



PORSCHE

News Release

November 10, 2014

No. 87/14

*Sports car manufacturer presents the Macan compact SUV at Los Angeles gala*

## **Porsche Sponsors 2014 Baby2Baby Fundraising and Awareness Event**

**Atlanta.** Porsche Cars North America sponsored Baby2Baby's annual black tie gala, recognizing celebrity honoree Kate Hudson at The Book Bindery in Culver City on Saturday, November 8. This marks the premium automaker's second year of sponsoring Baby2Baby, the non-profit organization providing essential children's gear and clothing to a network of community organizations serving the greater Los Angeles area. Featured at the event, hosted by actor Will Arnett, was a 2015 Porsche Macan Turbo which contained a full cargo of children's items and safety gear, including Porsche child safety seats.

"Porsche is honored to once again be part of the Baby2Baby Gala, supporting an organization that positively impacts so many lives in the Los Angeles area, and we applaud Kate Hudson for her personal contributions," said Cristina Cheever, head of brand and lifestyle public relations, Porsche Cars North America.

"The Macan, Porsche's compact SUV, is perfect for families transporting their precious cargo," continued Cheever. "Sports car enthusiasts will enjoy the performance and luxury they expect from a Porsche, in a vehicle that comfortably accommodates the entire family and their gear on a daily basis."

The much anticipated Porsche Macan is the automaker's sixth model line and first entry into the compact SUV segment. Macan makes a striking impression from the very beginning with dramatic acceleration and braking figures, paired with impressive engine power and extreme agility. What's more, all of these features are combined with a high level of comfort and everyday drivability.



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The vehicle is available in two versions: The Macan S, powered by a 3.0 liter V6 twin turbo engine, delivers 340 hp delivering a 0-60 mph in 5.2 seconds starting MSRP of \$49,900. The Macan Turbo, which is powered by a 3.6 liter twin turbo engine producing 400 hp, accelerates to 60 mph in 4.6 seconds with a starting MSRP of \$72,300. MSRP does not include a \$995 destination charge.

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 and domestic violence shelters and Head Start programs. This year marks the third annual gala; previous honorees include Jessica Alba and Drew Barrymore. Last year's gala raised more than \$1.3 million for the organization.

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

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**About Porsche Cars North America Inc. | 980 Hammond Drive, Suite 1000, Atlanta, GA 30328 USA**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany. PCNA 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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