



Ben Wilks appointed as General Manager of Porsche Centre Sydney South

15/05/2025 Porsche Centre Sydney South is proud to announce the appointment of Ben Wilks as its new General Manager, bringing with him nearly 25 years of leadership experience across some of Volkswagen Group's most dynamic brands. His arrival marks a significant milestone for the dealership as it continues to evolve and redefine what it means to deliver a world-class Porsche experience in Australia.

Ben's distinguished career has seen him hold senior roles across Training, Sales, Product, and Marketing at Audi, Volkswagen Passenger Vehicles, and Volkswagen Commercial Vehicles. Most recently, he led the successful launch of Spanish brand Cupra into the Australian market — building a business from the ground up, assembling a high-performing team, and introducing a progressive new direct-to-consumer retail model.

Ben's leadership philosophy is shaped by his belief in innovation, customer-centricity and emotional

engagement – values that align perfectly with Porsche's DNA.

His appointment marks a significant new chapter for Porsche Centre Sydney South as the business continues to grow in a rapidly shifting automotive landscape — defined by performance, luxury, and the launch of a number of significant all-electric models.

"Porsche is a brand that has always stood for engineering excellence, emotional design, and an unwavering commitment to the driver," said Ben. "I'm excited to work with the passionate team at Porsche Centre Sydney South to continue elevating our customer experience and to build on the incredible reputation Porsche holds in Australia."

Ben's track record of leading new initiatives, championing customer-first innovation, and driving operational excellence positions him well to lead Porsche Centre Sydney South into its next era.

"Ben's appointment comes at a pivotal time for Porsche Centre Sydney South, as we continue to lead in the Australian market with a customer-first approach," said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. "His extensive experience in the automotive industry, particularly in launching new brands and driving innovation, will be instrumental in our strategy. We're confident that under Ben's leadership, Porsche Centre Sydney South will continue to set the highest standards for excellence and customer satisfaction."

"Throughout my career, I've looked for opportunities that allow me to build something meaningful," Ben added. "Joining Porsche, with its incredible heritage and future vision, is an exciting new chapter. I'm looking forward to working with the talented Porsche Centre Sydney South team to continue delivering exceptional experiences for our customers."

Reflecting on the future of the automotive industry and his work at Cupra, Ben highlighted the dynamic changes underway in the automotive space "Whatever the powertrain, driving a sports car is ultimately about the experience – the thrill is in the visceral, immediate connection between the car and the road. Electrification, whether on its own or as part of a hybrid system balances a new freedom and excitement. It enhances efficiency without compromising on emotion, and that aligns perfectly with Porsche's pursuit of driving excellence'.

Ben Wilks' appointment signals a renewed focus on providing unparalleled opportunities to drive at Porsche Centre Sydney South — ensuring Porsche customers continue to experience the very best, today and into the future. Ben Wilks will officially commence his new role on 1 July 2025.

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