



The key to success – Maria Sharapova and Detlev von Platen talk it out

27/11/2020 Tennis superstar and Porsche's sales and marketing chief discuss the secret of successful brands and branding in the latest – and first English – episode of the Porsche Podcast.

Hosted by Sebastian Rudolph, Vice President Communications, Sustainability and Politics at Porsche, the Porsche Podcast delves deep into the heart of the company – and beyond.

Recorded in English for the first time, the latest issue of the audio magazine welcomes tennis champion turned entrepreneur Maria Sharapova, and Detlev von Platen, Member of the Executive Board, Sales and Marketing at Porsche as the question "what makes a brand successful?" is asked.

Over the course of 40 minutes, the two guests reveal what Porsche, the brand, means to them, and how the company has stayed at the top of its game, more than 70 years after it began. From Sharapova's first embarrassing encounter with a Porsche, to recognising potential in others and self-reinvention, the

conversation meanders from start-ups to the well-established.

Info

All Porsche podcasts can be found at newsroom.porsche.com/en/podcasts and on all podcast platforms.

MEDIA ENQUIRIES



Sabine Schröder

Director Channels and Publications, Managing Editor
+ 49 (0) 711 / 911 25484
sabine.schroeder@porsche.de

Consumption data

Cayenne Coupé

Fuel consumption / Emissions

WLTP*

Fuel consumption* combined (WLTP) 12.5 – 11.6 l/100 km

CO emissions* combined (WLTP) 283 – 263 g/km

NEDC*

Fuel consumption* combined (NEDC) 9.5 – 9.4 l/100 km

CO emissions* combined (NEDC) 217 – 214 g/km

*Further information on the official fuel consumption and the official specific CO emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

Path: The key to success – Maria Sharapova and Detlev von Platen talk it out/Images/img_1.jpg

Title: Detlev von Platen, Member of the Executive Board, Sales and Marketing, Maria Sharapova, Tennis superstar, Sebastian Rudolph, Vice President Communications, Sustainability and Politics at Porsche, l-r, The Porsche Podcast, episode 1, 2020, Porsche AG

Subline: Detlev von Platen, Maria Sharapova and Sebastian Rudolph

Link Collection

Link to this article

<https://newsroom.porsche.com/en/2020/company/porsche-podcast-maria-sharapova-detlev-von-platen-22982.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/14ed20c4-147d-49e9-be09-716820d632d6.zip>

External Links

<https://newsroom.porsche.com/en/podcasts.html>