

Porsche AG realigns its sales and marketing department

02/04/2025 End of February 2025, Matthias Becker was appointed as the new Member of the Executive Board for Sales and Marketing at Porsche AG. The Sales and Marketing Board department is now realigning its team: Robert Ader will become the new Managing Director of Porsche Germany on 1 May; Dr. Christiane Zorn will take over the Overseas and Emerging Markets region at the same time; and Iryna Kauk will become responsible for the Europe sales region (excluding Germany) in the future.

Ader has been with Porsche since 2001 and most recently headed global marketing at Porsche AG and the European sales region. As Managing Director of Porsche Germany, he succeeds Alexander Pollich, who moved to Shanghai in September 2024 to become President and CEO Porsche China, Hong Kong and Macao. Arthur Willmann will take on the responsibility for global marketing at Porsche AG from May, in addition to his current role as Head of Digital Experience & Data.

"With his many years of experience in marketing and sales, Robert Ader is a top choice to manage Porsche's important home market in Germany," says Becker. "His expertise will help us to further strengthen the Porsche brand in Germany and provide new impetus. I'd like to say a big thank you to

CFO Karsten Sohns and COO Thomas Illner, who have shared responsibility for the management of Porsche Germany in recent months."

Ader's move and the appointment of Becker to the Executive Board of Porsche AG will result in further personnel changes in its sales department: Iryna Kauk will be responsible for the Europe region (excluding Germany) in the future. Kauk most recently headed the Porsche Central and Eastern Europe subsidiary in Prague. She will be succeeded by Michael Kirsch, who has been with Porsche since 2012 and has served as CEO in the Korea, Japan and China markets, among others.

For the past 10 years, Becker oversaw the Overseas and Emerging Markets region. After his appointment to the Porsche Executive Board, he initially continued to run the region on an interim basis. On 1 May, Dr Christiane Zorn will take over responsibility for the region. Zorn was most recently responsible for product strategy at Audi AG.

"I am looking forward to working together in our newly formed unit and am proud to welcome two new colleagues to my management team," says Becker. "Many different perspectives are coming together and that will further strengthen us. With this structure, we have all the prerequisites to consistently and successfully develop sales and the Porsche brand in the future."

MEDIA ENQUIRIES



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Consumption data

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

Taycan Turbo (WLTP)*: Electrical consumption combined: 20.0 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Cayenne GTS Coupé (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 290 – 277 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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