



## Start of operations of Porsche Taiwan

15/03/2018 Porsche emphasizes its focus on Taiwan with the foundation of a subsidiary in Taipei.

The newly founded company is a Joint Venture between Porsche AG and the previous import partner Universal Motor Traders and lifts the successful long-lasting partnership to the next level. Porsche Taiwan is led by CEO Martin Limpert, who has 14 years of experience in different international positions at Porsche.

Porsche Taiwan celebrated the office inauguration at its new home in the Xin-Yi Cathay Landmark Building in the presence of around 150 guests from the media, business partners and the customers. The event was accompanied by the presentation of the new Panamera Turbo Sport Turismo.

### Porsche has achieved a record year in Taiwan

With the existing network of six locations in Taipei, Taoyuan, Taichung and Kaohsiung Porsche has

achieved another record year in Taiwan in 2017 with the sales of 3,358 vehicles and high customer satisfaction values. With the further expansion of the dealer network, such as the planned opening of the new Porsche Center New Taipei City and additional investments at existing locations Porsche aims to serve and excite customers in Taiwan even better and faster to ensure the best customer experience.

“The foundation of this new Porsche subsidiary highlights the remarkable success of Porsche in Taiwan and the considerable future potential we see in this market.” said Matthias Becker, Vice President of the Region Overseas and Emerging Markets. Porsche Taiwan will dedicate itself to introduce more high-performance sports cars to Taiwan and further elevate customer satisfaction to ensure maximum customer excitement. “More highlights will accompany us in 2018, such as the upcoming launch of the 3rd generation Cayenne, the deliveries of the new Panamera Sport Turismo as well as the introduction of the thoroughbred sports cars 911 GT2 RS and 911 GT3 RS”, said Mr. Limpert. “In addition to the products and services and the future trends of electrification, digitalization and connectivity, the corporate social responsibility would also be one of our priorities in Taiwan. Porsche Taiwan aims to be a good corporate citizen and is committed to the long-term development in the community”, added Mr. Limpert.

### Link Collection

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<https://newsroom.porsche.com/en/company/porsche-taiwan-taipei-foundation-subsidiary-joint-venture-universal-motor-traders-14880.html>

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