



PORSCHE

News Release

July 18, 2014

No 50/14

*Brand new design studio, wind tunnel and Electronics Integration Center officially opened*

## **Porsche Invests Over \$200 Million in the Expansion of its Weissach R&D Center**

**Stuttgart/Atlanta.** Today, Porsche AG, the Germany based sports car manufacturer, officially opened three new buildings at its Weissach development center, marking the conclusion of the largest investment project in the center's history. Over \$200 million were invested in a new design studio with concept car construction facility, a state-of-the-art aero-acoustic wind tunnel and the Electronics Integration Center that set new standards in forward-looking vehicle development 'engineered and designed in Weissach'.

"Weissach now stands more than ever for top German engineering expertise and pure Swabian inventive spirit," said Matthias Müller, Chairman of the Executive Board of Porsche AG, during the ceremony. "Intelligent engineering leads to success not only in motor vehicle manufacturing, but in architecture as well. That's shown by these new buildings: our creative developers are able here to work hand-in-hand even more methodically than before," said Müller.

The research and development center already stood out in the sector in the past, with the Stuttgart sports car manufacturer being the only player in the industry pooling all R&D together in one place: from concept to production car development (from the first design sketches via drive system, bodywork, chassis, electrics and electronics), including test runs on the center's own road and off-road circuit.



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### **Maximum transparency**

The new studio provides the design staff with optimum conditions for the whole process of creating the exterior and interior of Porsche vehicles. From the first vision all the way through to the finished form – the complete sports cars are created under one roof. The architectural layout of the new studio facilitates a maximum level of transparency and communication and strengthens interaction between the 'Preparation' and 'Flow Analysis' disciplines, whose staff works together with the designers in the same building complex.

Adjacent to the studio is the 'New Wind Tunnel'. The proximity aids daily collaboration and reduces the time cycles between design and aero-acoustic development. In this process the experts make multiple use of the wind tunnel, from the early stage of developing concept car designs right through to testing vehicles ready for full production. The building and equipment for the wind tunnel represent the single largest element of the sports car manufacturer's \$200 million plus investment at this site.

### **Process-enhancing architecture**

The adjacent Electronics Integration Center (EIZ) brings together the work of the Porsche developers in the fields of electrics and electronics, thus facilitating a perfect interplay of all components in the vehicle. Previously, the individual electrical and electronics departments were spread across twelve different buildings on the Weissach site. The building's intelligent architecture, which assists the development process, now makes the EIZ a genuine accelerator of innovation.



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## Porsche Weissach Development Center

The Dr. Ing. h.c. F. Porsche AG development center in Weissach (located not far from Stuttgart, Germany) has stood for decades for innovative and intelligent vehicle development. Since 1971, the company has been developing here the sports cars of the future, which are today rolling off the assembly lines at the Zuffenhausen, Leipzig and Osnabrück plants and which are sold in more than 125 markets around the globe. The test track in Weissach has been in use since as far back as 1962. Over 6,000 employees from Porsche (4,500) and partner companies (1,500) are currently working at the center in research and development, motor sports, purchasing and supporting fields. In 2013, the company invested well over \$2 billion in research and development, or roughly 11 percent of its total revenues.

High resolution images can be viewed and downloaded here:

[http://press.porsche.com/media/gallery2/v/photos/press\\_release\\_images/weissach\\_ran\\_dd\\_center/](http://press.porsche.com/media/gallery2/v/photos/press_release_images/weissach_ran_dd_center/)

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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, including the Macan and Cayenne SUVs and the Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 270 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 66-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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**Note:** Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>