Holzmeyer to Succeed Armbruster as Head of Porsche Motorsport North America

02/08/2021 CEO Position Change at Porsche Motorsport North America in 2022

Volker Holzmeyer (41) will succeed Dr. Daniel Armbruster (53) as the President/CEO of Porsche Motorsport North America (PMNA). Holzmeyer will assume the role in January 2022. The two are working together to ensure a smooth transition, to familiarize Holzmeyer with the market, customers and operations of the sole supplier of Porsche race cars and parts in the United States and Canada. Holzmeyer will be the seventh person to hold the position.

“North America has always been very important to Porsche. Having the right person in place to oversee our largest motorsport market is critical,” offered Fritz Enzinger, Vice President, Porsche Motorsport. “Daniel has guided PMNA expertly through challenging times and we are very grateful. Racing is changing dramatically in approach, technology and accessibility. This requires vision while maintaining a steady hand. Volker is perfectly matched to the trials which lay ahead for the sport and Porsche.”

Holzmeyer comes to PMNA with an extensive motorsport, Sales and Aftersales background. The German native joined Porsche in 2004 and has been with the sports car manufacturer ever since. In 2019, he was promoted to Manager, Motorsport Sales Region America & Asia Pacific, the position he leaves to take on PMNA responsibilities. Holzmeyer is well acquainted with the North American market through his current position where he has been responsible for international race car sales, race car business development as well as acting as Product Manager for the Porsche Clubsport race car model range.

“In his years at PMNA, Daniel brought the company to a new level,” said Frank-Steffen Walliser, Vice-President of the 911 and 718 model lines at Porsche AG, as well as the Chairman of the Shareholder Committee, PMNA. “He was the driver behind bringing the Carrera Cup North America to life."

“With Volker, we have an experienced and long-time Porsche enthusiast that will follow the path laid out by Daniel. Continuity and reliability in both people and machine is part of Porsche's motorsport success in North America. I am delighted that Volker will follow Daniel - PMNA is in very good hands.”

During his tenure since 2017, Armbruster guided the founding of the continent's first Carrera Cup as well as the negotiation of a title partner for the one-make championship; the Porsche Carrera Cup North America Presented by the Cayman Islands. In addition, he grew the company in established areas, steered PMNA through multiple challenges and defined the Porsche Motorsport strategy in North America through 2030.

Porsche Motorsport North America (PMNA), founded in 1985, is the only authorized sales, parts and service provider in the United States and Canada for all purpose-built Porsche race cars including the 911 GT3 R, 911 GT3 Cup, 718 Cayman GT4 Clubsport, 911 GT2 RS Clubsport and 935-19. PMNA provides engine and transmission servicing, on-site race support and restoration services for historic Porsche race cars. A wholly-owned subsidiary of Porsche AG, PMNA is headquartered in 15,000 square feet of the Porsche Experience Center Los Angeles.

MEDIA ENQUIRIES



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