

COMMERCE

Porsche restructures executive positions following Volkswagen Group leadership changes

September 30, 2015



Porsche Mission-E

By STAFF REPORTS

German automaker Porsche has heightened Dr. Oliver Blume's role in the company with the promotion of the executive board member to chairman.

[Sign up now](#)

Luxury Daily

Dr. Blume will assume his new title Oct. 1, taking over for Matthias Mueller, who recently became CEO of Volkswagen Group after a five year tenure at Porsche. Previously responsible for production and logistics, Dr. Blume brings with him expertise that may help Porsche in the wake of parent company Volkswagen's scandal.

Making changes

In addition to Dr. Blume's appointment, Lutz Meschke, executive board member in charge of finance, has been named the chairman's deputy.

Detlev von Platen, currently president and CEO of Porsche Cars North America, will now serve on the executive board in a sales and marketing capacity. His appointment takes affect Nov. 1, and his successor will be announced at a later date.

Dr. Blume's appointment comes at a time when Porsche is investing \$1.2 million in its production facilities.



Porsche Macan

Uwe Hück, chairman of the Group Works Council of Porsche, said in a brand statement, "Ever since 2010, Matthias Müller has been the 'turbocharger', the driving force for great advances at Porsche. He embodies our Porsche DNA.

"We are not happy to see him go. But his successor, Oliver Blume, is no budding manager; rather he is in full bloom. He has the right drive technology in him, and he is a Porsche person through and through," he said. "What I value in him is his down-to-earth nature, his social-mindedness and the way in which he enthuses and rouses our colleagues. He has a big heart and he is one of us. And I think that appointing a production person to the top position is a strong statement.

"I am certain that Oliver Blume is the right choice for successfully continuing and further developing what we have built up together with Matthias Müller. If we want to follow through on our planned projects and assure our future, we need continuity."

German automaker Porsche is seeing increased growth this year with more than 20,000 vehicles delivered in the month of July.

The past seven months of the year have also proved favorable for Porsche, with the automaker showing an increase of 29 percent compared to the year-ago. There was significant growth in Asia Pacific, the Middle East, Africa and China in particular, as consumers in developing markets seek luxury products ([see story](#)).