“ ”

08/07/2021 Detlev von Platen

“”car clinics

Taycan

Taycan

Taycan Taycan Taycan Cross Turismo Taycan

Taycan 911

911 911

—— 911 eFuels

—

“”“”“”“”

——

2050 2/3 55%

15–20 e-sports

Porsche Studio

2019 10 12 2020 2020 65,000

“seamless customer journey”——

“”

——

.....

46%

——Balmain·Olivier Rousteing Panamera

savoir-vivre

Detlev von Platen

57 30 2015

Christophorus 399

MEDIA ENQUIRIES



Lena Rachor

Spokesperson Sales and Marketing (ad interim)
+49 (0) 170 / 911 1526
lena.rachor3@porsche.de



Rafael Krötz

info@rafaelkroetz.de

Link Collection

Link to this article
https://newsroom.porsche.com/zh/2021/company/cn-porsche-interview-detlev-von-platen-christophorus-399-25054.html

Media Package
https://pmdb.porsche.de/newsroomzips/f06c03a6-85ed-41ea-87fe-94317f78d862.zip

External Links
https://christophorus.porsche.com/en.html