

AUTOMOTIVE

Porsche Great Britain introduces equality initiative

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We Drive aims to bring more representation into the automotive industry, starting with gender equality. Image credit: Porsche Great Britain

By LUXURY DAILY NEWS SERVICE

German automaker Porsche's U.K. importer has unveiled an initiative that works to bring more female representation into the automotive industry.

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Of nearly 250 motor journalists currently working in the United Kingdom, less than 20 are women. Porsche Cars Great Britain developed the We Drive program to connect aspiring female auto journalists with industry professionals and incubate a new generation of writers and creatives.

"Whether it's a male or female journalist, cars tend to be reviewed in a very masculine way, picking up on the sort of features men are interested in," said Rory Lumsdon, director of public relations at Porsche Cars Great Britain, in a statement.

"The title We Drive' is deliberately inclusive because it isn't just about women, or just about journalism, it's about helping exciting, fresh talent into the automotive media landscape," Mr. Lumsdon said. "Future We Drive events could address [an overall] lack of diversity, be that gender, ethnic or educational."

We Drive

To transform the We Drive initiative from an idea into a reality, Porsche tapped Erin Baker, editorial director at Auto Trader U.K., to spread the word.



At the first We Drive event, participants were asked to review the new Porsche Macan SUV. Image credit: Porsche Great Britain

As a highly regarded motor journalist and advocate for equality in the industry, Ms. Baker called on her social media followers around the world to apply to the program.

Over the course of the inaugural two-day We Drive workshop event, in tandem with the U.K. launch of the Porsche Macan, journalists and presenters participated in sessions with Ms. Baker and other leaders in the industry.

Participants were given the opportunity to create their own review of the new SUV.

The next We Drive event is scheduled for March, with the expectation of running four each year. Porsche also hopes to produce similar events in markets beyond the U.K.

In the vein of inspiring leaders of tomorrow, Porsche aimed to support consumers around the world in achieving their dreams through an August 2021 campaign, "Dreamers On."

In its first media partnership with *Vogue* and *Wired* magazines, Porsche introduced "The Art of Drive," an interactive online mentoring program with notable personalities who discuss how they strive to fulfill their dreams and inspire other people to do the same through short films, articles, interviews and digital events ([see story](#)).

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