



2024 will be one of the busiest years in the history of Porsche Saudi Arabia

19/09/2024 Saudi Arabia | In a Q&A with Al Bayan Magazine, James Butler evaluated the automotive sector during 2023 shedding light on the significant growth and the successful launch promoting the EV in line with Saudi Vision 2030, highlighting Porsche's expansion plans, and affirming his dedication to promoting the initiatives for 2024.

Saudi Arabia | James Butler, National Sales Manager at Porsche Saudi Arabia, is a highly motivated individual, who brings a refreshing perspective to the challenges faced within the automotive sector during 2023. With his positive and proactive approach, he has always been a great leader driving the business forward with enthusiasm, creating an optimal business environment and steering the business forward. His solid experience allowed him to set and create new procedures and processes in place and helped him direct his team toward giving an outstanding experience. In a Q&A with Al Bayan Magazine, Mr. Butler evaluated the automotive sector overall during 2023 shedding light on the significant growth and the successful launch promoting the EV in line with Saudi Vision 2030, highlighting their expansion

plans, and affirming his dedication to promoting the initiatives for 2024, Below is an account of the interview.

How do you evaluate the automotive sector overall during 2023 mid the inflation, high interest rates, supply chain disruption etc.?

Despite all the challenges that we have faced during 2023; the automotive sector has developed, and Porsche has been able to achieve good growth with the launch of the new models. The New Cayenne was introduced in October with revamped exterior and interior designs, followed by the new Panamera showcased in November at the Icons of Porsche festival in Dubai. Notably, June witnessed the Saudi market welcoming the all-electric Taycan model, a testament to Porsche's commitment to innovation. With the evolving infrastructure role in shaping consumer preferences, there is an initial uptake towards electrical cars. The majority of consumers who purchase electrical cars prefer to have their charger fitted at home without having to commute to a public charger station, which signals the need for infrastructure development in the near future.

- **No doubt that the Saudi government clearly and rightly want to promote electric vehicles in line with Saudi Vision 2030 especially that EV adoption is also fundamental to meeting the Saudi Green Initiative objectives. To what extent are you coping with these initiatives?**

Porsche is definitely coping with these initiatives and going down this route, as with the recent launch of the all-electric Taycan, we are anticipating for a future of all electric models that underscores Porsche's commitment to sustainable practices.

Get what you pay for

What are your expectations for 2024?

We believe and are optimistic that 2024 will be a good year for us, citing the new Panamera and New Cayenne, alongside other new models scheduled to be released mid-year. There is an appeal within the electric car market to its commitment to quality, recognizing that customers do indeed seek both value and exceptional build quality and at Porsche we deliver that.

To what extent do you focus on the after-sales service?

Our level of service has vastly improved over the years with our state-of-the-art facilities, including the factory workshop where a considerable number of cars are settled to be repaired and the Fast Fit Service Centre in Riyadh Dabbab. Which are both crucial and central to enhancing customer experience. We do indeed have plans for renovation and expansion making Porsche destination for our clients. Moreover, we have the Porsche Service Centre Riyadh Khurais where we do most of our technical work, and all of these advancements are to be made to demonstrate Porsche's commitment to serving the growing market.

We will keep expanding and 2023 was an amazing year.

On what will you focus on your upcoming plans within Saudi Arabia?

We will keep expanding to serve our clients around the Kingdom. Each year our market grows, and we definitely need to find a new location in addition to our current one. The new locations will be in Riyadh and other potential cities.

To what extent are you satisfied from all what you have achieved during 2023? And what is your outlook for 2024?

We are very satisfied and with all the achievements that we have made during 2023 and with the global challenges, we have had an amazing and a remarkable year and we believe that there is still a great potential for the year 2024 with the new models that we will be launching. Thus, 2024 will be one of the busiest years for Porsche Saudi Arabia driven by unwavering commitment, quality, and innovation.

In the Media

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MEDIA ENQUIRIES



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Consumption data

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO₂Emissions 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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