Commitment to the region

13/03/2026 Porsche sees itself as a partner to society and is active in Leipzig and the region in a range of different areas – from education and culture to the environment and social issues.

In the field of education, Porsche is passionate about promoting young talent in the MINT subjects – maths, IT, natural science and technology. In the VDI-GaraGe technology centre, the company's Porsche Erlebniswerkstatt (Porsche Experience Workshop) gives participants insights into car production, the mobility of the future, and drive-system technology. Two trainers take pupils from the third to ninth grades through a range of courses. Education on environmental topics is also supported. Since 2018, school classes, families and children from seven years of age have benefited from the 'Porsche Safari' education project in which environmental educators from the company's cooperation partner Auwaldstation Leipzig provide a four-kilometre guided tour of the animal and plant biospheres of the factory's off-road terrain.

In the cultural sector, Porsche is the main sponsor of the 'Klassik airleben' open-air concert series performed by the Gewandhaus Orchestra. The concerts are free, giving everyone the opportunity to enjoy this cultural experience. Since 2013, Porsche has also been the sponsor of the Leipzig Opera Ball. Porsche donates the Opera Ball's main prize for the annual donation raffle, the proceeds of which go to

the Leipzig hilft Kindern (Leipzig Helps Children) foundation. Porsche is also supporting the restoration of the renowned Ladegast organ in Leipzig's Nikolaikirche. A donation of some 150,000 euros is enabling three further organ stops to be added to the instrument in 2024, thus perfecting its soundscape. The sports car manufacturer previously donated 1.8 million euros in 2004 as well as producing a dynamic new design for the restoration of the organ. Because the original console by master organ builder Friedrich Ladegast no longer existed, the sports car manufacturer's designers remodelled the console with elements from car manufacturing.

On the social side, the Porsche Leipzig benefit football tournament – known as the Leipziger Rasen Cup since 2019 – has been held since 2005. Here, companies from around the region compete against each other in support of a good cause. The proceeds from the tournament are donated to social institutions. Additionally, Porsche makes donations to community projects in Leipzig and its surroundings, in particular to support children and young people in the region. The company's staff are also encouraged to get involved. On its 'Porsche Helps' intranet platform, the sports car manufacturer informs its employees about suitable voluntary work opportunities.

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