



PORSCHE

News Release

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*Sports car automaker introduces family-friendly Panamera S E-Hybrid at Los Angeles gala*

## **Porsche Sponsors 2013 Baby2Baby Fundraising Event**

**Los Angeles.** Porsche Cars North America, the exclusive importer of Porsche vehicles in the U.S., signed on as a sponsor for Baby2Baby's second annual black tie gala. The non-profit organization provides essential children's gear and clothing to a network of community organizations serving the greater Los Angeles area.

"Los Angeles is one of our most important markets and we're pleased to support Baby2Baby, an organization that positively impacts so many families in the community," said Detlev von Platen, president and CEO, Porsche Cars North America.

The 2014 Panamera S E-Hybrid, equipped with car seats and packed full of children's items, was on display at the event, hosted at The Book Bindery on Saturday, November 9. The only plug-in hybrid within the luxury car segment, this latest addition to the new-generation Panamera line-up will come to Porsche dealers this month.

"This is the perfect venue to showcase our new Panamera S E-Hybrid," continued von Platen. "Sports car enthusiasts will enjoy the performance and luxury they expect from a Porsche, in a vehicle that comfortably accommodates the entire family and is easy on the environment."

Since its foundation, Baby2Baby has impacted more than 67,000 low-income children by collecting clothing and gear for children up to age 12 and donating them to homeless



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and domestic violence shelters and Head Start programs. Last year's inaugural gala raised more than \$1 million for the organization.

Porsche's engagement with Baby2Baby is the first in a series of partnerships that the automaker has planned to reach influencers who make a difference within local communities.

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**About Porsche Cars North America**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000 motorsport wins to date.

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