

## **Klaus Zellmer, President and Chief Executive Officer Porsche Cars North America, Inc.**

Klaus Zellmer is President and CEO of Porsche Cars North America, Inc. (PCNA), where he is responsible for both the United States and Canada.

Headquartered in Atlanta, PCNA is the importer of Porsche 911, Boxster and Cayman sports cars, the Macan and Cayenne sport utility vehicles and the Panamera sports sedan, for the United States. As President, Zellmer oversees the import and distribution of Porsche cars through the retail operations of approximately 188 U.S. dealers and four ports of entry in the United States. Sales support, marketing, parts distribution, and other functions including sales and service training, also fall within Zellmer's areas of responsibility.

Zellmer further leads operations for the new \$100 million Porsche Experience Center and North American headquarters in Atlanta, which opened in May 2015. This 27.7-acre complex includes corporate offices for all U.S.-based Porsche entities, a 1.6-mile driver development track, a technical training center and fine dining restaurant. The second Porsche Experience Center opened in Los Angeles in 2016.

Prior to joining PCNA, Zellmer served as head of Overseas and Emerging Markets for Porsche. In this role, he was responsible for Porsche subsidiaries in Australia, Japan and Korea, and the sports car manufacturer's regional offices in Asia-Pacific, South America, the Middle East and Africa. Previously, from 2010 until early 2015, he was CEO of Porsche Germany and grew sales from 13,000 units to 24,000 units in Porsche's home market.

Zellmer first joined Porsche in 1997. He spent time as a Regional Manager in North America, as head of Marketing and Distribution at the Porsche Plant in Leipzig, Germany, and as the Director of Marketing in Porsche Deutschland GmbH.

Zellmer studied Business Administration in Germany, Great Britain and the United States.