



**PORSCHE**

Curriculum Vitae

**Detlev von Platen**

- |            |   |
|------------|---|
| 01/25/1964 | Born in Orléans, France   |
| 1987       | Studies of MBA Sales, Management and Finance  |
| 1988       | Marketing Director, Motorcycle Division at BMW France SA,<br>St. Quentin-en-Yvelines, France  |
| 1991       | Area Director Export Asia/Africa,<br>BMW Motorcycle GmbH & Co., Munich                        |
| 1993       | Director of Communications,<br>BMW M GmbH, Munich   |
| 1994       | Project Leader – Department of International Marketing, Transfer,<br>BMW AG, Munich           |
| 1997       | Porsche Brand Managing Director at Sonauto SA (Porsche<br>Importer), Cergy-Pontoise, France   |
| 2001       | Chief Executive Officer,<br>Porsche France SA, Paris, France                                  |
| 2008       | President and CEO,<br>Porsche Cars North America, Inc. Atlanta, USA                           |
| Since 2015 | Member of the Executive Board – Sales and Marketing,<br>Dr. Ing h.c. F. Porsche AG, Stuttgart |