

## news

# The First Celebration of the Panamera

Preparations for the production of the new Panamera series are in full swing: Porsche celebrated the topping-out ceremony for the expansion of its Leipzig plant. The Panamera arrives in 2009.

**A toast to the Panamera: Siegfried Bülow (left), chairman of the Leipzig Porsche executive board, and Porsche board member Michael Macht celebrate with carpenter Matthias Kaufmann**



The upcoming Panamera now has a solid roof over its head. Carpenters placed a wreath on top of the new production facilities at a ceremony attended by Federal Transportation Minister Wolfgang Tiefensee, the Minister President of Saxony Georg Milbradt, Leipzig Mayor Burkhard Jung, and Porsche Executive Board Member Michael Macht, as well as 300 guests and construction workers. The main production facility of 25,000 square meters (270,000 sq. ft.) is the centerpiece of the expansion. Next door, construction is underway on a logistics center of nearly the same size. And the main assembly facility where the Cayenne is pro-

duced will be expanded to house a pilot and analysis center as well as a trainee workshop. The total investment for the buildings and production facilities is 150 million euros.

“Since our decision in 1999 to base production in Leipzig, this has been one big success story,” says executive production director Macht. The well-conceived production concept allows Porsche to build premium cars, including the Panamera, in relatively small numbers at a competitive price.

Federal Transportation Minister Tiefensee said the plans to assemble the Panamera in Leipzig underscore the city’s excellent location. The minister noted that Porsche also stands for social responsibility. One aspect of this is climate change, which the company has addressed by seeking to further lower fuel consumption for its vehicles: “Developing a hybrid engine for the Cayenne and Panamera may point the way for the future.”

While the engines for the Panamera will be manufactured in Zuffenhausen, the painted body shells will be delivered from the Volkswagen works in Hannover. The cars will then be assembled in Leipzig. Seventy percent of the Panamera’s added value will be produced in Germany. Macht is convinced that the Panamera will be a worldwide sensation. The new series will also have a positive effect on employment, adding about 600 new jobs in Porsche’s Leipzig factory and among suppliers from the region. The VW works in Hannover will gain an additional 500 permanent positions. ◀



**This model shows the future face of the Porsche works in Leipzig with the new additions in red (the body parts will be stored in the decoupling module)**