



PORSCHE

News Release

August 31, 2015

No. 89/15

## Sculpture revealed on the Porscheplatz in Germany

### "Inspiration 911"

**Atlanta.** Inspired by the heritage of the Porsche 911, British artist Gerry Judah has created a sculpture which is now located on the Porscheplatz in Zuffenhausen, Germany, where the first 911 rolled off the assembly line in 1963. The sculpture consists of three pillars measuring up to 78 feet in height, each crowned with a Porsche 911 mounted at the top. The vehicles hail from different 911 generations paying tribute to the icon's vast history.

The event held on the evening of August 31, 2015 marked the official presentation of the sculpture entitled "Inspiration 911". The Porscheplatz was cast in a combination of lights, film, and vehicle choreography. Using the glass facade of the Porsche Museum as a screen, film clips were projected to create a visual display area measuring more than 2,100 square feet. A moving progression included vehicles that are also components of the art piece: an F-model from 1970, a G-model from 1981, as well as the latest generation 911. Light effects utilizing the architecture of the museum fascinated spectators. For the finale, the current model range of Porsche vehicles was showcased to guests in the grandstands.

Matthias Mueller, Chairman of the Executive Board of Porsche AG, said during his address at the event, "The sculpture that we present today is more than a work of art. It is also a symbol for our company's close ties with Stuttgart." In recent years, Porsche has invested around one billion Euros in facilities in the greater Stuttgart area.

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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



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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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