



PORSCHE

News Release

February 3, 2015

No. 15/15

*Porsche 911 Targa makes red carpet appearance at annual awards show*

## **Porsche Targa Celebrates 50 Years with the 50-plus During AARPs 14<sup>TH</sup> ANNUAL MOVIES FOR GROWNUPS<sup>®</sup> AWARDS GALA**

**Los Angeles.** Porsche Cars North America made its red carpet appearance with the [911 Targa](#) at AARP's 14th Annual Movies for Grownups<sup>®</sup> Gala in Beverly Hills. Many of Hollywood's biggest stars came out to celebrate 2014's standout filmmakers, actors, actresses and movies that bear unique relevance for audiences aged 50-plus. Porsche celebrated 50 years of the 911 Targa at the gala event, where Kevin Costner was recognized with a Career Achievement award.

"We are honored to join Movies for Grownups<sup>®</sup> as we applaud the dynamic performance of actors and filmmaking," said Cristina Cheever, Manager, Brand and Lifestyle Public Relations, Porsche Cars North America. "Dynamic performance is one of the hallmarks of the Porsche 911 Targa – the quintessential modern classic sports car that is turning 50 years young in 2015. What better way to celebrate, than with our largest clientele base – the 50-plus style makers who truly value and demand discerning design, consummate style, and dynamic performance in anything they touch."

The Porsche 911 Targa exemplifies sustained success, remaining true to its roots yet relevant to the changing needs of the driving world. Making its international debut in 1965, today's 911 Targa continues to be an important part of the Porsche sports car range, with the renaissance of the iconic Targa bar, innovative roof technology, and an exceptional open-top driving feel.

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