



Timo Resch is introduced as the new President and CEO of Porsche Cars North America

01/11/2023 First day at Porsche Cars North America was dedicated to meeting staff at Atlanta headquarters

Atlanta. Timo Resch has today officially taken up the role of President and CEO of Porsche Cars North America Inc. Fittingly, the day was spent getting to know staff at PCNA's headquarters in Atlanta. He was introduced by Detlev von Platen, Member of the Executive Board for Sales and Marketing and himself a previous President and CEO of PCNA (between 2008 and 2015).

"It's a fantastic feeling to finally be in Atlanta and to meet my new colleagues – a day I've been looking forward to," said Timo Resch. "It's like returning home – I spent six happy years living here earlier in my career at Porsche and while a lot has changed since, the same warm welcome, passion and professionalism remain. Porsche Cars North America is in excellent health, with stable growth and demand for our cars supported by talented staff and a dealer network who, for me, set the benchmark.

I'm looking forward to meeting every colleague – at our headquarters, our two Experience Centers, in the field and at our network of independently owned and operated dealers.”

Timo Resch started his career in 1995 as a student with Porsche in Zuffenhausen. After taking on various roles at Porsche AG he moved to Porsche Cars North America where he led the Product Planning and Market Research unit for the North American subsidiary. After that, the 48-year-old held several leadership roles at Audi AG and BMW, where he was responsible for global sales and marketing at BMW Motorrad, among other responsibilities.

After his first day in Atlanta, Timo Resch plans to travel to the west coast to participate in the official opening of the impressive new Porsche Center in San Francisco on the evening of Thursday, November 2nd.

Further information, as well as film and photo material, is available in the Porsche Newsroom: newsroom.porsche.com

**MEDIA
ENQUIRIES**



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

Image Sublines

Path: [media/Images/img_1.jpg](#)
Title: 20231101_PCNA Welcome Timo_DSCF8624.jpg
Subline: Timo Resch mingles with staff on his first day as President and CEO of PCNA.

Path: [media/Images/img_2.jpg](#)
Title: 20231101_PCNA Welcome Timo_DSCF8407 copy (1).jpg
Subline: New Porsche Cars North America, Inc., President and CEO Timo Resch (right) is introduced to staff in Atlanta by former PCNA President and CEO and Executive Board Member Detlev von Platen.

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