



Arweck to Lead Porsche Global Corporate Communications

New leadership announced in Company's press department

Atlanta. Dr. Ing. h.c. F. Porsche AG today announced Dr. Josef Arweck as the lead of Corporate Communications, effective immediately. The position was previously held by Achim Schneider, who has left Porsche at his own request.

Since 2011, Arweck has served as Director of Internal Communications at Porsche. With his new role, his range of duties has expanded to include external corporate communications. Arweck reports directly to Hans-Gerd Bode, Vice President Communications, serving as his deputy in command.

"By taking this step, we aim to communicate more swiftly and more consistently, both internally and externally," says Bode. "The company is reacting to the increasing overlap and interlinking of internal and external issues."

From 2008 to 2011, Arweck worked in the press department of Porsche Automobil Holding SE. From 2002 to 2008, he was the press spokesman at McKinsey & Company. He is a journalist by background and has a PhD in political science.

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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



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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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