



PORSCHE

News Release

September 15, 2020

No. 67/20

Kjell Gruner succeeds Klaus Zellmer as President and CEO of Porsche Cars North America

New President and CEO

Stuttgart/Atlanta. Porsche AG announced today the appointment of Dr. Kjell Gruner as President and CEO of Porsche Cars North America, Inc. (PCNA). Dr. Gruner, 53, currently Chief Marketing Officer and Global Vice President Marketing, will succeed Klaus Zellmer. After nearly five years as President and CEO of PCNA, Zellmer will take up the role of member of the Board of Management of the Volkswagen Passenger Cars brand with responsibility for Sales, Marketing and After Sales in Wolfsburg.

"We sincerely thank Klaus for the outstanding performance he's led in the North American market, with successive years of growth and the innovative programs to support customers and dealers that he has initiated. We wish him every success in his new role," said Detlev von Platen, Member of the Executive Board for Sales and Marketing of Porsche AG.

"With Kjell Gruner's planned appointment, Porsche Cars North America could not be in better hands. As head of marketing, he has for years made a notable contribution to shaping the global development of the Porsche brand, most recently with the exceptional launch of the Porsche Taycan. As a long-time Porsche colleague and brand professional, his experience will be extremely valuable for the positive development of the Porsche brand in North America."

Dr. Gruner studied in Germany and the U.S. and moved to Boston Consulting Group before joining Porsche in 1999, where he worked within several departments. In 2004, he joined Daimler AG, most recently as Director Strategy Mercedes-Benz Cars. He returned to Porsche AG in 2010 as Chief Marketing Officer and since then has contributed significantly to the ongoing development of the global Porsche brand. He has also been Managing Director at Porsche Smart Mobility GmbH.



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Dr. Gruner will start his new role with PCNA in Atlanta on Nov. 1, 2020. In the interim, responsibility for managing day-to-day operations of PCNA will be shared between its CFO, Thierry Kartochian and its COO, Joe Lawrence.

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 the Porsche 911, 718 Boxster and 718 Cayman; Macan and Cayenne; Panamera; and Taycan. 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, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 192 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect 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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