

New CEO for Porsche Latin America

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11/10/2022 Tobias Eninger (36), currently Director Sales Planning and Steering at Porsche AG, will take over the management of Porsche Latin America as of 1 January, 2023. He succeeds Christoph Klein, who has been the interim acting director of the regional office, in addition to his function as Director of Sales and Network Development, since 1 September, 2022.

“Tobias Eninger is an experienced sales expert and I am very pleased that he is taking on the role of CEO at Porsche Latin America,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. “Porsche has recently significantly expanded its presence in Latin America and we see further potential for growth there. I strongly believe that Tobias Eninger will provide important impetus in the 22 markets of Latin America and will further strengthen our brand presence.”

Eninger has been responsible for Porsche's worldwide sales planning and steering since February 2019. Previously, he served as Assistant to the Executive Board Member for Sales and Marketing for two and a half years. Eninger gained international experience as Manager Sales Coordination for the North

American region from 2014 to 2016, as well as during his studies in business administration, including stints in the US. In 2011, he joined Porsche in the area of volume planning and sales reporting.

Porsche Latin America, Inc. (PLA), based in Miami, is a regional office as well as a fully owned subsidiary of Dr. Ing. h.c. F. Porsche AG. Founded in 2000, PLA today unites 22 markets – from Mexico to Colombia and Chile.

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Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

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