



PORSCHE

News Release

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*Porsche appoints Vice President Public Relations for U.S. market*

## **Christian Koenig to lead Porsche Cars North America Public Relations team in Atlanta**

**Atlanta.** Porsche Cars North America (PCNA) today announced the appointment of Christian Koenig as Vice President Public Relations, effective April 6. Reporting to Detlev von Platen, President and CEO, Koenig will be responsible for directing all public relations activities for Porsche in the United States.

“Christian has a strong and accomplished track record directing communications for large multi-national businesses across the globe” said von Platen. “His international experience and senior management expertise fit perfectly with Porsche’s strategic priorities and our plans for continued strong growth in the United States.”

“I’m thrilled to be joining the Porsche team and help drive communications for this iconic brand at a time when the company is making substantial investments in the United States, including new headquarters and unique brand experience centers in Atlanta and Los Angeles” said Koenig.

Before joining Porsche Cars North America, Koenig founded and led a consulting firm, specialized on market entry communications, media and government relations for international and domestic clients. Prior to founding his firm, Koenig served as Senior Vice President and Head of Corporate Affairs for ThyssenKrupp North America. In that role, he directed media and government relations, internal and crisis communications for its 60 companies in the United States, Canada and Mexico. Prior to that appointment, he served as President and Chief Communications Officer for the company’s 30 subsidiaries in the United States and established the firm’s Washington, D.C. office. Koenig joined ThyssenKrupp, a global materials and technology group, as Group Spokesperson.

Previously, he was a senior manager, Corporate Affairs for Eastern Europe and Asia at Reemtsma, where he oversaw the company’s government relations programs for the world’s fourth-largest tobacco manufacturer. Earlier, he was issues manager at Deutsche Shell, the



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German subsidiary of Royal Dutch Shell. Koenig began his career as Chief of Staff in German Parliament.

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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 moved into a brand new, cutting edge building at One Porsche Drive in January 2015. This one-of-a-kind facility showcases a commitment to design and functionality, serving not only as an inspirational workplace for Porsche employees, but also a brand experience center featuring a 1.6 mile test track, human performance center, and event space. 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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