

PORSCHE DESIGN

PRESS RELEASE

Change on the Executive Board of Porsche Lifestyle GmbH & Co. KG

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July 4, 2022

Stefan Buescher appointed new CEO of Porsche Lifestyle GmbH & Co. KG

Stuttgart, Germany. Stefan Buescher, Head of Brand Management Porsche Holdings and Ventures at Porsche AG, has taken over as CEO of Porsche Lifestyle GmbH & Co. KG effective as of July 1, 2022.

Stefan Buescher has been Head of Brand Management Porsche Holdings and Ventures at Porsche AG since 2021. Prior to that, he spent three years as Head of Brand and Marketing Strategy at the Volkswagen Group. Between 1997 and 2012, he was at Porsche AG as General Manager of Marketing and Communications and then held the position of Vice President of Sales Network Management and Multichannel Retail from 2017 to 2018. In between, he spent time at Bentley Motors Ltd. and Škoda Auto as Director of Marketing and Product.

"It is with a real sense of anticipation and boundless drive that I approach this new challenge as CEO of such an exciting lifestyle company. We are transferring the fascination and myth of Porsche into areas of life that extend beyond the automobile itself, giving our customers enhanced access to the entire Porsche world. I am passionate about brands and wish to work with the entire team to keep the company on course for growth and continue developing the Porsche Design and Porsche Lifestyle brands. My mission is to bring to the fore the synergies between the Porsche Lifestyle Group and Porsche AG in the future. Our strategic orientation will focus even more strongly on the subject of design thinking and the associated unique Porsche brand design lifestyle experience," says Stefan Buescher.

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Departure of Dr. Jan Becker

His predecessor Dr. Jan Becker is leaving Porsche Lifestyle GmbH & Co. KG after 14 years, six of which he served as CEO of the company. From 2008, he was initially Director of Product and License Management and from 2014 to 2016 he was Chief Operating Officer. In the future, he will be taking on the role of CEO of a new company within the Porsche Group in the area of new mobility.

"Together with a fantastic team, I am proud of the successes achieved over the years. We have successfully developed the Porsche Lifestyle Group throughout the world and opened up new, exciting business areas with innovative products and new target groups. In doing so, we have always remained true to the design philosophy and DNA of the brand. The vision of our company founder Ferdinand Alexander Porsche is now embraced worldwide – just like the close collaboration between Porsche and the Porsche Lifestyle Group. In its 50th anniversary year, the company has also rarely been in a better position in terms of its key figures. I am now looking forward to my new challenge in a new business field for Porsche AG," says Dr. Jan Becker.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most important design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at www.porsche-design.com.

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