



PORSCHE

Press Release

November 28, 2016

No.107/16

Sportscar manufacturer increases dialogue with stakeholders

Porsche appoints renowned experts to its sustainability advisory committee

Stuttgart. The Porsche sustainability advisory committee has begun its work: Dr Sonja Peterson, Prof. Dr Lucia A. Reisch, Prof. Dr Maximilian Gege, Prof. Dr Ortwin Renn and Prof. Dr Klaus Töpfer will support the sportscar manufacturer 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.

“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.”

When appointing the sustainability advisory committee, it was important for Porsche to bring together the most diverse range of expert knowledge possible:

- Since 2012 environment economist Dr. Sonja Peterson has been the Scientific Director of the Institute for the World Economy (Kiel) and Senior Researcher for the research area of the Environment and Natural Resources.
- Since 2010, Prof. Dr Lucia A. Reisch has been a member of the German Council for Sustainable Development and she has also been the Director of the Research Centre for Consumers, the Market and Politics at the Zeppelin University of Friedrichshafen since 2012. She is also a professor at the Copenhagen Business School in the Department of Intercultural Communication and Management.
- In 1984, Prof. Dr Maximilian Gege founded the largest corporate network for sustainable economies in Europe: B.A.U.M., the *Bundesdeutschen Arbeitskreis für umweltbewusstes Management* (German Association of Environmental Management), of which he has been the Chairman for 30 years
- Since February of this year, Prof. Dr Ortwin Renn has been the Scientific Director of the Institute for Advanced Sustainability Studies e.V. (IASS) in Potsdam, as well as the founding Director of the Research Center for Interdisciplinary Risk and Innovation Studies at the University of Stuttgart
- Prof. Dr Dr Klaus Töpfer completes the quintet. He is the former German Federal Minister for the Environment, Nature Conservation and Nuclear Safety,

former Executive Director of the United Nations Environment Programme (UNEP), former Under Secretary General of the United Nations, and founding Director and former Executive Director of the Institute for Advanced Sustainability Studies (IASS) in Potsdam.

Images in the Porsche Newsroom (<http://newsroom.porsche.com>) and in the Porsche press database (<https://presse.porsche.de>)