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Every customer who purchases a product or a service generally expects first-class quality. But what exactly does that mean? Our parent company, the Porsche sports car maker, defines first-class quality as the delight that comes from a unique experience of purchasing and ownership. This shines a spotlight not only on product quality as such, but on the associated emotions as well.

Buying and owning a Porsche plus all the related services can only be an excellent experience if perfection is linked with spirit. Perfection is an ideal that is defined through the aims and expectations of customers and employees. But perfection can only be achieved by those who pursue it with passion.

Matthias Müller, Chairman of the Executive Board of Porsche AG, is convinced that the high degree of perfection found in a Porsche can only be achieved by consistently following a single course, namely, “setting the highest quality standards throughout the entire process from product design and development to production and delivery—and by continuously improving our performance.”

The “human factor” plays an important role here. Successful companies employ women and men who approach their responsibilities not only with their minds but also and above all with their hearts. The specialists at Porsche’s paint shop, for example, say that “we paint with passion.” They are proud of the results of their careful work. Excellent processes and employees who put their hearts

into their jobs—these are the foundations that enable good companies to turn into outstanding companies with outstanding products.

This issue of Porsche Consulting magazine again contains numerous feature stories about what brings companies further along the road to excellence. And we also show how quality can not only be measured but also felt.

I wish you much reading pleasure as well as interesting insights for your work.

Eberhard Weiblen
Chairman of the Executive Board
Porsche Consulting GmbH