



## **Porsche Supervisory Board appoints Dr. Oliver Blume as Chairman of the Executive Board of Porsche AG**

*Detlev von Platen named Executive Board member for Sales and Marketing*

**Atlanta, Georgia.** The Supervisory Board of Dr. Ing. h.c. F. Porsche AG appointed Dr. Oliver Blume as new Chairman of the Porsche AG Executive Board in its meeting today in Stuttgart, Germany. Currently the member of the Executive Board responsible for Production and Logistics, Dr. Blume assumes his new role effective October 1, 2015. He succeeds Matthias Mueller who became Chief Executive Officer of Volkswagen AG on September 25, 2015. Lutz Meschke, Executive Board member responsible for Finance, was appointed as Mr. Blume's deputy.

The Porsche Supervisory Board today also named Detlev von Platen as new member of the Porsche Executive Board for Sales and Marketing, effective November 1, 2015. In this position, he succeeds Bernhard Maier who takes on a new role as Chairman of the Skoda Board of Management in Mlada Boleslav, Czech Republic. Mr. von Platen currently serves as President and Chief Executive Officer at Porsche Cars North America, Inc. (PCNA) in Atlanta, a position he has held since April 2008. His successor will be announced in the near future.

Under von Platen's leadership Porsche significantly expanded its market presence in the United States. New vehicle deliveries nearly doubled from 26,000 units in 2008 to over 47,000 units in 2014. Earlier this year, the company opened its new \$100 million Porsche Experience Center and headquarters in Atlanta, the largest investment ever for the sports car manufacturer outside Germany. The facility, an industry-first in North America, is complete with a driver development track and state-of-the-art business center. A second Porsche Experience Center is due to open in Los Angeles in late 2016.



Mr. von Platen joined Porsche in 1997 as head of the French subsidiary Porsche France.

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**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

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

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