



PORSCHE

News Release

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Porsche starts web TV format “9:11 Magazine”

Customer magazine Christophorus receives digital backup

Atlanta, Georgia. Nine minutes and eleven seconds of technology, lifestyle and sports: Porsche is expanding its online communication with the new web TV format “9:11 Magazine”. At 911-magazine.porsche.com, the sports car manufacturer presents entertaining and useful information about everything relating to Porsche, ranging from company history to the presentation of new cars. The web TV format supplements the Porsche customer magazine “Christophorus” and will also be published five times a year in German and English. The “9:11 Magazine” also offers a special service to online editors: They can use complete episodes, individual segments, additional footage material and pictures for journalistic purposes.

“The 9:11 Magazine sparks emotions, ably explains technical and technological developments and provides interesting insights into the past, present and future of Porsche. People are at the heart of the magazine. They tell stories that are supposed to reach and be remembered by the viewers”, says Josef Arweck, Vice President Communications of Porsche AG.

Take Walter Röhrl as an example: In the first magazine episode with the motto “Courage,” the two-time rally world champion and best racing driver of his day describes the legendary night of Arganil – and how as a newcomer, he outclassed the entire world elite. A different segment deals with the 911’s most courageous colors. “Courage to take time off” depicts the journey through the spectacular Scottish countryside in the Porsche Panamera. “Pure,” the second episode of the TV-magazine, will be dedicated to the iconic sports car 911.

The “9:11 Magazine” is another building block in digital information provided to journalists by Porsche Communications via The Porsche Newsroom (newsroom.porsche.com) — a corporate blog, online magazine and social media hub in one. Current updates can be found on Twitter in real time: The account @PorscheNewsroom provides information on all topics



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relating to Porsche and currently has about 436,000 followers; @PorscheRaces is the Twitter channel for all GT motor sport activities; @Porsche_Team reports on Porsche's LMP1-team's test drives and races. Porsche also has its own channel on "Drivetribe," the online community of the former Top Gear makers Jeremy Clarkson, James May and Richard Hammond. The Instagram account @porsche_newsroom supplements the provided information with exclusive photos.

You can find more information about the brand Porsche on the official websites www.porsche.com, www.facebook.com/porsche, www.youtube.com/Porsche.

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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 911, 718 Boxster and 718 Cayman sports cars, 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 and fine dining restaurant, 356. The company operates a second Porsche Experience Center in Los Angeles. This 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 188 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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