

Mathias Busse will be the new CEO of Porsche Taiwan

This article reflects the status at the time of its publication. The content may since have become outdated.

10/08/2018 Change at the top of the Taiwanese market: Mathias Busse (43), previously Chairman of the Managing Board for the Porsche Centres in Hamburg, will become the new CEO of Porsche Taiwan on September 1, 2018.

"With the extensive experience that he has gained within our sales organisation, Mathias Busse is well equipped to continue the successful development of Porsche in Taiwan", explains Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG.

Mathias Busse has been Chairman of the Managing Board for the Hamburg Porsche Centres since 2016; he was previously Managing Director of the Porsche Centre Hamburg Nord-West and Manager New and Used Cars Sales at the Porsche Centre Berlin. His predecessor, Martin Limpert, is leaving the

company of his own volition, having headed up the Taiwanese market since August 2017. In this role, he was responsible for founding the Porsche Taiwan subsidiary on January 1, 2018. Limpert was previously Managing Director of Porsche Asia Pacific in Singapore. He has held various sales positions at Porsche AG since 2008.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-taiwan-new-ceo-mathias-busse-sales-market-personnel-change-development-success-15936.html

Media Package
https://pmdb.porsche.de/newsroomzips/caeff44e-d405-412a-bac8-e1f66237908c.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart