



PORSCHE

News Release

May 20, 2013

No 48/13

*Incumbent agency re-selected after creative account review*

## **Porsche Selects Cramer-Krasselt as Advertising Agency of Record**

**Atlanta.** Porsche Cars North America, Inc. has selected incumbent Cramer-Krasselt as its advertising agency of record after a six-month creative account review. Cramer-Krasselt, an independent communications agency based in Chicago, has handled the Porsche advertising account since 2007.

“We had an extremely strong field of agencies that illustrated outstanding thinking and passion for our brand throughout the search process. The decision to extend our partnership with Cramer-Krasselt was based on the agency’s committed senior leadership, unique understanding of our brand and their innovative work,” said Andre Oosthuizen, vice president of marketing for Porsche Cars North America, Inc. “They have been a valuable, collaborative partner and we look forward to continuing to work with the team at Cramer-Krasselt.”

Cramer-Krasselt will continue to handle national advertising across all channels and Porsche Dealer Marketing content development in the United States. OMG Chicago is the media AOR for Porsche in the U.S.

The account review process was managed by Culver City, Calif.-based External View Consulting Group.

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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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