

AUTOMOTIVE

Porsche extends limited remote work policy post-COVID

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Porsche has had a mobile work policy since 2014. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is expanding its work from home options after positive experiences with its corporate employees during the COVID-19 pandemic.

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Porsche has had a "mobile working" policy in place since 2014, but administrative employees have been working on a mobile basis up to five days a week since the start of the pandemic. The automaker has seen high approval ratings among its workforce, contributing to its overall attractiveness as an employer.

Porsche priorities

The pandemic-related regulations, allowing full-time mobile work, are set to expire on June 30. Porsche, however, is not doing away with the remote working option entirely.

Prior to COVID, eligible employees were able to work remotely two days a week. That is now being increased to 12 days a month. This applies to about 22,000 employees of Porsche AG.



Porsche is often rated as a top employer. Image credit: Porsche

"The protection of our colleagues has top priority," said Andreas Haffner, member of the executive board for human resources and social affairs at Porsche AG, in a statement. "We know from many conversations how much our exemption regulation helped to cushion the special strain in the private environment during the pandemic.

"However, it is important to us that we continue to have sufficient times of presence," he said. "Direct personal exchange is indispensable: it promotes cohesion and strengthens our special family-like corporate culture."

Internal surveys have seen approval for Porsche as an employer rise for five consecutive years. In the most recent survey, 93 percent of employees reported that the automaker was an attractive employer.

"For the acceptance of our new works agreement, it is crucial that the work result fits," Mr. Haffner said. "But here, too, the experiences of the past months make us extremely optimistic."

Other Porsche policies that support work-life balance include elective working hours, care leave and voluntary personal sabbaticals.

Recently, Italian automaker Lamborghini also highlighted a new set of programs, including equal pay policies and parental paid leave, meant to contribute to more inclusive and sustainable company ethics.

Among Lamborghini's priorities are gender equality and the generational gap. More brands are becoming transparent regarding inclusivity and diversity efforts to retain talent and meet evolving consumer expectations ([see story](#)).

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