



Premiere of the new 911 commercial at “Maria Sharapova & Friends, by Porsche” tennis event

Sport stars Maria Sharapova, Muhammad Ali and Magnus Carlsen competing against themselves

Atlanta. This weekend in Hollywood, in conjunction with the Porsche-supported “Maria Sharapova & Friends” tennis event in Los Angeles on December 12-13, the commercial for the new 2017 Porsche 911 will premiere on U.S. television. The event organized by Porsche Brand Ambassador Maria Sharapova provides the perfect stage for the one-minute clip which features world stars and surprising challenges. The video is appropriately called “Compete” as the best really do compete against the best in the film. Muhammad Ali, the greatest boxer of all-time, will face Muhammad Ali in the ring. Maria Sharapova only has to fear herself on court. Chess world champion Magnus Carlsen knows the moves his opponent Magnus Carlsen is likely to make. And the new 911 will meet the 911 on the road. The message communicated by the Porsche commercial is, only the best have a chance against the best. Only a Porsche 911 can beat a Porsche 911.

The work involved in producing the commercial, which will be shown on television in nearly 20 countries later this month, was enormous. It was filmed on two continents. The sequences with Maria Sharapova were shot in Los Angeles; the face of the young Ali was shaped in New York. The body-double trained for five weeks with Darrell Foster, who prepped actors for the film “Ali”. Ali’s face was later digitally reworked and integrated into the video. The boxing legend himself approved the film script. Backdrops were filmed in Budapest. The clip was put together by director Mark Jenkinson together with the U.S. agency, Cramer-Krasselt.



News Release

December 11, 2015

No. 132/15

The premiere of the 911 commercial is only one highlight of many at the two-day “Maria Sharapova & Friends” tennis event. The support that Porsche is giving to the event underlines the close partnership with the three-time winner of the Porsche Tennis Grand Prix (2012, 2013, and 2014). The Brand Ambassador consciously chose Los Angeles as the venue and the event serves as a part of the players’ preparations for the upcoming season starting in January. Fans in Los Angeles additionally have the opportunity to once again watch professional tennis courtside as the city no longer hosts a professional tournament. “I’d like to support and promote professional tennis in the USA,” said the current world No. 4 player. A part of the proceeds generated from the event will go to her foundation supporting underprivileged children all over the world.

Maria Sharapova has sent out invitations – and the stars are coming. They will for instance include three of the top up-and-coming players currently on the WTA Tour – Madison Keys, Sloane Stephens and Laura Robson. They will be joined on court by Kei Nishikori and Jack Sock as well as the former pros Mardy Fish and Andy Roddick. Providing the perfect mixture of sport and entertainment both on and off court will be the two comedy stars Chelsea Handler and Will Arnett.

The new 911 commercial can be seen on YouTube at the link below:

<http://youtu.be/K5I2gAyLeYo>

An exclusive behind the scenes look at the filming may be seen here:

<https://www.youtube.com/watch?v=2M83ILVAodc>

###

About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered



News Release

December 11, 2015

No. 132/15

in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 186 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

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

Follow us: twitter.com/porsche | facebook.com/porsche

For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>