



PORSCHE

News Release

May 8, 2015

No. 57/15

Porsche Donates \$500,000 to Atlanta BeltLine Partnership

Contribution to help revitalize Atlanta parks, trails and neighborhoods

Atlanta. In keeping with a long-standing tradition of environmental responsibility, Porsche today announced a donation in the amount of \$500,000 to the Atlanta BeltLine Partnership. The check was presented by Dr. Wolfgang Porsche, chairman of the Supervisory Board of Porsche AG, during the grand opening evening festivities for Porsche's new experience center and U.S. headquarters in Atlanta on Thursday, May 7.

"On behalf of the Porsche family it is my honor and privilege to extend this donation to the Atlanta BeltLine," said Dr. Porsche, grandson of the company's founder, Ferdinand Porsche. "Atlanta has been our home in the United States since 1998 and we believe in giving back to the community that has given so much to us."

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The project will ultimately provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to one another.

"Atlanta is known for its rich heritage and strong sense of community," said Detlev von Platen, president and CEO of Porsche Cars North America, Inc. "In supporting the BeltLine, we would like to do our part to sustain the beauty and allure of this great city for many years to come."

In addition to the BeltLine, Porsche's Atlanta employees have given their time towards several beautification projects in Atlanta, including the Piedmont Park Conservatory, Trees Atlanta and the Chattahoochee Riverkeeper.



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"With this final gift to the Atlanta BeltLine Partnership's most recent Capital Campaign, Porsche is clearly demonstrating its commitment to the region in which it is opening its new North American Headquarters," said Atlanta BeltLine Partnership Executive Director Chuck Meadows. "The Atlanta BeltLine is happening because individual, philanthropic and corporate donors like Porsche are providing the funding that, in turn, leverages multiples of public funding to transform Atlanta neighborhoods."

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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 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 189 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.

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