



## **Klaus Zellmer to lead Porsche Cars North America**

Detlev von Platen to join Porsche AG Executive Board as new member responsible for global Sales and Marketing

**Atlanta, Georgia.** Porsche AG's Executive Board appointed Klaus Zellmer as new President and Chief Executive Officer of Porsche Cars North America, Inc. (PCNA), effective November 1, 2015.

PCNA's current President and Chief Executive Officer, Detlev von Platen, will relocate from Atlanta to Porsche headquarters in Stuttgart, Germany to assume his new role as Executive Board member responsible for global Sales and Marketing, also effective November 1, 2015. He succeeds Bernhard Maier, who was appointed Chairman of the Board of Management for SKODA in the Czech Republic.

Mr. von Platen has led PCNA since 2008. Under his leadership North America remained the most important market for Porsche worldwide. New vehicle deliveries in the United States nearly doubled from 26,000 units in recession year 2008 to a record-setting 47,000 units in 2014. In 2009, he successfully introduced the Panamera sports sedan to the North American market, followed in 2014 by the equally successful Macan compact sports SUV. At the same time, Mr. von Platen significantly expanded Porsche's market presence in the United States.

In May of this year, PCNA 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 a state-of-the-art business center. A second Porsche Experience Center is due to open in Los Angeles in 2016. Numerous motorsport victories and the renowned Porsche Rennsport Reunion event, the most recent gathering attracting nearly 60,000 participants, solidified the brand among automotive enthusiasts across the world.



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Mr. Zellmer was named head of Overseas and Emerging Markets earlier this year. He is currently responsible for Porsche subsidiaries in Australia, Japan and Korea, and the sports car manufacturer's regional offices in Asia-Pacific, South America, the Middle East and Africa. Previously, from 2010 until early 2015, he was Managing Director of Porsche Germany and grew sales from 13,000 units to 24,000 units in Porsche's home market.

"I have known Klaus Zellmer for many years and am very pleased to have a seasoned sales and marketing expert succeed me as head of Porsche Cars North America" said von Platen. "His track record and can-do attitude make him a perfect fit for our U.S. sales organization."

Mr. Zellmer studied Business Administration in Germany, Great Britain and the United States. He will report to Mr. von Platen. In turn, Mr. von Platen will be named Chairman of the Board of Directors Porsche Cars North America, Inc.

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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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