

# Editorial 340

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## Powering into the Future with Macht

It was a striking image: more than five thousand Porsche employees stood in pouring rain, umbrellas in their hands, applauding the departing chairman of the board. And I must confess that I, too, had tears in my eyes at that moment. We all knew that with this farewell speech by Dr. Wendelin Wiedeking, an era had come to an end.

It was a melancholy moment. Although Wiedeking will not leave our thoughts quickly, he is now part of Porsche's history. Porsche is working on its future, and nothing symbolized that more clearly than the handshake between the old and new chairmen of the board in front of the entire workforce. Michael Macht, who worked closely with Wiedeking for seventeen years, took the helm of the company following those turbulent weeks—and stepped on the gas while maintaining the course. After all, he is just as much a Porsche person as Wolfgang Leimgruber, who succeeds him as the head of production. We find that reassuring, and all friends of Porsche can do so as well. “The Porsche legend lives on and will not be lost,” proclaimed Dr. Wolfgang Porsche, the chairman of the supervisory board, in an emotional speech to the employees at this extraordinary company meeting.



I am very pleased that we will be able to substantiate his words here in *Christophorus*, as well. For example, with the new 911 Turbo, which Macht will present to the world at the International Motor Show (IAA) in Frankfurt in September. This car is not only the seventh-generation Turbo; it is also the first generation with a completely new turbo engine. This 500-hp powerplant reduces CO<sub>2</sub> emissions by eighteen percent over the previous model. We show you the first photos, taken on the Lofoten archipelago in Norway—a group of 80 islands north of the Arctic Circle.

The new Porsche CEO will also conduct the market introduction of the Panamera, the new Gran Turismo that is already generating worldwide interest. When the Porsche Travel Club arranged a trip with twelve Panameras through the Provence, three gendarmes suddenly stopped the entire fleet—but only to take a close-up photo of the new four-seater Porsche. A businessman from Israel, by the way, booked the trip solely because he couldn't bear to wait any longer. He had already placed an order for a Panamera long ago.

The new Porsche, by the way, will be produced at the site in Leipzig that Macht made into the most modern car plant in the world during his tenure as head of production. You'll find coverage on this topic, too, in this issue.

With these success stories and more, it is clear to see that Wolfgang Porsche is right: the legend lives on!

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