.0 Targa is unveiled to the public at the Frankfurt IAA



1974
Presentation of the 911 Turbo in Paris

1950
The first Porsche sports cars are produced in Stuttgart-Zuffenhausen



1970
Porsche 917 wins for the first time in the Le Mans 24 Hour race



1953
World premiere of the "Carrera-Motor"

1961
The first sod was turned in Weissach



1963
The new Porsche 901 is unveiled for the first time at the Frankfurt IAA



1972
A new high-performance sports car: 911 Carrera RS 2.7

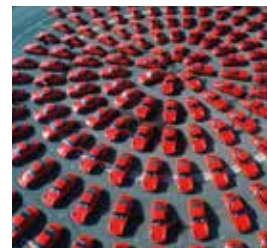


1976
Transaxle-era: Porsche 924

1977
The Porsche 928 is unveiled to the public as a luxurious high-performance sports car



1985
The Porsche 962 brings home the International Championship for Makes to Zuffenhausen



1988
A new generation: 911 Carrera 4 (Type 964)



1993
Presentation of the pioneering "Boxster" study at the Detroit Motor Show



1996
On July 15, the millionth Porsche vehicle rolls off the assembly line



2000
Ceremony for the new Porsche plant in Leipzig



2002
Guests at the official opening of "Porsche Leipzig GmbH" are treated to a surprise reveal of the Porsche Cayenne



2007
On January 26, the Supervisory Board of Porsche AG appoints Dr Wolfgang Porsche as its new Chair



2009
The new Porsche Museum is inaugurated



2009
On the 94th floor of the Shanghai World Financial Centre, the new Porsche Panamera is unveiled on April 19



2010
Under the motto "Porsche Intelligent Performance", Porsche celebrates three world premieres for its hybrids at the Geneva Motor Show: the highlight is the 918 Spyder concept study



2015
At the IAA motor show in Frankfurt, the Mission E concept study celebrates its world premiere



2013
To celebrate the 50th anniversary of the 911, a special model with a production run limited to 1,963 units is presented at the Frankfurt IAA



2017
On May 11, the millionth Porsche 911 leaves the factory



2014
The 919 Hybrid signifies Porsche's return to the top category of the World Endurance Championship



2018
Porsche celebrates "70 years of Porsche Sports Car"



A detailed timeline can be found in the press kit: <http://porsche-qr.de/70Jahre>

Porsche opens its "70 years of Porsche Sports Car" exhibition

The special exhibition in the "DRIVE. Volkswagen Group Forum" in Berlin (March 20 to May 31, 2018) is a prelude to numerous anniversary activities around the world.

Special exhibition devoted to the anniversary in the capital: On June 8, 1948, the first Porsche prototype with chassis number 356-001 received its general operating permit. It was the birth of the brand Porsche. To mark the occasion, starting on Tuesday, March 20, 2018, the sports car manufacturer will be hosting the first "70 years of Porsche Sports Car" special exhibition in Berlin. The exhibition will run until May 31, 2018 at "Drive. Volkswagen Group Forum" (Unter den Linden) and admission is free of charge.

This special exhibition is divided into ten topics, each offering captivating insights into the history of the brand and bringing to life various elements of the fascination of Porsche. It focuses on the outstanding sports car developments over the last 70 years and on the people behind the brand. Without the legendary pioneering spirit of Porsche's employees and the enthusiasm of the Porsche community across the world, such a success story would be unthinkable for the sports car manufacturer. "The message of our exhibition is this: The spirit of innovation, which over 70 years has made Porsche into one of the world's most profitable automotive manufacturer, will continue to drive a

unique brand experience into the future," says Achim Stejskal, Director of the Porsche Museum. Prominent guests at the opening were the two-time World Rally Champion Walter Röhrl, and Richy Müller, the actor known for his role as a police inspector in the German crime drama "Tatort".

The exhibition's narrative covers the milestones that have shaped the development of Porsche sports cars since 1948, and also looks at ideas for the future. When they first enter the exhibition, visitors are greeted by a Porsche 356 "No. 1" Roadster show car representing the "Origin of the sports car". Next in line is the topic "Sports cars of the future" featuring the Mission E, the series version of which will be launched on the market in 2019 as the first purely electrically powered Porsche. Aspects relating to the 911 are centred around the one-millionth unit of this iconic sports car to be produced: An Irish Green Coupé that rolled off the production line in Zuffenhausen in May 2017.

The "Sports cars, reinvented" section showcases examples of Porsche engineering through numerous pioneering achievements. This includes

bold entrepreneurial decisions, as demonstrated with the Porsche Boxster: This mid-engine sports car successfully brought Porsche AG, which had been struggling financially, back into the black.

After "The diversity of the sports car" section, which presents Porsche model lines and their contemporary advertisements, visitors move into the "Motor sport" section featuring the legendary 917/20 racing car. The original paintwork on this 600-hp racing car earned it the nickname the "Pink Pig" and, in terms of driving technology and innovation, this car is number one at Porsche.

The range of "Sports cars today" is illustrated with a Panamera Turbo S E-Hybrid Sport Turismo, which, as the flagship of the model line, demonstrates the possibilities of alternative drive technology in a virtual reality scene. "Sports cars across the world" shows how customers and followers around the world characterise and celebrate the brand. Finally, "70 years of passion" is dedicated to the employees who have made Porsche so great. Videos, books and interactive dialogue options round off the exhibition concept in all areas.

The sports car manufacturer is celebrating this anniversary with numerous activities around the world throughout 2018. On June 9, the

Porsche Museum will be opening an extensive special exhibition at its Stuttgart-Zuffenhausen site. On the same day, Porsche will be inviting fans to its "Sports Car Together Day" at all of its sites around the world. For the weekend of June 16-17, the sports car manufacturer will host employees, residents of the Zuffenhausen district and prospective customers at a public celebration in and around the Porsche Museum in Stuttgart. The "Festival of Speed", held from July 12-15, at the Goodwood race track in the UK, will also celebrate the anniversary, as will the "Rennsport Reunion" in California from September 27-30. The celebrations will conclude with the "Sound Night" event to be held for the first time in the Porsche Arena in Stuttgart on October 13. Further information is available at <https://www.porsche.com/museum>.



The "DRIVE. Volkswagen Group Forum" is the communication platform of the Group in Berlin. Since 2015, the Volkswagen Group has had a presence in the very centre of the capital. With exhibitions relating to different brands and topics, DRIVE is the platform for the Group's mobility topics, and is rounded off by a varied supporting programme. DRIVE is open seven days a week from 10:00 am to 8:00 pm. Admission is free of charge. Details are available at www.drive-volkswagen-group.com and www.porsche.com/museum.



Panamera Turbo S E-Hybrid Sport Turismo: fuel consumption (combined): 3.0 l/100 km; energy consumption (combined): 17.6 kWh/100 km; CO2 emissions (combined): 69 g/km

356-002

The world's first series Porsche customer was: a woman. In early 1949 a Swiss woman, Jolanda Tschudi, bought the first series production Porsche, a Type 356/2 convertible with chassis number 356-002.

385

The "strongest racing car of all time": 917/30 Spyder with 12-cylinder, 1200 hp and a top speed of 385 km/h.

1951

The very first Porsche Prototype, the 356 „No. 1“ Roadster was also driven by a woman. The Zurich actress and artist, Elisabeth Spielhofer, drove this car from January to March 1951.

5,000

Over the last seven decades, Porsche has independently trained nearly 5,000 employees.

1997

„Porsche Challenge“: In 1997, Porsche launched as one of the first automobile manufacturer a video game in cooperation with Sony. The Boxster model line can be tested on the race track in Weissach.

956

The Prototype 956 celebrates all victories of the world sports car championship from 1982 to 1984. Including eight victories in a row at Le Mans.

PORSCHE IN FIGURES

1

March 1949: Louise Piëch, sister of Ferry Porsche, organized a stand at the Geneva AuAuto-Salon trade fair, where the Porsche 356 made its international debut to the general public.

34

January 1965 was the first time that a Porsche 911 had entered a motor sport event. Herbert Linge and Peter Falk came fifth overall at the 34th Monte Carlo Rally.

919

Until today, Porsche is still producing outstanding mid-engine racing cars, super sports cars and two-seaters: from the 356 to the 919 Hybrid.

90

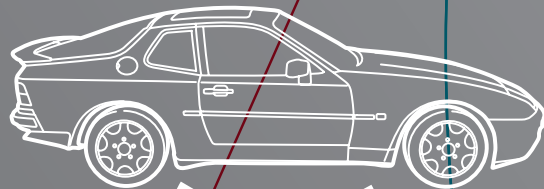
In 2011, almost 90 per cent of all parts of the 911 (generation 991) are new developed - one of the biggest step in the development in the history of the Porsche sports cars.

T8

Ferry Porsche chooses a fastback coupé with a 2+2 seating arrangement known as a "T8", which is developed under the project name "Type 901" from 1962 onwards.

8

Eight new VW Golf from 1974: that was the value of a 911 Turbo, the world's first series sports car with a Turbo engine.



51

In 1983, 51 per cent of the overall deliveries belonged to the 944.

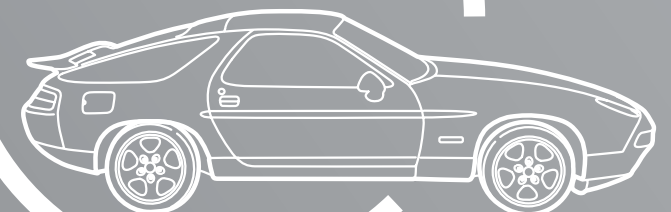
1952

The „Westfälische Porsche Club Hohensyburg“ (Germany) was the first Porsche Club in the world founded on May 26th, 1952.

788

788 Porsche prototypes and GT vehicles have participated in the Le Mans race since 1951.

928



In 1978, the 928 is the first sports car ever honored to be named "The car of the Year".



Oliver Blume, Chairman of the Executive Board of Porsche AG

“As we head into the future, Porsche will always remain Porsche – the leading supplier of exclusive, sporty mobility. We are already working to connect the expertise gained from the past with the challenges of tomorrow. This is how we plan to generate new values for the next 70 years. In doing so, we must always show a willingness to learn plus a flexible and open approach to change. However, one thing is sure to always stay the same: The fact that Porsche stands for a fascinating, sporty driving experience.”

Michael Mauer, Head of Style Porsche

“Seventy years ago, the first sports car to bear the Porsche name on its bonnet conquered the roads and later the race tracks of our world. But what will distinguish the Porsche vehicles of the future? Porsche drivers have always sought out more than pure efficiency in their desire to experience true enjoyment, and they will continue to do so. A sports car accelerates us into a world of emotions. And that is exactly what we are looking for. Tangible. Challenging. Practical and beautiful. New technologies offer new possibilities for designers, allowing us to ensure that a Porsche will always be emotional and attractive. The Porsche sports cars of the future are guaranteed to be clearly recognisable as a Porsche. And as a Porsche with DNA that contains this very special code: 911.”



Dr. Wolfgang Porsche, Chairman of the Board of Porsche AG

“Since my father, Ferry Porsche, finished the first Porsche sports car with his small team 70 years ago, countless people have added to and kept the “Porsche legend” alive with their daily work. Our indivisible, clearly identifiable identity remains even when everything around us changes. Successful innovation means repeatedly challenging everything without losing the proven structure, the basic characteristics, the identity, along the way. If there is one thing at Porsche we need to become exceptionally good at, then it is that. Whether electric or conventional drives, whether pure driving pleasure on the race track or networked, automated driving in the city, whether a sports car manufacturer or an innovative service provider – Porsche remains Porsche.”



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Further information, images and footage are available in the press kit at <http://porsche-qr.en/70years>
An overview of the anniversary activities can be found at www.porsche.com/museum



PORSCHE

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