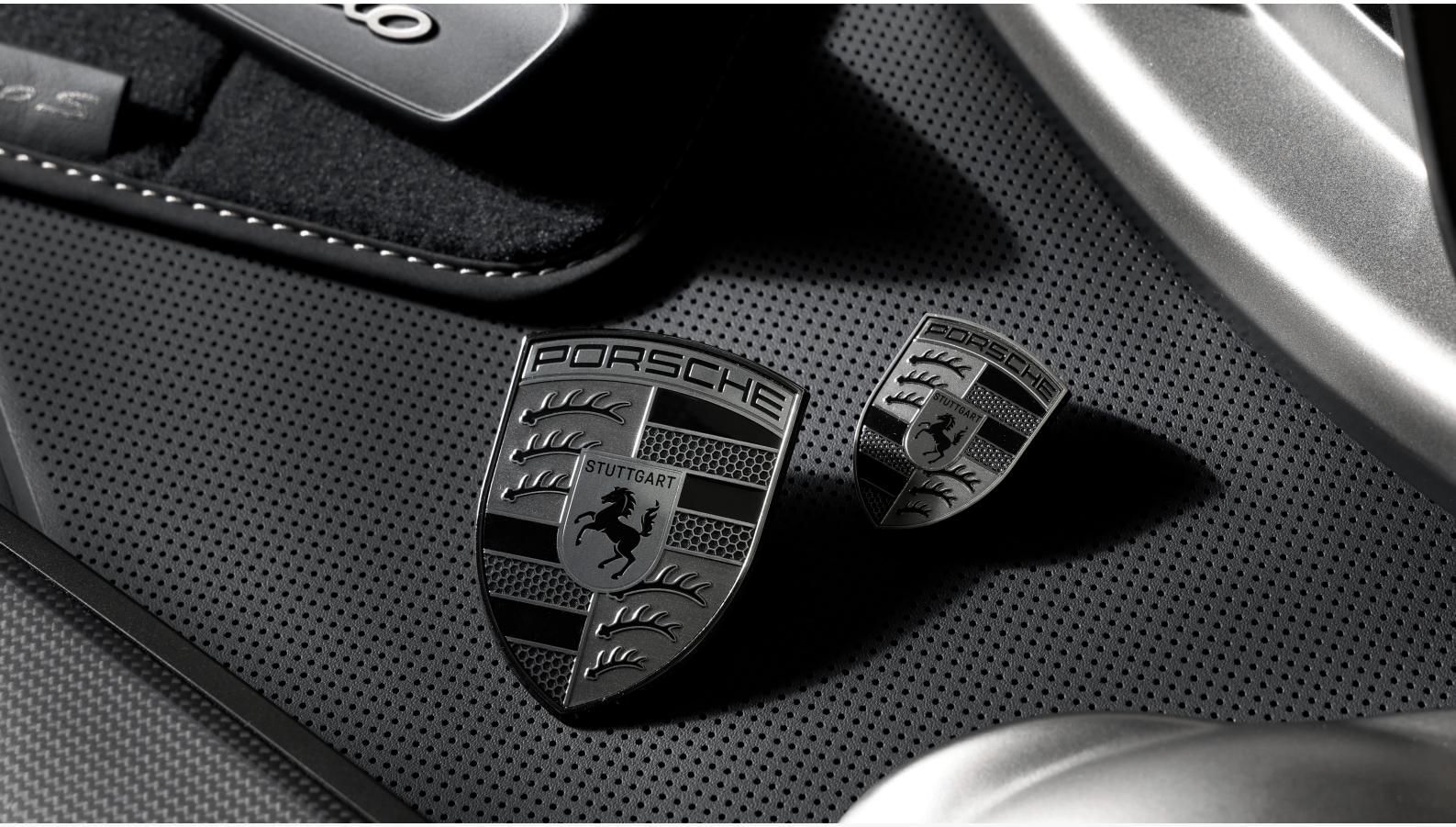


“Best Global Brands 2023”: Porsche has strong growth in brand value

21/11/2023 With growth of 20 per cent in 2023, the brand value of Porsche has improved significantly in comparison to the previous year. This is the result of the study “Best Global Brands 2023”, with which international consulting company Interbrand confirmed the positive development of the sports car brand.

With this double-digit percentage gain, Porsche has positioned itself among the two brands with the highest growth across all industries. Overall, the sports car manufacturer has placed 47th in Interbrand's current ranking, thus moving six places higher. In 2022, Porsche had already increased its brand value significantly. According to “Best Global Brands 2023”, the brand value is currently at around 16.2 billion USD, an increase of 2.7 billion USD on the previous year.

“Porsche makes dreams come true and stands for emotions and unique experiences. In our anniversary year of 2023, we had the opportunity to experience the fascination of the brand at a range of locations,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. “‘75 Years of Porsche Sports Cars’ was not only celebrated passionately by our latest customers, but by the

whole Porsche community all over the world. We increased the appeal of the brand and built a strong bridge between our heritage and the future."

"In 2023, Porsche took big steps towards sustainable growth and increased the brand value impressively in comparison to the previous year," explains Simon Thun, Global Chief Client Officer of Interbrand. "With a range of initiatives, Porsche continues to develop the brand identity, the brand experience and the product ecosystem. The company has thus built the foundation for opening the brand beyond the car industry and paving the way for future successes."

Since 1999, international brand consultancy firm Interbrand has conducted the "Best Global Brands" study, an analysis of the most valuable brands in the world. The survey is based on three criteria: the financial performance of the products or services, the role of the brand in purchasing decisions, and the competitiveness of the brand and its ability to nurture loyalty and thus sustainable demand and profit in the future.

The complete ranking with background information can be found here: www.bestglobalbrands.com

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Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart