

COMMERCE

Porsche appoints new CEO

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Most recently, Dr. Michael Leiters was the chief executive officer of British automaker McLaren. Image credit: Porsche

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

German automaker Porsche is welcoming veteran talent back into the fold.

Effective Jan. 1, 2026, Dr. Michael Leiter will step in as the next chief executive officer of Porsche AG and succeed Dr. Oliver Blume after a decade of service. Dr. Blume will continue to lead German automaker Volkswagen Group as its chief executive officer.

"As CEO of Porsche AG, Dr. Oliver Blume has taken great responsibility in challenging times and successfully managed the company," said Dr. Wolfgang Porsche, chairman of the supervisory board of [Porsche AG](#), in a statement.

"The supervisory board of Porsche AG would like to thank Dr. Blume for his strong commitment," Dr. Porsche said. "We look forward to continuing to work closely and trustingly with him as CEO of Volkswagen Group."

New chapter

Dr. Leiters holds more than two decades of experience in the automotive space, including an eight-year stint at Italian automaker Ferrari as chief technology officer. He spent more than 13 years at Porsche managing the brand's Macan and Cayenne lines.

Most recently, Dr. Leiters was the chief executive officer of British automaker McLaren ([see story](#)).

"Dr. Michael Leiters has decades of experience in the automotive industry," said Dr. Porsche, in a statement.

"His leadership style and in-depth expertise are ideal prerequisites for successfully chairing the Executive Board of Porsche AG," Dr. Porsche said. "He and the entire executive board team at Porsche AG enjoy the confidence of the Supervisory Board in overcoming the current challenges."

Under Dr. Blume's stewardship, Porsche saw record growth ([see story](#)), an IPO and market expansion.



Signature colorways from Porsche are superimposed on iconic Smeg products. Image courtesy of Porsche

"After ten years of responsibility for Porsche AG, I have decided to hand over my duties to my successor at the end of the year in the interests of Volkswagen Group," said Dr. Oliver Blume, chairman of the board of management of Volkswagen Group and Porsche AG, in a statement.

"I have had the privilege of developing a great company with a fantastic team," Dr. Blume said. "I am delighted that Michael Leiters, an experienced professional in the sports car business, is taking on this role."

"He and the new management team have my full confidence."

Earlier this month, Porsche introduced a limited-edition range of kitchen appliances created in collaboration with Italian appliance company Smeg ([see story](#)).