Arthur Willmann new Managing Director of Porsche Asia Pacific

25/01/2018 Management change in the regional office of the sports car manufacturer: Porsche Asia Pacific Pte Ltd, the regional office and subsidiary of Dr. Ing. h.c. F. Porsche AG, located in Singapore, has appointed Arthur Willmann as Managing Director, effective from January 1st, 2018.

Willmann succeeds Martin Limpert, who took over the lead as CEO of the newly established Porsche sales subsidiary in Taiwan.

Arthur Willmann is well-versed with the Asia Pacific region thanks to his previous role as Director Asia Pacific, Australia, Japan and South Korea at Porsche, which he has held since 2014. He had previously gained extensive experience in other responsible positions at the Porsche headquarters. “With his detailed knowledge of the region, Arthur Willmann and his team will contribute to further strengthening the Porsche brand in the twelve markets within the Asia-Pacific region”, said Detlev von Platen, Member of the Executive Board, Sales and Marketing. “We thank Martin for his dedication during his tenure and wish him all the best in his new role in Taiwan.”

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