



New Managing Directors for Porsche Latin America and Porsche Asia Pacific

29/01/2026 Thomas Illner, currently COO of Porsche Germany, will assume the position of CEO Porsche Latin America starting in March 2026. Ragnar Schulte, currently Director of Experiential Marketing at Porsche AG, will take over as CEO Porsche Asia Pacific as of May 2026.

"I am very pleased that we were able to fill the leadership positions of these two subsidiaries with experienced Porsche sales and marketing professionals. Both Thomas Illner and Ragnar Schulte bring extensive international expertise to their new roles and will strategically apply their experience in the emerging markets. I wish them great success in their new responsibilities," says Matthias Becker, Member of the Executive Board for Sales and Marketing.

Thomas Illner succeeds Tobias Eninger, who moved to Porsche AG on December 1, 2025, and now heads the main department Sales Management & Strategy. Illner began his career at Porsche Cars North America in 1998, followed by several key management roles at Porsche in Germany and

Switzerland. In 2010, Illner joined Porsche Cars Canada, where he led After Sales, Dealer Network Development, and later the Sales division. Since October 2022, he has been working for Porsche Germany GmbH, most recently as Chief Operating Officer, where he played a decisive role in driving performance in the brand's home market.

Ragnar Schulte succeeds Hannes Ruoff, who will take over the department Strategy & Corporate Development at Porsche AG starting in May 2026. Schulte brings broad international experience within the Porsche organisation, with a strong focus on brand development, experiential marketing and regional growth. He oversaw marketing and motorsports for Porsche Cars Great Britain, including the stewardship of the Porsche Experience Centre at Silverstone. During his time at Porsche Latin America, he drove market development and strengthened collaboration with importer partners in Mexico, the Caribbean and South America. Most recently, Schulte served as Director of Experiential Marketing at Porsche AG in Stuttgart, where he was responsible for global innovation formats and new brand experience platforms.

MEDIA ENQUIRIES



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