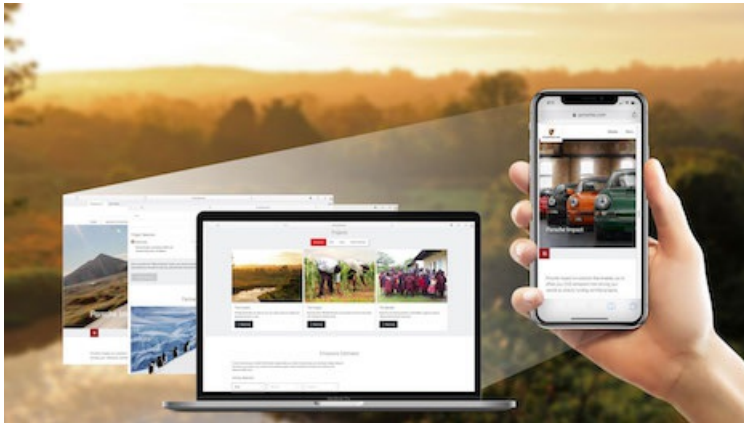


AUTOMOTIVE

Porsche extends carbon-offset program to US

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Porsche Impact is centered on a digital calculator. Image courtesy of PCNA

By STAFF REPORTS

German automaker Porsche's U.S. importer is helping drivers negate the environmental impact of driving through carbon offsetting.

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Porsche Impact is a Web-based program that enables owners to calculate their emissions and then donate to projects that counteract carbon. As more attention is put onto the ecological effects of fuel-powered vehicles, Porsche is looking to give its drivers peace of mind.

"Porsche drivers want it all, and offering an option for greater sustainability is part of creating a superb Porsche experience," said Klaus Zellmer, president/CEO of Porsche Cars North America, in a statement. "Porsche Impact connects our strategies for innovation, mobility and sustainability with the individual customer."

Countering carbon

Porsche Impact previously launched in Germany, the United Kingdom and Poland late last year. Porsche Cars North America (PCNA) has also been using the program at its Experience Centers and for its fleet of cars for its subscription Passport offering.

Now, PCNA is extending Impact into a consumer-facing initiative.

Consumers who choose to participate can enter their mileage and average fuel usage to calculate their emissions. Based on their individual carbon dioxide generation, they can then donate to a project that will counter their impact.

Consumers will be sent to partner South Pole's Web site, where they can pick an offsetting effort that is of interest to them. Options include bringing hydropower to Vietnam and a solar power effort in Mexico.

Other projects seek to defend forests in the U.S. and preserve wildlife habitats in Zimbabwe.



Porsche Impact projects include saving a forest on Afognak off the coast of Alaska. Image credit: Porsche

The project costs differ. For instance, a driver who traveled 10,000 miles in Cayenne S would donate between about \$67 and \$152.

Cars are under growing scrutiny for their environmental impact, leading automakers to adapt.

For instance, German automaker Audi looked to reduce its carbon footprint with the opening of the first CO2-neutral production plant in the premium segment in 2018.

The brand's new production facility in Brussels, Belgium will be dedicated to electric models, including the manufacturing of Audi's first fully electric series model. As climate change becomes an increasingly pressing issue, brands are finding ways to reduce their own impact both in product design and production ([see story](#)).

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