

New CEO for Porsche Korea

20/09/2024 On 1 October 2024, Mathias Busse, 49, is taking over the position as Chief Executive Officer (CEO, Representative Director) of Porsche Korea.

Over a period of more than 25 years Mathias Busse has held a variety of management positions within the automotive industry in Germany and Asia. Most recently, since early 2022, he has held the position of Senior Director for the German market at Volkswagen Commercial Vehicles. As an internationally experienced sales expert Mathias Busse will be responsible for Porsche Korea, one of the fast growing markets for Porsche.

At the same time his predecessor in Korea, Holger Gerrmann, will take on a new role as the CEO of Porsche Schweiz AG (Porsche Switzerland AG) starting in October.

Mathias Busse making further progress in Porsche business in Taiwan and Hamburg

Mathias Busse has shown strong results as CEO of Porsche Taiwan Motors Ltd. and Porsche Retail

Hamburg GmbH. He has received recognition as a skillful sales and management expert.

“We are grateful to have Mathias Busse for the Korean market, as he has already proven his outstanding leadership and international experience for overseeing the world's largest market for VW commercial vehicle group. With his deep understanding of the specific dynamics of the Asian market, we expect him to further strengthen the presence of the Porsche brand in the Korean market,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing. “At the same time, we would like to thank Holger Gerrmann for his great work in growing the Porsche Business in Korea over the past five years.”

Holger Gerrmann takes over the CEO role at Porsche Schweiz AG

Holger Gerrmann will start a new journey as the CEO of Porsche Schweiz AG. Since his appointment in 2019, he has successfully launched the brand's first all-electric vehicle, the Taycan, in the market. During his tenure, Porsche Korea has achieved significant growth by more than doubling its sales volume, expanded its network by opening new service centers, Porsche Studios, and Porsche Now pop-up stores, thereby strengthening Porsche's distinctive sports car brand image in Korea.

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