Dr. Kjell Gruner, President and CEO of Porsche Cars North America, Announces Departure

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Atlanta. Dr. Kjell Gruner, President and CEO of Porsche Cars North America since 2020, has announced his intention to leave Porsche, effective July 6th 2023.

“We thank Kjell Gruner for his excellent work at Porsche,” said Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. "First as the Head of Marketing globally and then leading the American market, he has played an important role in the global development of the Porsche brand in recent years. Both personally and professionally, we wish him all the best."

During his tenure, Kjell Gruner has overseen record growth at Porsche Cars North America – both in sales and the expansion of the Porsche Center network across the US as it nears 200 independently owned and operated sites. His influence has also seen new momentum in the support of customers – with a corresponding increase in satisfaction ratings – as well as profound changes in the approach to Marketing and Public Relations, with creative and distinctive campaigns. Prior to his appointment at Porsche Cars North America, Kjell Gruner was Vice President, Marketing at Porsche AG between 2010 and 2020.

A successor for Kjell has not yet been confirmed but will be announced in the near future. In the interim, two trusted and highly experienced executives, Executive Vice President and Chief Operating Officer Joe Lawrence and Executive Vice President and Chief Financial Officer Thierry Kartochian, will jointly lead the PCNA business.

MEDIA ENQUIRIES



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