

FINANCIAL SERVICES

Volkswagen AG contemplates taking Porsche public

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Could Porsche be heading to the stock market? Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

Volkswagen AG, the parent group of German automaker Porsche, is considering listing Porsche AG on the stock exchange.

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The parent group has previously resisted capital markets' appeals to take the automaker public, however, has ostensibly begun seriously considering the opportunity. Porsche AG's executive board supports the move, believing it is the next step in fostering the development of the company.

"We welcome this decision of Volkswagen AG," said Oliver Blume, chairman of the executive board of **Porsche AG**, in a statement. "Porsche is a strong brand with a robust business model and a worldwide fan community."

The trend is your friend

Porsche could be the latest luxury automaker to strike into the stock exchange with its own IPO, just as Ferrari did when the automaker went public in 2015.

If Porsche does make the move, investors could be immensely tempted to buy shares as the luxury company is estimated to be worth billions of dollars.

According to Fortune, investors have theorized that the true value of Porsche is not priced into Volkswagen shares, and that if the move happens and Porsche becomes listed it could attract valuations comparable to Ferrari. Since Porsche is prominently larger than Ferrari, analysts are predicting Porsche's worth could be 100 billion euros, or \$113 billion at current exchange.

If Porsche is listed, it would be for the second time, has the automaker agreed to sell in 2009 to Volkswagen to avoid bankruptcy.

As consumers continue to search for sustainable options in their automobiles, brands like Porsche are ready to deliver, setting lofty goals in the hopes to attract more sales while increasing company worth and audience loyalty.



*The Porsche Taycan is an electric vehicle
. Image credit: Porsche*

"We also pursue ambitious sustainability goals," Mr. Blume said. "For example, Porsche plans to achieve a neutral CO2 balance in 2030.

"Porsche and Volkswagen can continue to benefit from joint synergies in the future."

Last July, Porsche expanded its startup ecosystem through a new partnership with Berlin-based sustainability platform Aware.

Through its company builder Forward31, Porsche will work with the startup's two founders, Lena Schrum and Kim Fischer, to develop its business model and strategy. Aware, stylized as aware, aims to support both companies and consumers on their path to sustainability ([see story](#)).

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