Christian Friedl joins the Executive Board of Porsche AG

01/09/2026 Christian Friedl (49) assumed responsibility for Production and Logistics on the Executive Board of Dr. Ing. h.c. F. Porsche AG on 1 September 2026. He succeeds Albrecht Reimold, who retired as planned after more than ten years at the helm of the division.

Friedl was appointed from within the company. Most recently, he headed Corporate Quality. Before that, he held various management positions in Porsche Production and within the Volkswagen Group, including as head of Porsche's main plant in Zuffenhausen.

In his new role, Friedl is responsible for the sports car manufacturer's international production and logistics network. This includes the production sites in Zuffenhausen and Leipzig, as well as CKD production in Malaysia. Friedl and his team will soon face a particular challenge at the Zuffenhausen production site: integrating the new, electrified 718 model line into the existing assembly line for the combustion-engine 911. In future, different powertrain variants will therefore be produced on the same line.

Dr. Michael Leiters, Chairman of the Executive Board of Porsche AG: “The strategic direction of our production network and the continuous improvement of productivity and quality are key priorities for the coming years. Christian Friedl is ideally qualified for this role, as he knows Porsche and its structures inside out. This means he can make an immediate impact and further strengthen the competitiveness of our sites.”

“I am looking forward to my new role and to working with the teams in Production and Logistics,” says Christian Friedl. “Porsche has strong sites and great technical expertise. I want to build on these strengths and work with our employees to drive the continued development of our production network.”

MEDIA ENQUIRIES

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Consumption data

911 Carrera 4 GTS (WLTP)*: Fuel consumption combined: 10.8 – 10.3 l/100 km; CO_2 emissions combined: 246 – 234 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions 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).

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