



New Vice President, Area West Announced by Porsche Cars North America

11/11/2024 Meike Ludewig succeeds Trevor Arthur to lead Area West at Porsche Cars North America.

Atlanta. Meike Ludewig is to be the new Vice President, Area West – replacing Trevor Arthur, who moved to the role of President and CEO, Porsche Cars Canada last month.

Meike began her career at Porsche at global headquarters in Zuffenhausen as a Production Planner and took on several roles of increasing responsibility until arriving at Porsche Cars North America (PCNA) in 2010 as Manager, Vehicle Distribution. She was appointed to her current role as a Director, Sales Operations at PCNA in 2015, helping steer the brand through a period of unprecedented growth in sales in U.S.

“While I will be sorry to say goodbye to Atlanta, which has been our home for the past 14 years, I am excited to step up into this role and relocate to California – our single biggest sales region in America.

I'll be continuing the great work of Trevor Arthur and his team in supporting our dealers and our customers with the shared aim of delivering exceptional service," said Meike Ludewig.

"Meike has done an outstanding job at PCNA and will be missed at our One Porsche Drive headquarters," said John Cappella, Executive Vice President and COO at Porsche Cars North America. "However, it was clear she was ready for the next step – it's fantastic news that she will be moving up into this new and critical position in one of our most important markets. I am convinced she will thrive on the opportunities this role allows."

A successor for Meike in the role of Director, Sales Operations, will be announced in due course.

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