



PORSCHE

News Release

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## **Porsche Cars North America starts new year with two new executives**

### **Ayesha Coker to lead Marketing, Margareta Mahlstedt heads Customer Experience**

**Atlanta, Ga.** Porsche today announced that Ayesha Coker has been named Vice President, Marketing of Atlanta-based Porsche Cars North America, Inc. (PCNA). She is the second new appointment to the nine-member PCNA executive leadership team in recent months after Margareta Mahlstedt joined as Vice President, Customer Experience.

The new leaders add to the momentum of the Porsche brand in the United States after PCNA closed 2021 with new records for new vehicle and Certified Pre-Owned car deliveries.

Coker was previously the Director of Experiential Marketing for PCNA and succeeds Pedro Mota. Her appointment is effective immediately. In a decade with Porsche, Coker has a proven ability to bring the brand to life through unique and strategic consumer experiences. She has led the German marque's experiential brand marketing, strategic partnerships, sports marketing, motorsport and the Porsche Club of America in the U.S. Coker has also overseen the operations of the Porsche Track Experience, Porsche Travel Experience as well as the Porsche Experience Centers in Atlanta and Los Angeles.

Mahlstedt came to PCNA in October 2021 after heading Marketing for Porsche Cars Great Britain. As Vice President of Customer Experience, Mahlstedt is responsible for CRM practices, customer satisfaction, market research, Vehicle Initial Quality, and overseeing Porsche Contact Center operations.

“Ayesha and Margareta bring new energy, unique perspectives and significant experience to the Executive Committee,” said Kjell Gruner, President and CEO of PCNA. “With over 15 years in the automotive industry – and 10 of those years dedicated to the Porsche brand – Ayesha has demonstrated that she is equipped for the task at hand in her new role. Similarly, Margareta’s proven knowledge and passion for



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the brand will allow her to take the customer experience in the U.S. market to the next level.”

Before joining Porsche, Coker served in various marketing roles for automotive companies including, Merkley and Partners and GMR Marketing. Coker holds a Bachelor of Science in Fashion Merchandising from the University of Maryland Eastern Shore and an Associate Applied Science degree in Advertising and Integrated Marketing Communications from the Fashion Institute of Technology.

Mahlstedt had previously held leadership roles across the marketing and public relations sectors for Porsche Cars Canada, Volvo Cars of Canada and BMW Group Canada. She received a B.A. from Western University and an M.B.A. from Copenhagen Business School.

**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, 718 Cayman, Macan, 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 193 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 more than 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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