



PORSCHE

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Joe Lawrence appointed COO at Porsche Cars North America; succeeds Michael Bartsch, who has been named CEO of Porsche Cars Australia

Porsche Announces Changes to Executive Sales and Operations Team

Atlanta. Porsche Cars North America (PCNA), exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan, today announced the appointment of Joe Lawrence as executive vice president and chief operating officer of PCNA and the promotion of current PCNA chief operating officer Michael Bartsch to CEO of Porsche Cars Australia. These changes are effective September 1.

In his new position, Lawrence will lead sales operations for Porsche's single largest market. Since 2009, Lawrence has served as CEO of Porsche Cars Canada. During his tenure, he nearly doubled the market's sales volume – most notably, he led the Porsche Cars Canada team to a record-breaking year in 2012, selling more than 3,000 new Porsche vehicles for the first time in company history. He was also instrumental in establishing Porsche as the country's fastest growing automotive brand.

“With Joe, we'll get a professional who has honed his skills and delivered impressive results in a significant growth market,” said Detlev von Platen, president and CEO of Porsche Cars North America. “On behalf of the entire PCNA organization, we welcome him as the team leader of Porsche's largest sales and operations team.”

Lawrence succeeds Michael Bartsch, who has been named CEO of Porsche Cars Australia. Bartsch held the role of COO at PCNA since 2005 and leaves a legacy of volume and revenue growth, culminating in record sales in 2012. Under Bartsch's



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direction, PCNA also implemented grand organizational changes that improved efficiencies in the Porsche field organization and among its dealer network.

“Michael is not only a true car guy and passionate Porsche aficionado with a deep knowledge of our brand and its history, but also a strong leader who pushed our organization to new levels,” said von Platen. “He will serve as an excellent CEO in his native Australia.”

These appointments are part of several changes within the worldwide sales organization that will affect Canada, USA, China, Latin America, Australia and the Middle East.

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 190 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand’s 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche’s proud racing heritage that boasts some 30,000 motorsport wins to date.

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