

1. News from Porsche AG

In action fighting fires and saving lives

Porsche Cayenne for the voluntary fire brigade in Bietigheim-Bissingen



From now on, the voluntary fire brigade in Bietigheim-Bissingen will be one of the fastest and most efficient fire brigades in Baden-Württemberg. From today, the 121 firemen will be able to call on a Porsche Cayenne as an emergency vehicle. Bernhard Maier, Chief Executive of Porsche Deutschland GmbH, which is based in Bietigheim-Bissingen, handed over the keys and papers for the 250 horsepower, 214 km/hr Porsche to Mayor Kurt Leibbrandt and Municipal Fire Chief Karl-Heinz Reichert. As the employer and supervisory authority for the fire

brigade, the Bietigheim-Bissingen town council ordered the Cayenne from Porsche this summer.

“The Cayenne is perfectly suited for our calls. I found that out on an extensive test drive that I took before ordering. It is fast but safe, has a lot of room and is equally at home on public roads or off-road. That is very important for our work“ was Reichert’s assessment of his new official vehicle.

The new bright red “command car”, as it has been officially dubbed, was fitted

with the obligatory blue lights and siren by a special company based in Bretten bei Bruchsal. Of course, the Cayenne also has all the important functions and equipment needed for use as a fire and rescue vehicle. These include breathing apparatus, a 12-kilogram fire extinguisher, a large first aid box, external loudspeaker, torches, searchlights, two radio sets (four metre and two metre band), a mobile phone and an extending loading area.

In the past, the Bietigheim-Bissingen fire brigade has received an average of 250 emergency calls per year and in order to get to the site of the fire as quickly as possible, this Cayenne has blue flashing lights integrated into its radiator grille and tailgate. Along with the blue roof lights and siren, these help to clear the firemen’s route to the emergency.

To ensure that the additional equipment fitted still functions when the engine is turned off, the Porsche engineers fitted an extra battery. This means that there is always sufficient power available to operate the equipment.

Fire Chief Karl-Heinz Reichert said: “We are grateful to the town council, who purchased the Cayenne for us. We are happy and proud to finally have our Porsche.“

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