



**PORSCHE**

**News Release**

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*German factory will supplement production of the mid-engine roadster*

## **Porsche Boxster Production Begins at Osnabruck Plant**

**Atlanta.** Today, Porsche officially began producing its Boxster model at Volkswagen Osnabrück GmbH. This step will assist Porsche's main factory in Stuttgart in meeting the rising demand for its products. In Stuttgart-Zuffenhausen, the new Porsche 911 and the new Boxster continue to be made in a mixed-model operation on a single production line.

The first vehicle to roll off the line was a Guards red Boxster S with black soft top, destined for a customer in Lower Bavaria. In attendance for the start of Boxster production in Osnabrück were Minister President of Lower Saxony David McAllister, Lord Mayor of Osnabrück Boris Pistorius, Chairman of the Board of Management of Volkswagen AG Prof. Dr. Martin Winterkorn as well as President and CEO of Porsche AG Matthias Müller. "Taking on production of the Boxster here in Osnabrück shows that the site has established itself within the Volkswagen Group as a center of excellence for cabriolet and small series production. I am delighted that as of today rolling of our production line here in Lower Saxony will be Porsche vehicles that stand for premium quality 'Made in Germany' all around the world," emphasized Minister President McAllister.

Lord Mayor Pistorius appreciated the significance of the Porsche commission for the city. "The Boxster brings an important additional boost for business in Osnabrück,



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safeguards jobs and confirms the skills of the workforce in our city, where cars have been made for over 100 years.”

Chairman of the Board of Management of Volkswagen AG Prof. Dr. Winterkorn said at the production start: “The Boxster production in Osnabrück is a clear sign of the rapid coalescence of Volkswagen and Porsche. Production in Osnabrück means creating synergies that will benefit customers, staff and location alike.”

Porsche President and CEO Müller explained: “Due to the way things are in Stuttgart there is no easy way to expand our main factory. Over the next few years, we will be fully utilizing our own production capacity predominantly with the 911 model. We therefore looked for a partner for producing the Boxster. The decisive factor in our choice was the great expertise of the workforce at Volkswagen Osnabrück. Our sports cars are in very good hands there. After all, we all have the same concept of quality. Osnabrück will become a part of our success story.”

This is not the first time that vehicles have been produced for Porsche in the Lower Saxony factory. For example, car bodies were made here for the 356 hardtop coupé in the 1960s and for the Porsche 968 in the nineties. From 1969 to 1975, over 115,000 Porsche 914s were also fully assembled in Osnabrück. And while following the start of full production the new Boxster was initially made solely in Stuttgart, Volkswagen Osnabrück GmbH has been supplying the rear and side parts of the car from the outset.



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**About Porsche Cars North America**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 192 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-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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