

ICONS OF PORSCHE DUBAI NOVEMBER, 23<sup>RD</sup>





## **ELEVATED PRODUCT PORTFOLIO**





# 2024 PRODUCT YEAR IS MOVING FORWARD STRONGLY WITH HIGHLY ATTRACTIVE AND YOUNGER MODEL RANGE



# LEAN PRODUCTION FOOTPRINT WITH FULL FLEXIBILITY TO RESPOND TO ELECTRIFICATION DEMAND

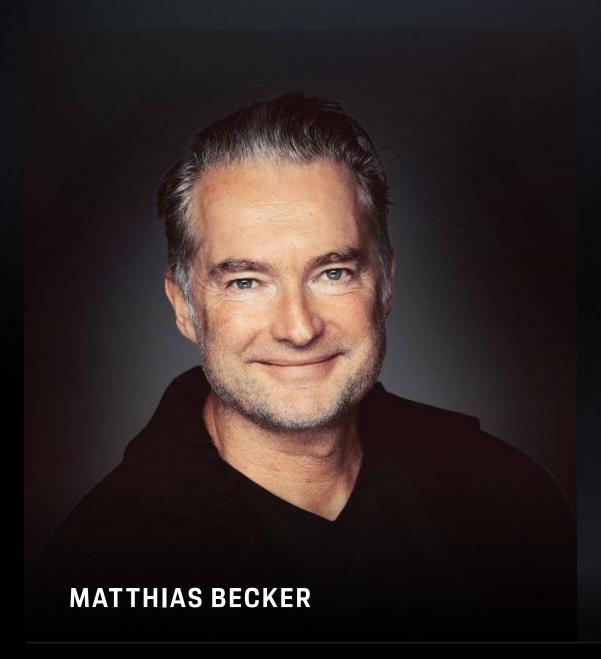












PORSCHE

Porsche – Vice President (Since 2015)

Region Overseas & Emerging Markets



More than 25 years in Volkswagen Group Germany, UK, Czech Republic, Mexico, China

## GLOBAL RETAIL 2024 (YTD 09/24) | Growth Region V5

Retail Sales 2024



226,026
SHARE OF TOTAL RETAILS



**52,465 26,838** 23% 12%



**61,471**27 %



**43,280**19 %



**41,972** 19 %



## RETAIL SHARE 2024 (YTD 09/24) | Growth Region V5

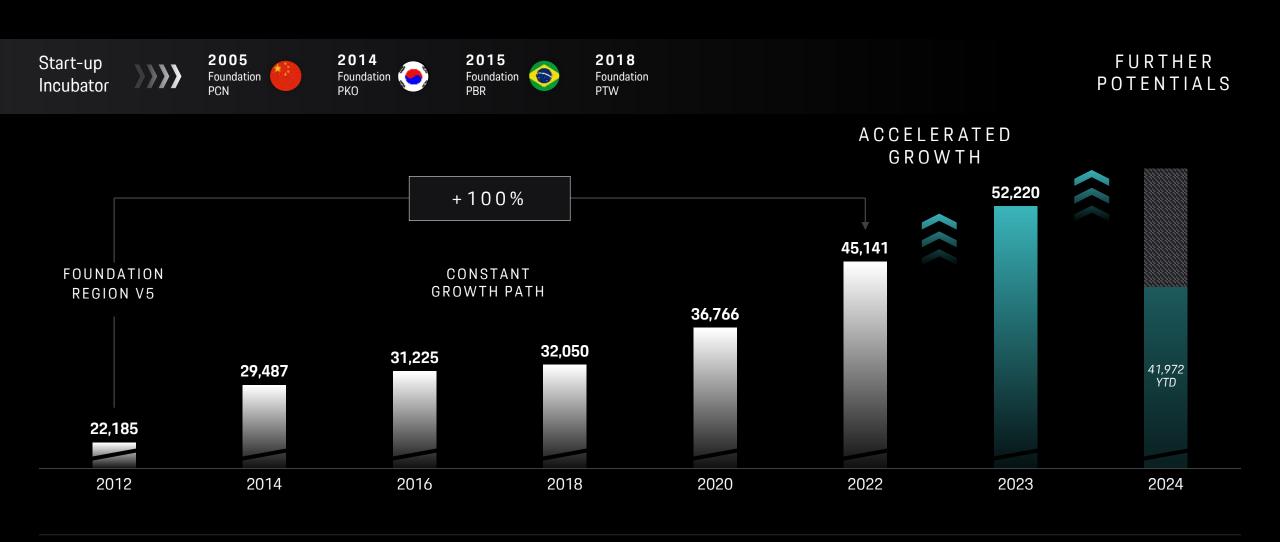
**SALES PER REGION 2018 (ACT)** 

SALES PER REGION 2024 (YTD)



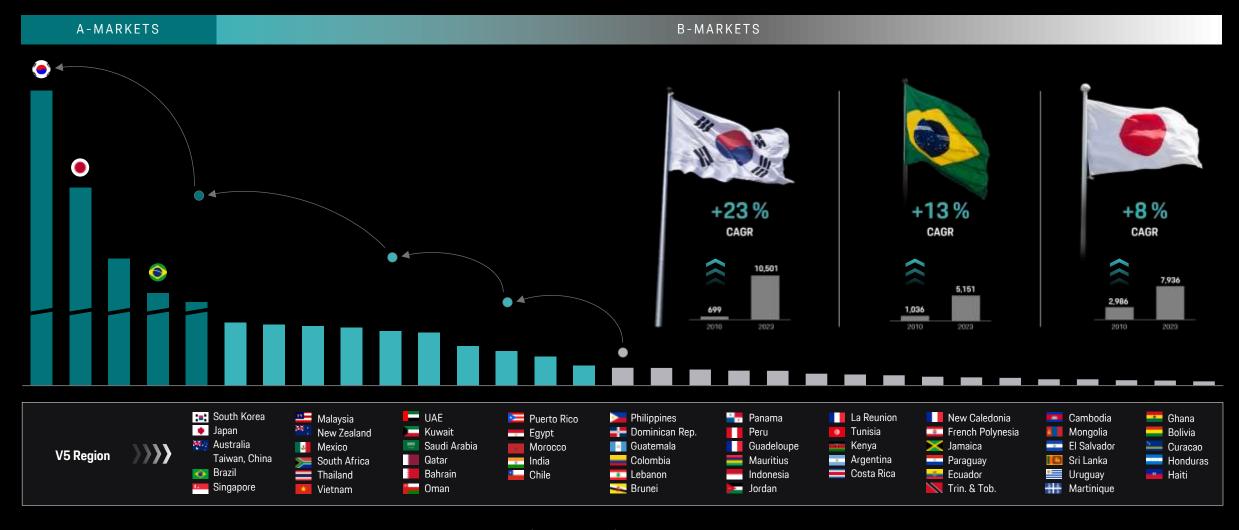


## RETAIL DEVELOPMENT 2012-2024 | Growth Region V5





## **STRATEGIC MARKET DEVELOPMENT** | Growth Region V5



Passive C-Markets: Algeria, Barbados, French Guiana, Cayman Islands, Laos, Nicaragua, St. Lucia, St. Maarten, St. Martin (French West Indies)



## REGIONAL STEERING CONCEPT | Growth Region V5

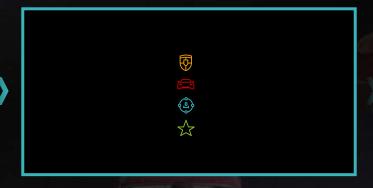
Focus

Speed

PORSCHE STRATEGY 2030+



**V5 STRATEGY** 



MARKET STRATEGY



In the beginning I looked around and could not find the car I dreamed of.

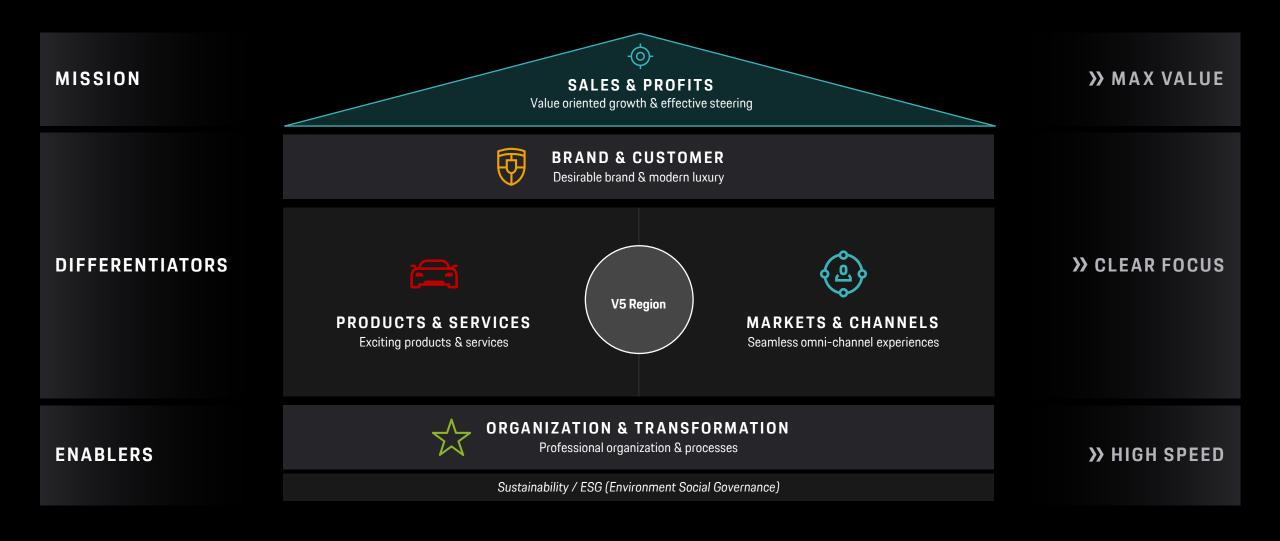
So I decided to build it myself.

Ferry Porsch

Value



## STRATEGY HOUSE | Growth Region V5





## STRATEGIC PILLARS 2030 | Growth Region V5



#### **SALES & PROFITS**

Value oriented growth & effective steering



#### **BRAND & CUSTOMER**

Desirable brand & modern luxury



#### **PRODUCTS & SERVICES**

Exciting products & services



#### MARKETS & CHANNELS

Seamless omni-channel experiences



#### **ORGA & TRANSFORMATION**

Professional organization & processes













Successful Transition from ICE to BEV



Classic, Heritage & Communities



Option, Service & ADAS Availabilities



**Future Retail Formats** 



New Job Roles, Processes & Capacities



Financial Steering & Profit Potentials





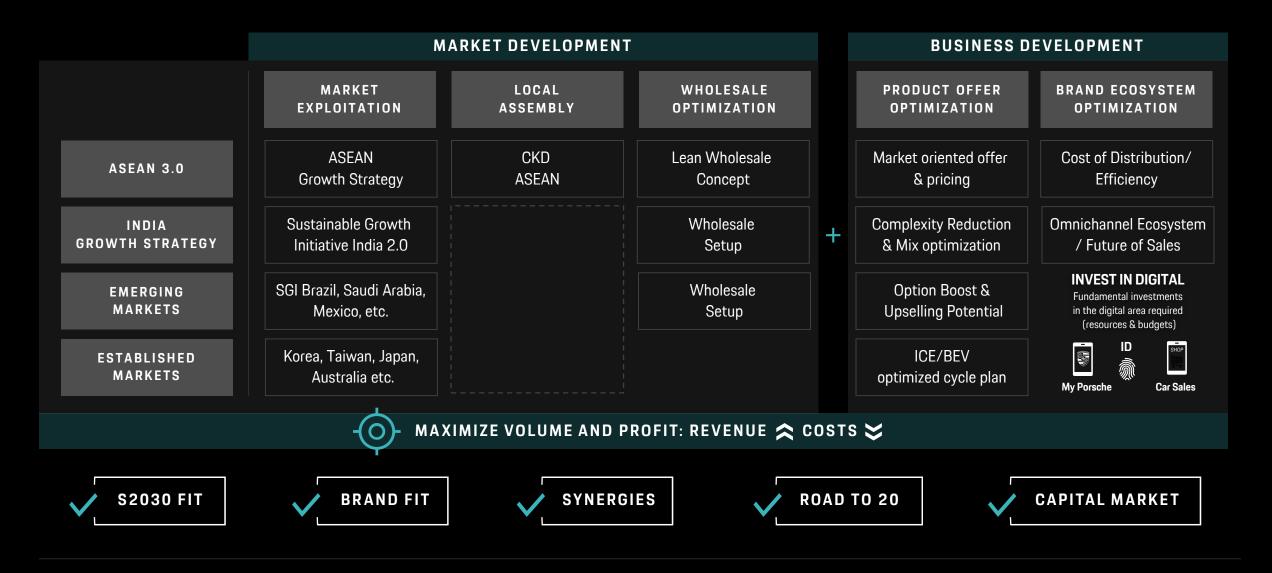


Charging Ecosystem & Partnerships





## STRATEGIC GROWTH MODULES | Growth Region V5





## PRODUCT OFFER OPTIMIZATION | Growth Region V5



## PRODUCT OFFER OPTIMIZATION | Growth Region V5

MARKET-ORIENTED OFFER & PRICING

COMPLEXITY REDUCTION & MIX OPTIMIZATION

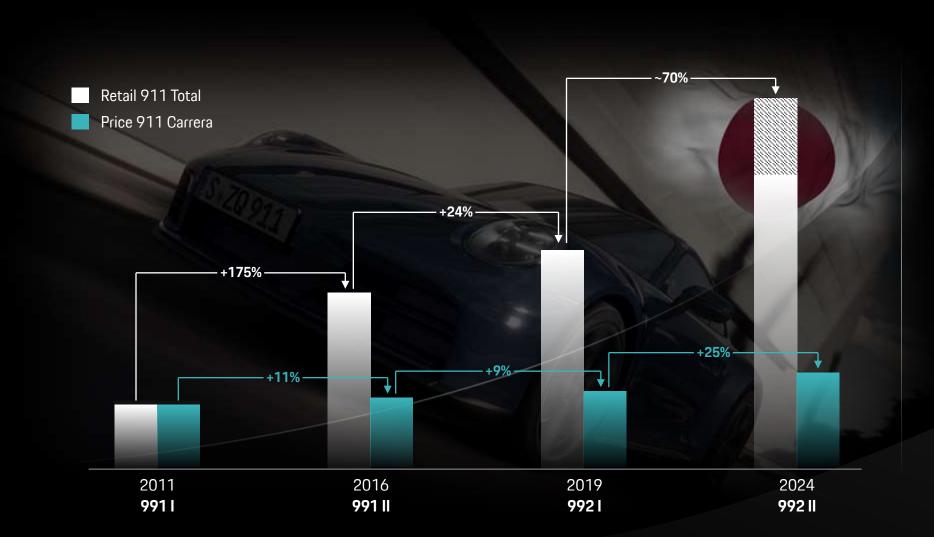
REVENUE UPLIFT & COST EFFICIENCY

OPTION BOOST & UPSELLING POTENTIAL

ICE/BEV OPTIMIZED
CYCLE PLAN



## PRODUCT OFFER OPTIMIZATION | Growth Region V5



#### **PORSCHE JAPAN 911**

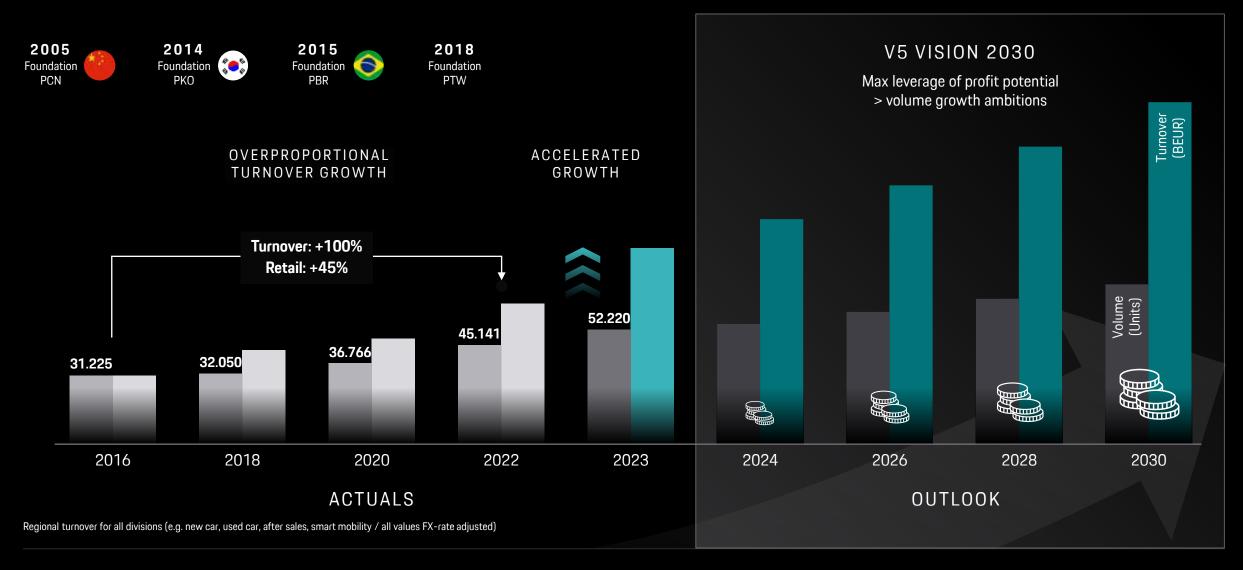
(EXAMPLE)

- » Ø Retail growth: +14,5 %
- » Ø Price growth: +3,3 % (911 Carrera)
- » Ø Inflation growth: +0,9 %
- **»** Ø Model mix optimization:
  - 992 I Carrera Share: -6,3 pp.
  - 992 I S/GTS Share: +8,8 pp.
  - 992 | Top/GTx Share: +1,4 pp.
- » Ø Option turnover per car: +3,5%
- » BEV transition: tHEV technology

\*all growth rates compared vs. average since 2011



## MAXIMIZE LEVERAGE OF PROFIT POTENTIALS | Growth Region V5





## **KEY TAKE AWAYS** | Growth Region V5



### VALUE-ORIENTED & SUSTAINABLE GROWTH STRATEGY

- >> V5 = growth markets with strong performance and high future potentials
- » Clear Vision 2030, focused market strategy and structured implementation plan
- » Main objective: Maximizing leverage of profit potentials > volume growth ambitions



#### **BRAND & CUSTOMER**

Most desirable brand & modern luxury



#### **PRODUCTS & SERVICES**

Most exciting products & services



#### **MARKETS & CHANNELS**

Best sales & service omnichannel experiences



#### **PEOPLE EXCELLENCE**

Most professional organization & processes







#### PORSCHE

**Chief Executive Officer (Since 2019)** 

Porsche Middle East and Africa FZE



More than 30 years in Automotive Industry

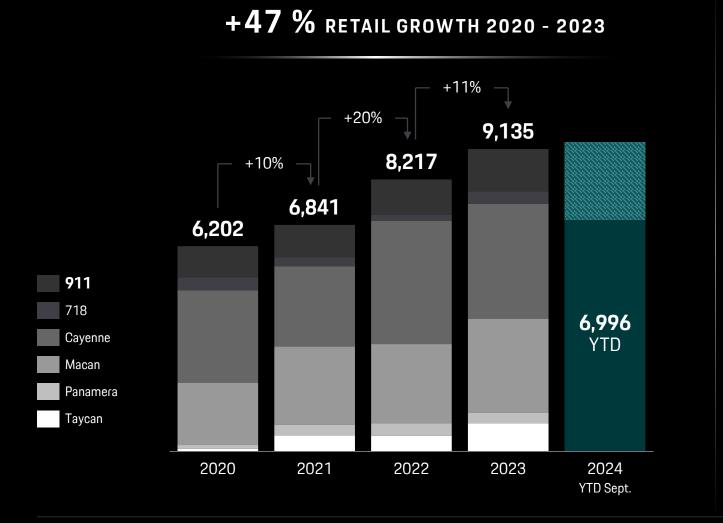
Germany, Canada, Italy, China, UAE

## RETAIL SHARE 2023 (ACT) | PME within Growth Region V5

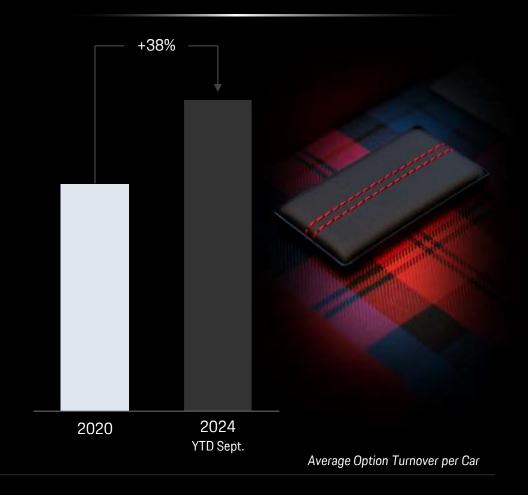
**V5 REGION 2020 (ACT) V5 REGION 2023 (ACT)** INCREASING PME **VOLUME** + 47% **PME PME 17.5%** \( \hat{\alpha} \) 16.8% Overseas **Overseas** w/o PME w/o PME 82.5% 83.2%



## SIGNIFICANT RETAIL GROWTH WHILE BOOSTING OPTION BUSINESS









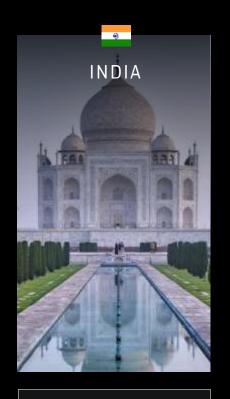
## PME REGION DIVIDED INTO 3 SUBREGIONS | 3 subregions within PME











60% PME Retail Share 30% PME Retail Share 10% PME Retail Share



# **PME REGION (MAP)** | Middle East is the main Retail contributor to the PME region







## **FOCUS ON GROWTH MARKETS ALONG THE STRATEGY 2030**





MARKET STEERING











PRODUCTS & SERVICES



ORGANISATION & TRANSFORMATION



GROWTH MARKETS



## FOCUS ON GROWTH MARKETS ALONG THE STRATEGY 2030





MARKET **STEERING** 











SERVICES



**ORGANISATION &** TRANSFORMATION



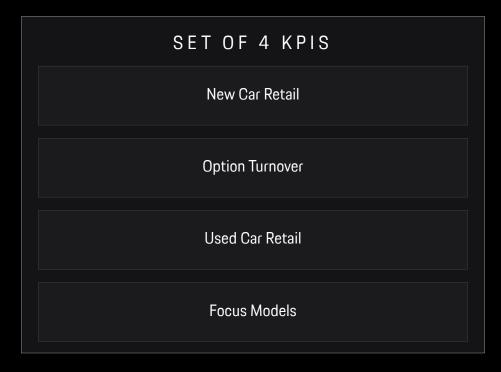


# MARKET STEERING MODEL | Business performance program with qualitative KPIs only

### **Retail Performance Program**



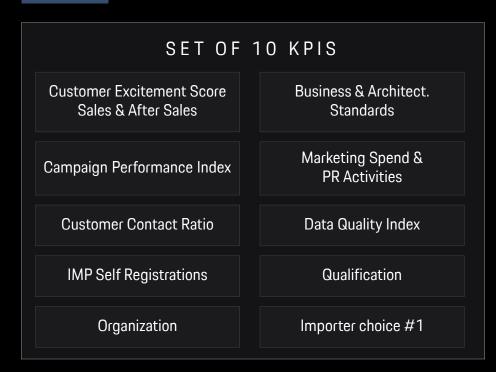
TARGET FOCUS PERFORMANCE



### **Business Performance Program**

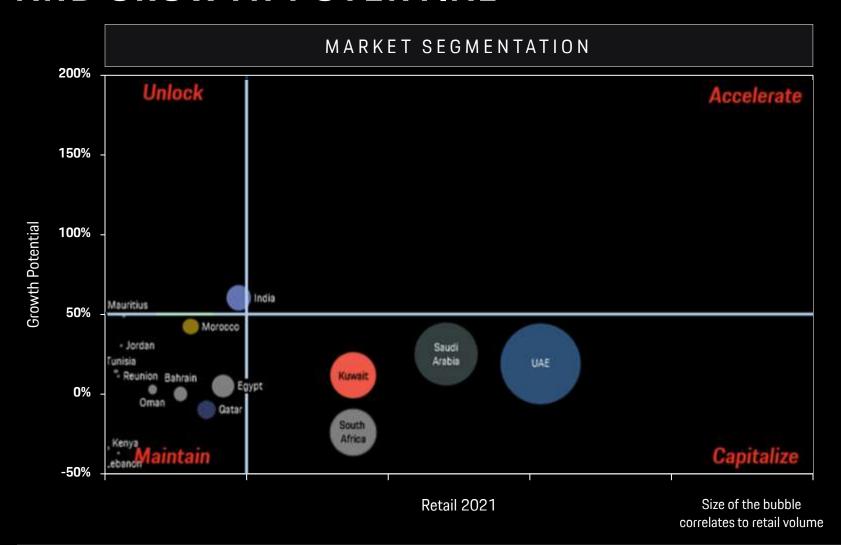


TARGET FOCUS QUALITY





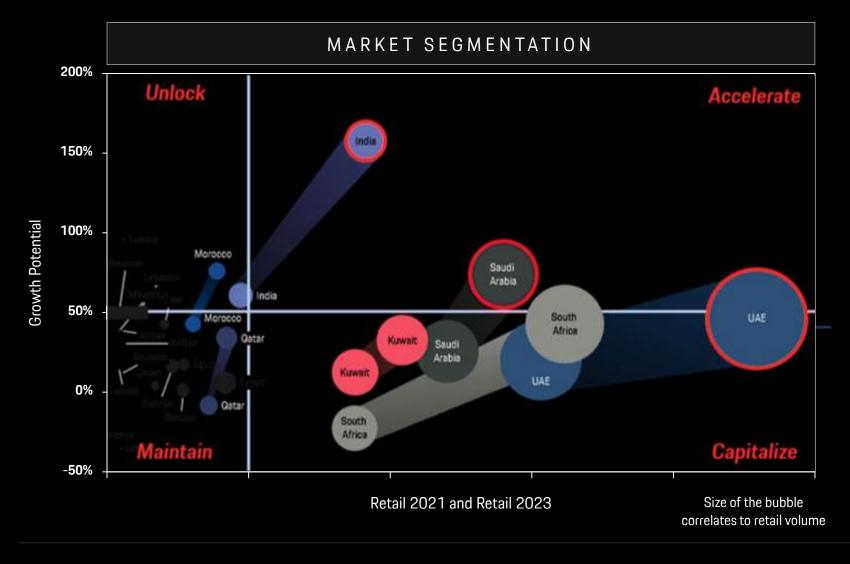
## DECISION FOR FOCUS MARKETS BASED ON VOLUME AND GROWTH POTENTIAL



## GROWTH CALCULATION Retail 2021 **UAE** and Saudi Arabia with positive growth rate and highest retail share India with the highest growth rates within pme



## DECISION FOR FOCUS MARKETS BASED ON VOLUME AND GROWTH POTENTIAL



#### GROWTH CALCULATION

- Retail 2021
- Retail 2023
- Focus markets
- India has the potential to be the fastest growing PME market
- WAE and Saudi Arabia with further growth potential from an already strong position



## FOCUS ON GROWTH MARKETS ALONG THE STRATEGY 2030





MARKET **STEERING** 











PRODUCTS & SERVICES



**ORGANISATION &** TRANSFORMATION





## FOCUS ON GROWTH MARKETS ALONG THE STRATEGY 2030













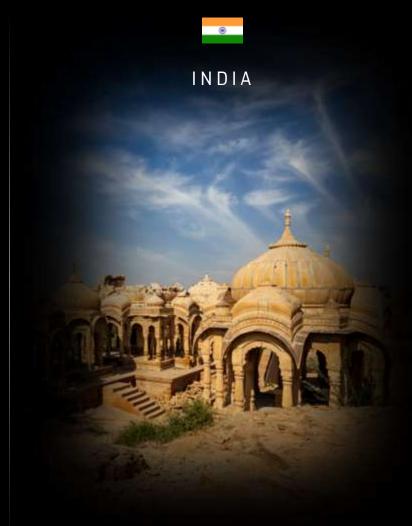
GROWTH MARKETS



## PME GROWTH MARKETS



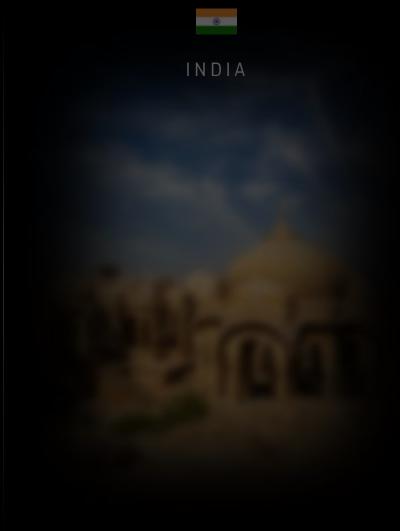




## PME GROWTH MARKETS







## **DUBAI** Center of Technology & Innovation while preserving its heritage

















MULTICULTURAL INTERNATIONAL SOCIETY

BOOMING REAL ESTATE MARKET

GLOBAL TOURISM HUB GREEN ENERGY

TRADING HUB

## COSMOPOLITAN CITY ATTRACTING GLOBAL BUSINESSES & HIGH NET WORTH INDIVIDUALS



2010

2030

POPULATION

2.3m

2023

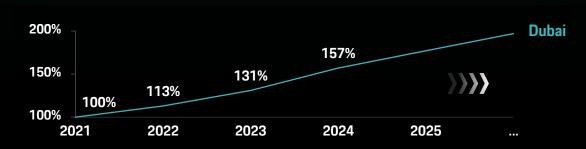
3.8m >>> 5.4m



# OF MILLIONAIRES

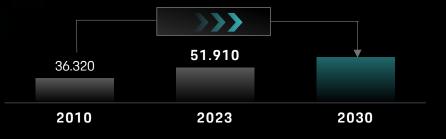
92k >>>> 150k

RESIDENTIAL REAL ESTATE PRICE DEVELOPMENT IN %





GDP per capita | 70 % total GDP in non-oil sector

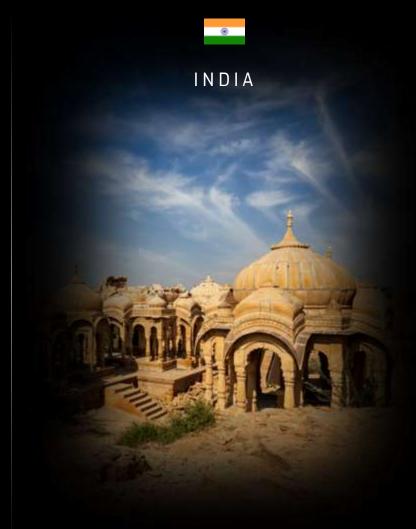




## PME GROWTH MARKETS

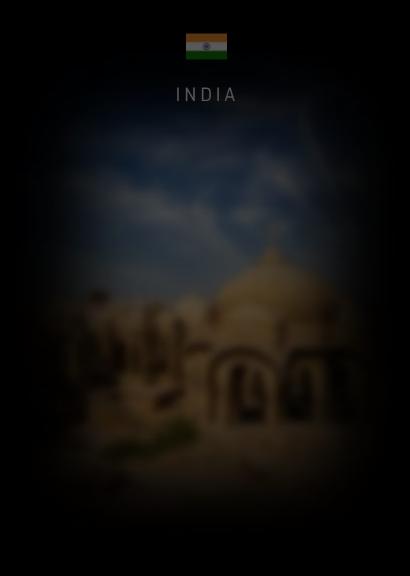






## PME GROWTH MARKETS





## **SAUDI ARABIA** | Mega Projects & Modernization, Rooted in Tradition







# COSMOPOLITAN CITY ATTRACTING GLOBAL BUSINESSES & HIGH NET WORTH INDIVIDUALS





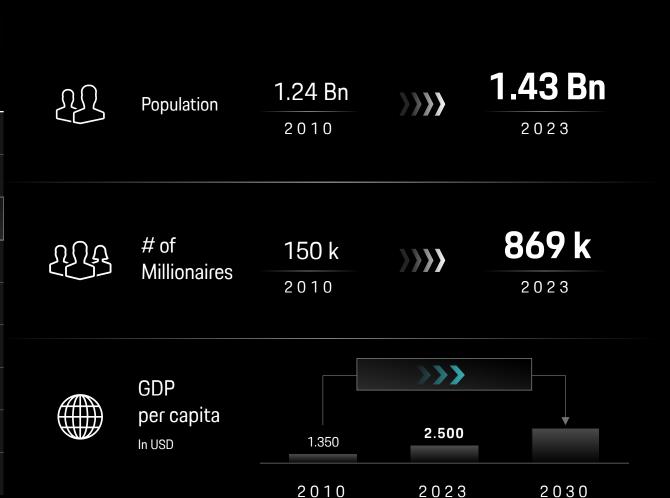




## **(**

# PROSPEROUS OUTLOOK FOR INDIA'S ECONOMY AND THE AUTOMOTIVE MARKET

3 <sup>rd</sup> largest market by 2030			
GDP 2023	2010	2023	2030
1	USA	USA	China
2		China	USA
3	Germany	Germany	India
4			
5	China	India	Germany
6			
7		A	6.4 %
8		gro	owth rate p.a.
9	India		2018-2023





# PORSCHE HAS INCREASED BOTH RETAIL VOLUME AND DEALER NETWORK SIGNIFICANTLY



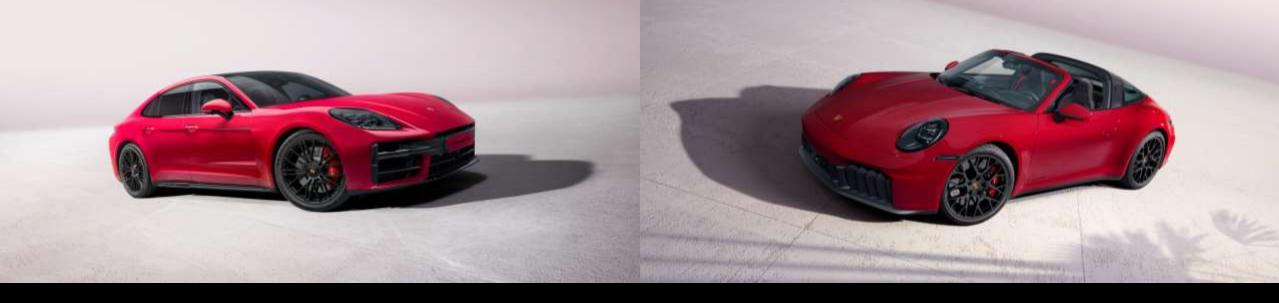
## PORSCHE IMPORTER & DEALER NETWORK



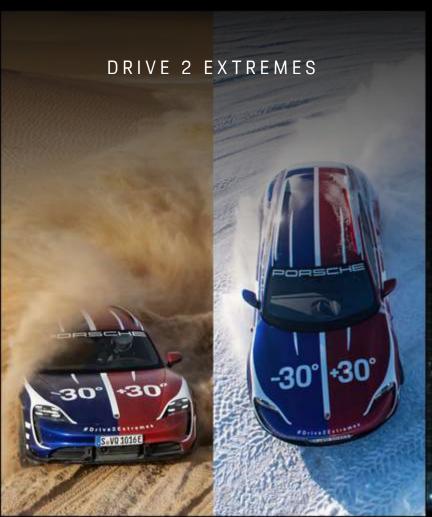








# AT PME WE POSITION PORSCHE AS AN ASPIRATIONAL LUXURY BRAND | Our brand communities & clubs embody our values









# ICONSOF—PORSCHE RETURNS—

## ICONS OF PORSCHE | Classic cars. Art. Culture.

1st Edition: Celebrate Icons



7,500 ATTENDEES

2nd Edition: Desert Safari



15,000 ATTENDEES

3<sup>rd</sup> Edition: Dreaming in full colour



27,000 ATTENDEES

A **festival** celebrating **classic Porsches**, **art** and **car culture in the Middle East**, with the sole purpose of bringing together the **Community and attract new audiences to the brand**.



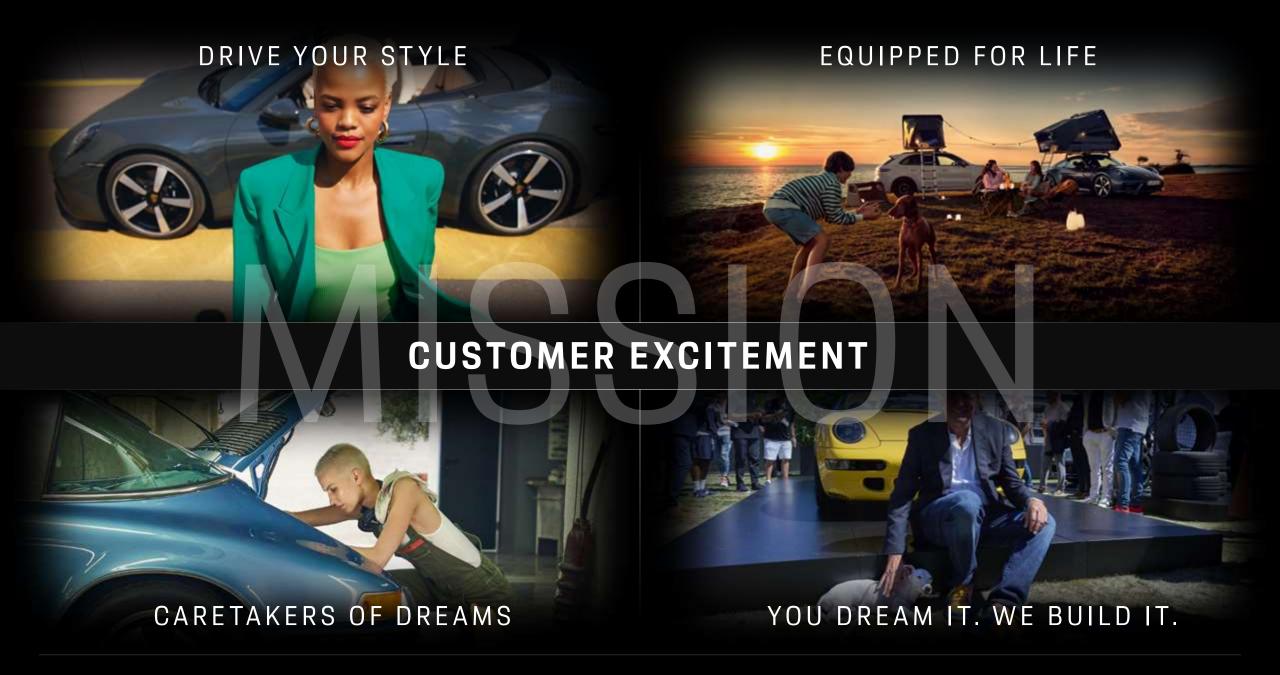














## TAILORED TO YOUR LIFESTYLE





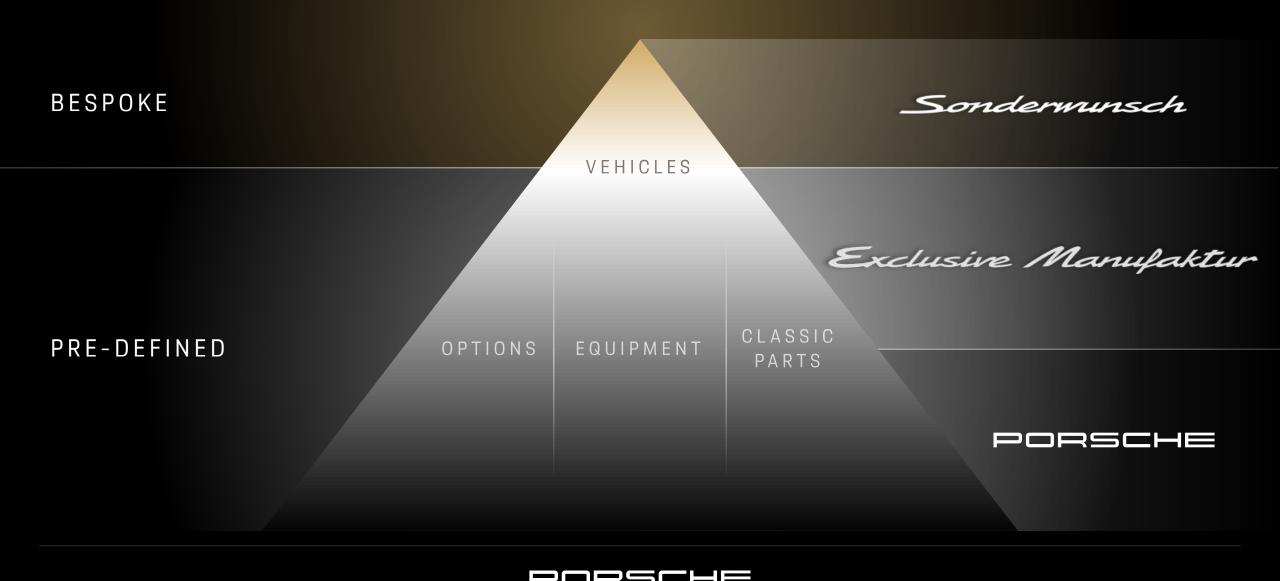




HERITAGE

ADVENTURE

## INDIVIDUALISATION & CLASSIC



## Sonderminsch





























## PORSCHE

CLASSIC PARTS













# IT IS MORE THAN A PRODUCT | It's an experience consisting of three phases while we support you during the entire process

THE SONDERWUNSCH PROCESS







PERSONAL PORSCHE TEAM SUPPORT



CUSTOMER CONSULTATION



DESIGN



PRODUCT DEVELOPMENT



PROJECT MANAGEMENT











CONCEPT & DESIGN

REALISATION & FINE TUNING

HAND OVER & EXPERIENCE





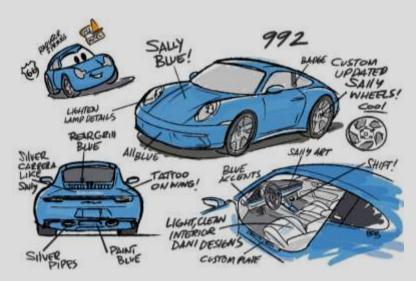




PORSCHE



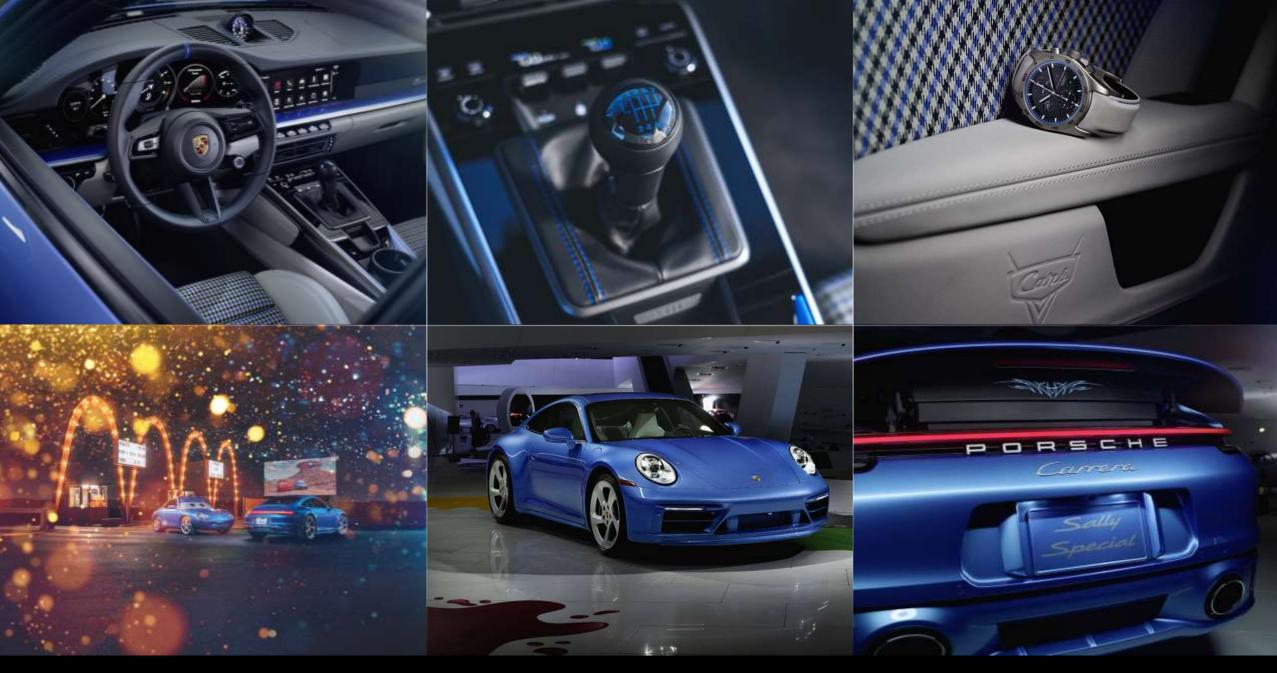












PORSCHE







PORSCHE



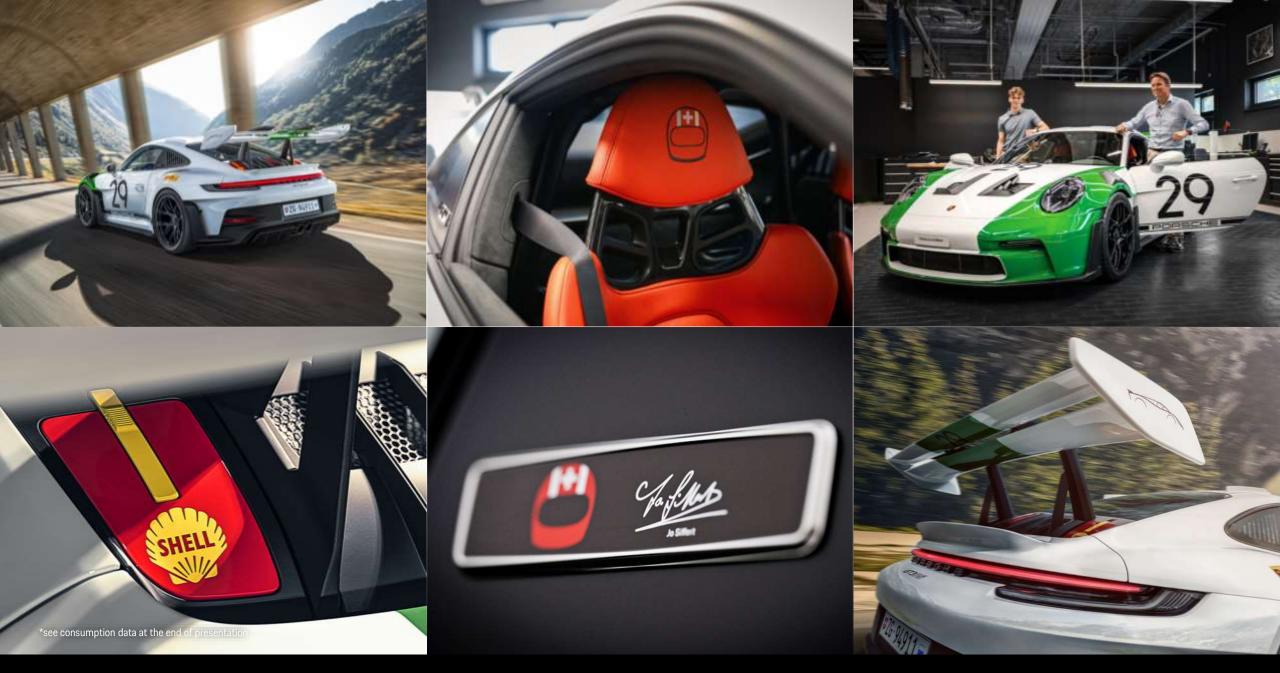




PORSCHE







PORSCHE







PORSCHE



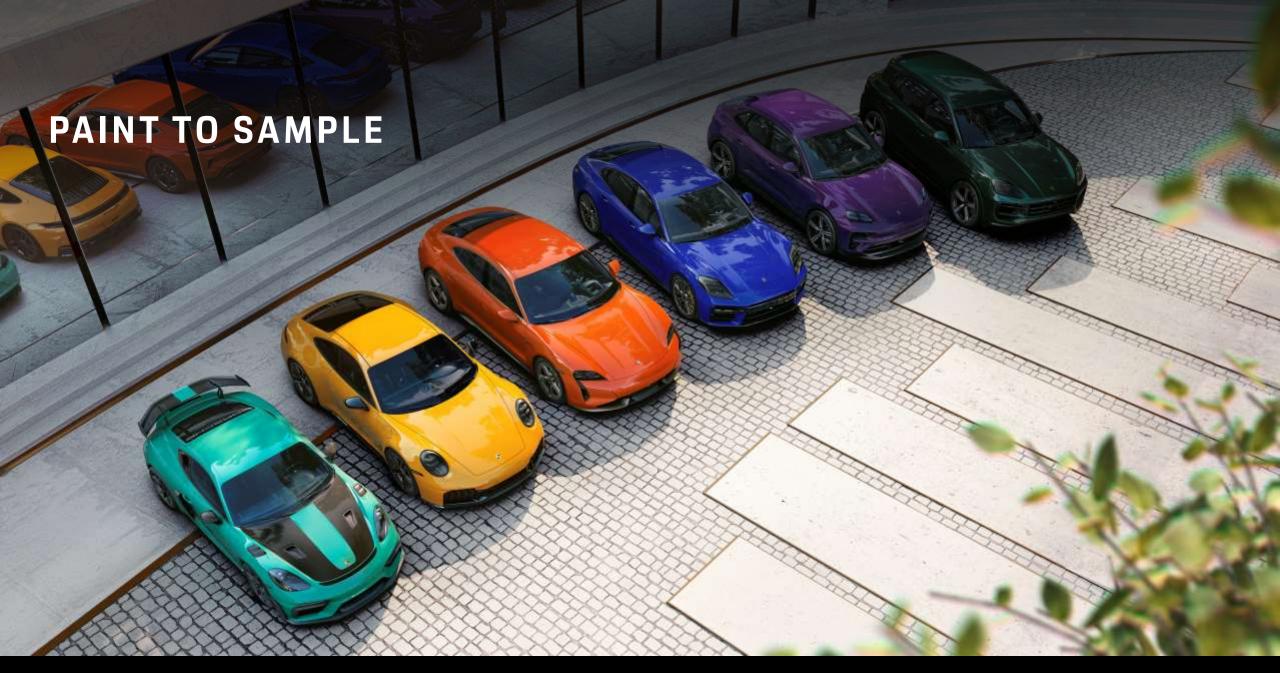












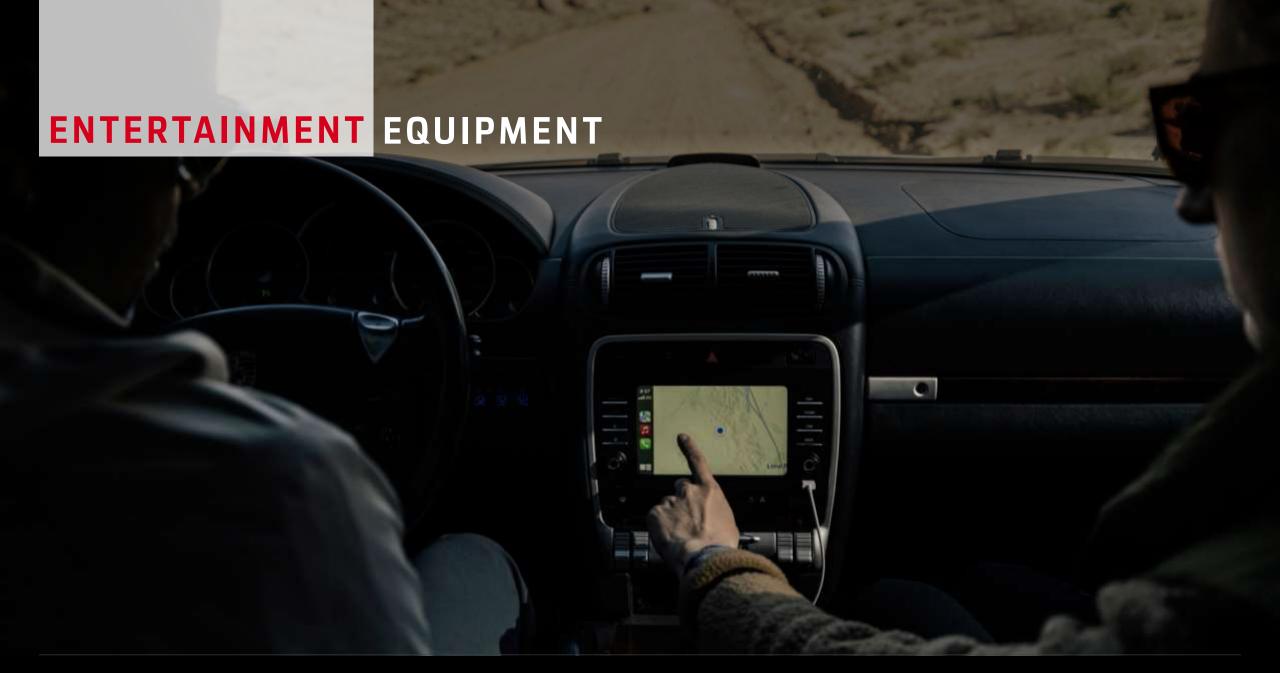








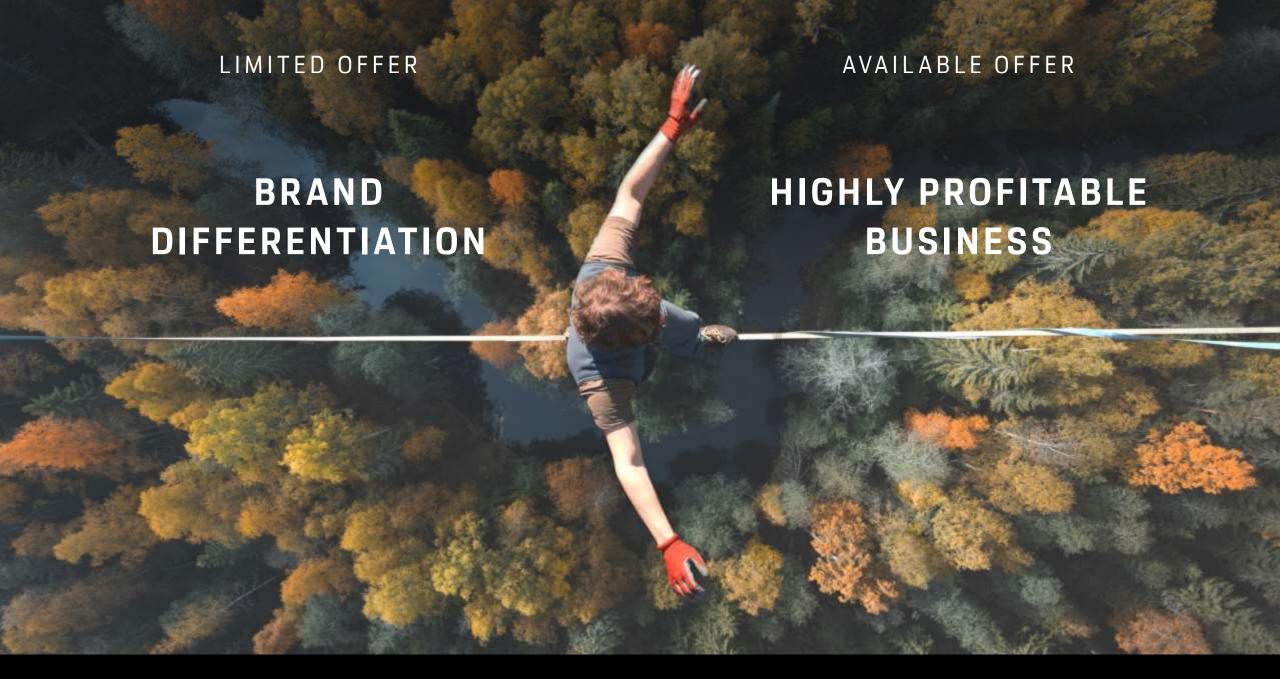














# LIMITED OFFER LIMITED SERIES



# AVAILABLE OFFER OPTION PACKAGES





#### LIMITED OFFER

### PAINT TO SAMPLE

#### EXCLUSIVE MANUFAKTUR





#### AVAILABLE OFFER

### **DREAMS & LEGEND COLOURS**



#### **DREAMS**

Provence
Madeira Gold Metallic
Lugano Blue
Gentian Blue Metallic
Frozen Blue Metallic
Carmine Red

#### **LEGENDS**

Slate Grey Neo
Oak Green Metallic Neo
Montego Blue Metallic
Aventurine Green Metallic
Chalk

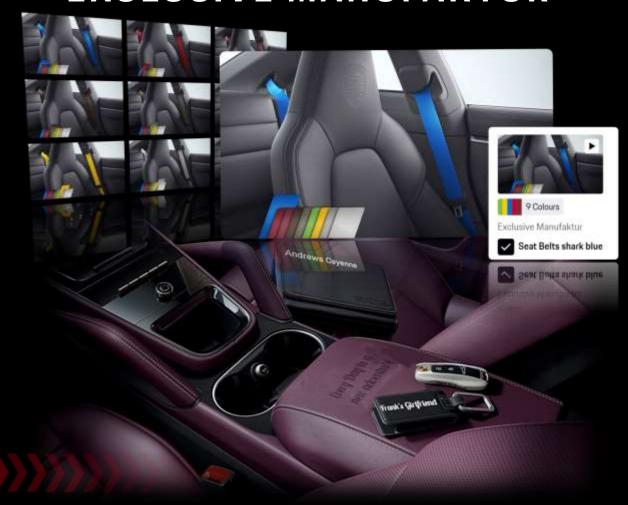


## LIMITED OFFER



#### AVAILABLE OFFER

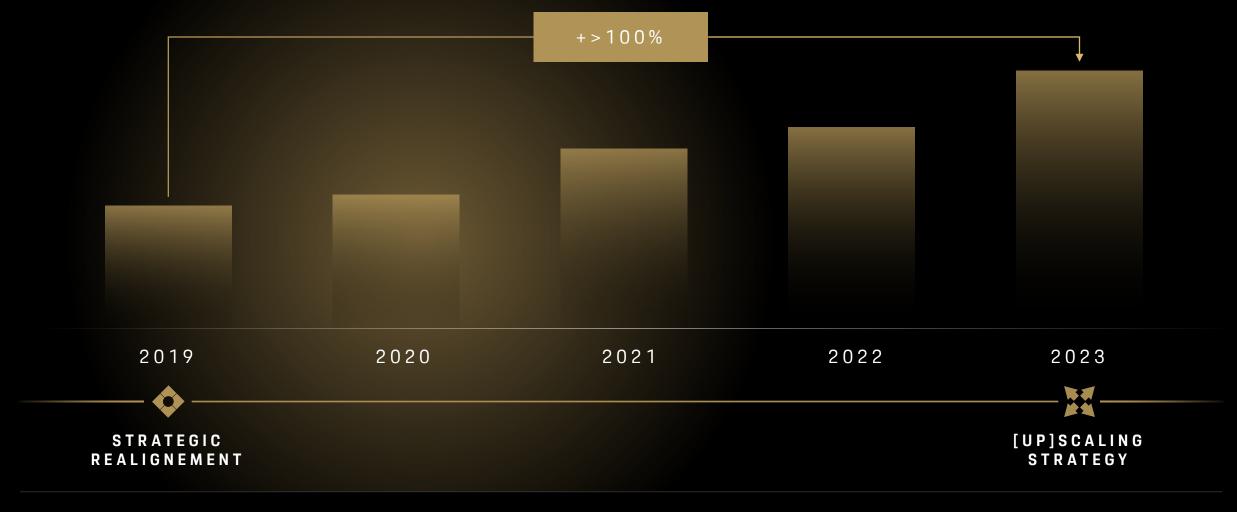
### **EXCLUSIVE MANUFAKTUR**





# Since the realignment of **INDIVIDUALISIERUNG & CLASSIC** in 2019, sales have more than doubled.

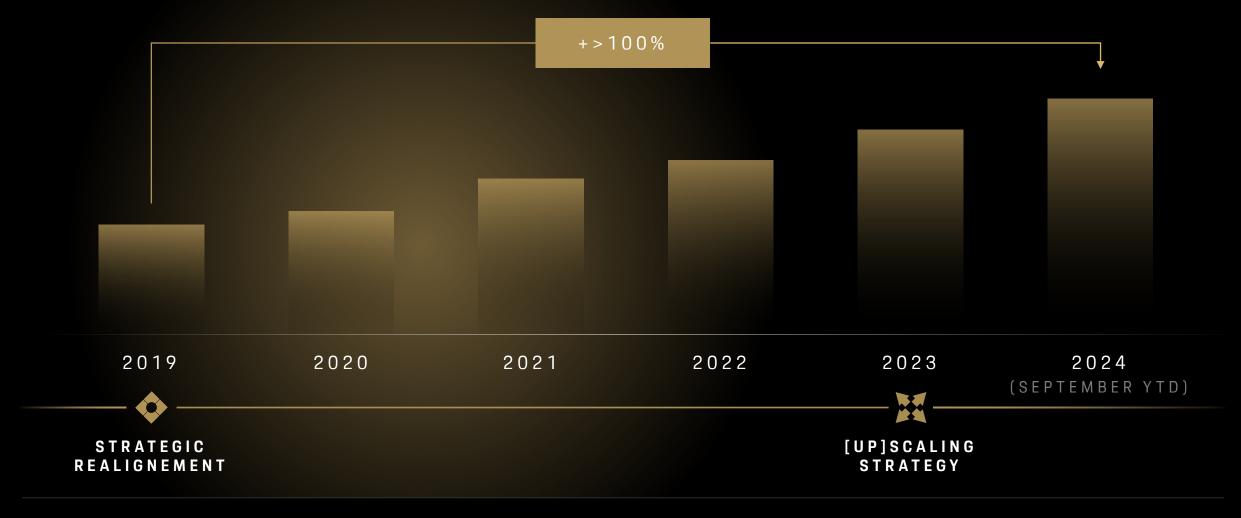
DEVELOPMENT OF TOTAL TURNOVER FROM INDIVIDUALISATION & CLASSIC (ILLUSTRATIVE)





# **EXCLUSIVE MANUFAKTUR** has been a major driver of our success, with per-vehicle revenue increasing by over 100%.

DEVELOPMENT OF AVERAGE TURNOVER FROM EXCLUSIVE MANUFAKTUR PER CAR (ILLUSTRATIVE)





# **PAINT TO SAMPLE** has evolved into a global phenomenon, attracting unprecedented customer attention and demand.

DEVELOPMENT OF VEHICLE DELIVERIES WITH PAINT TO SAMPLE (ILLUSTRATIVE)





# The current wait times for the **SONDERWUNSCH** products reflect the high demand and indicates the sales potential

PRODUCT OFFER		WAITING TIME & RESTRICTIONS
	ONE-OFFS	> 8 years
	BESPOKE	< 3 years
	RESTORATION	> 2 years
	MARKET LIMITED VEHICLES	> 3 years
	DELIVERY	limited to GER   USA   CAN





CREATE NEW INDIVIDUALISATION DIMENSIONS



### INDIVIDUALISATION & CLASSIC [UP]SCALING STRATEGY







- 250 % more ONE-OFF projects/year
- 250 % more **BESPOKE** vehicles/year
- 300 % more MARKET LIMITED VEHICLES/year

- 300 % more PAINT TO SAMPLE vehicles/year
- **⊘** HOLISTIC campaigns for LIFESTYLE PRODUCTS

### INDIVIDUALISATION & CLASSIC [UP] SCALING STRATEGY

SONDERWUNSCH EXPERIENCES as a WORLDWIDE offer

CREATE NEW EXPERIENCES





We maintain a proactive approach to strategy refinement and development, to align with the dynamic demands and evolving needs of our customers

[UP] SCALING INDIVIDUALISATION & CLASSIC







ADDITIONAL STRATEGY PROJECTS

### INDIVIDUALISATION & CLASSIC | STRATEGY LANDSCAPE









PORSCHE





PORSCHE

## THE PRINCIPAL 911

ICONIC DESIGN

OUTSTANDING PERFORMANCE

GOOD DAY-TO-DAY USABILITY HIGH SOCIAL ACCEPTANCE







1963 **THE** #1 1972
STARTING
THE RS-ERA

PORSCHE GOES TURBO

#### **TECHNOLOGICAL MILESTONES**

1988
4-WHEEL-DRIVE
FOR 911

FROM AIR TO WATER COOLING

TURBO IN
EVERY CARRERA









CHILDHOOD DREAM



911











#### **MODEL RANGE 911**





#### HIGHLIGHTS NEW 911



SHARPENED **DESIGN** 

ELECTRIFIED **DRIVETRAIN** 

DIGITAL **DRIVER EXPERIENCE** 

HIGH INDIVIDUALIZATION

\*see consumption data at the end of presentation





#### T-HYBRID DRIVETRAIN



**ELECTRIC** 

**TURBO** 

CHARGER





400V BATTERY LIGHT WEIGHT



#### TAKE OFF ACCELERATION

DISTANCE AFTER 2.5 SECONDS.

0-100 km/h Launch Control

Max. power: **353 kW** (480 HP)

Max. torque : 570 Nm



14.5 m

ST Carrera GTS

Max. power: **398 kW** (541 HP)

Max. torque : **610 Nm** 



SII Carrera GTS t-hybrid

+ 7.0 m

3.4 s

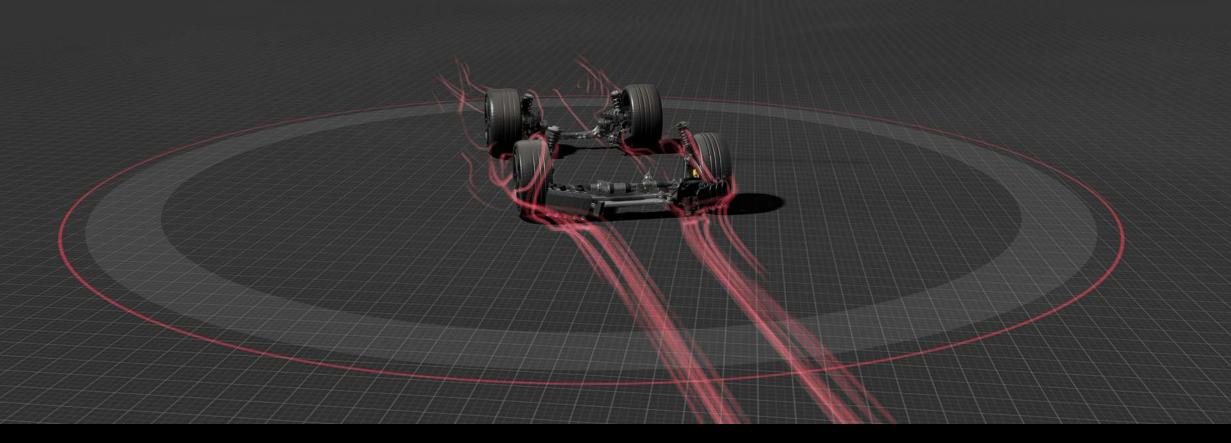
3.0 s

21.5 m

\*see consumption data at the end of presentation



# ACTIVE AERODYNAMICS AND CHASSIS SYSTEMS







## PORSCHE DRIVER EXPERIENCE



#### INDIVIDUALIZATION



>100

INDIVIDUALIZATION OPTIONS

>400

EXCLUSIVE MANUFAKTUR OPTIONS

>120

PAINT TO SAMPLE-COLOURS



## HIGHLIGHTS NEW 911 CARRERA T



PURISM & EMOTION

SPORTY **DRIVING FUN** 

MANUAL TRANSMISSION

CARRERA T
PACKAGE



## HIGHLIGHTS NEW 911 GT3



TRACK FOCUS

**AERODYNAMICS** 

AND DESIGN

HIGH-SPEED
NATURALLYASPIRATED ENGINE

**WEISSACH PACKAGE** 



#### HIGHLIGHTS NEW 911 GT3 TOURING-PACKAGE



MAXIMIZED **DRIVING FUN** 

IMPROVED

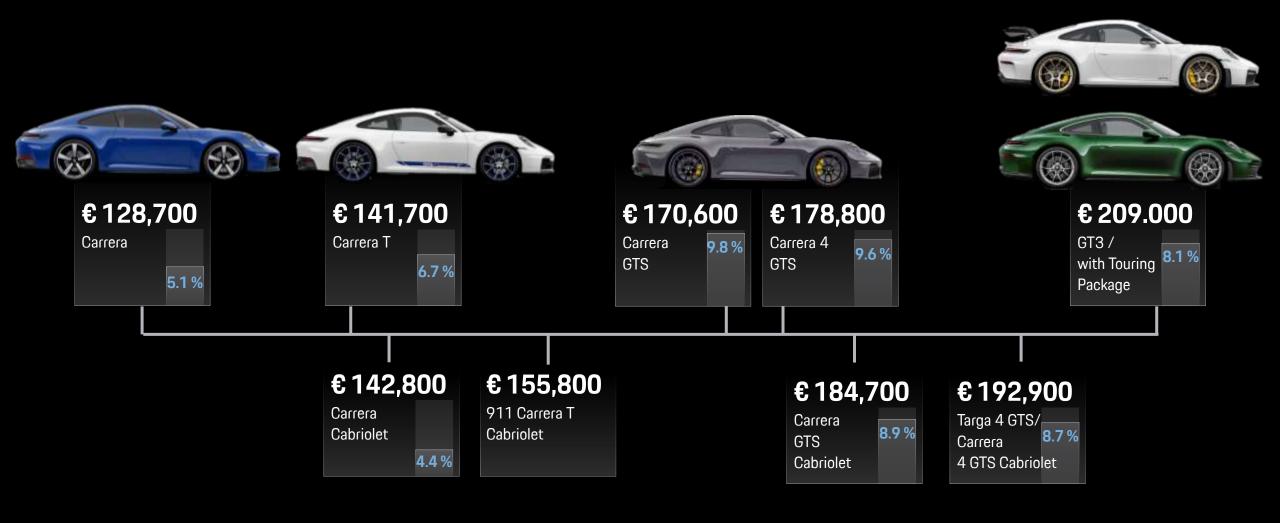
DAY-TO-DAY USABILITY

HIGH-SPEED
NATURALLYASPIRATED ENGINE

LIGHT WEIGHT PACKAGE



#### **PRICING**









#### FIRESIDE-CHAT WITH SAJJAD KHAN



#### SAJJAD KHAN

Member of the Executive Board, Car-IT

- Head of newly established Car-IT division (since November 2023)
- Board member for connectivity, infotainment and integration of third party ecosystems into vehicle
- Based at the Porsche Development Centre in Weissach





Macan (WLTP): Electrical consumption combined: 19.8 – 17.0 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> class: A; Status 10/2024 Macan 4 (WLTP): Electrical consumption combined: 21.1 - 17.9 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> class: A; Status 10/2024 Macan 4S (WLTP): Electrical consumption combined: 20.7 – 17.7 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> class: A; Status 10/2024 Macan Turbo (WLTP): Electrical consumption combined: 20.7 – 18.9 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> class: A; Status 10/2024 Taycan (WLTP): Electricity consumption combined: 20.0 – 16.7 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> efficiency class: A; Status 10/2024 Taycan 4S (WLTP): Electricity consumption combined: 20.9 – 17.7 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> efficiency class: A; Status as of 10/2024 Taycan Turbo (WLTP): Electricity consumption combined: 20.5 – 18.0 kWh/100 km; CO2 emissions combined: 0 g/km; CO2 efficiency class: A; Status 10/2024 Taycan Turbo S (WLTP): Electrical consumption combined: 20.5 – 17.9 kWh/100 km; CO<sub>2</sub> emissions combined: 0 g/km; CO<sub>2</sub> class: A; Status 10/2024 Taycan Turbo GT (WLTP): Electricity consumption combined: 21.6 – 20.7 kWh/100 km; CO2 emissions combined: 0 g/km; CO2 efficiency class: A; Status 10/2024 Taycan Turbo GT with Weissach Package (WLTP): Electricity consumption combined: 21.3 – 20.6 kWh/100 km; CO2 emissions combined: 0 g/km; CO2 efficiency class: A; Status 10/2024 911 Carrera GTS (WLTP): Fuel consumption combined: 11.0 – 10.5 I/100 km; CO<sub>2</sub> emissions combined: 251 – 239 g/km; CO<sub>2</sub> class: G; Status 10/2024 911 Turbo 50 Years (WLTP): Fuel consumption combined: 12.5 – 12.3 I/100 km; CO<sub>2</sub> emissions combined: 283 – 278 g/km; CO<sub>2</sub> efficiency class: G; Status 10/2024 911 S/T (WLTP): Fuel consumption combined: 13.8 I/100 km; CO<sub>2</sub> emissions combined: 313 g/km; CO<sub>2</sub> efficiency class: G; Status as of 10/2024 911 Dakar (WLTP): Fuel consumption combined: 11.3 I/100 km; CO<sub>2</sub> emissions combined: 256 g/km; CO<sub>2</sub> class: G; Status 10/2024911 Sport Classic 911 Carrera (WLTP): Fuel consumption combined: 10.7 – 10.1 l/100 km; CO2 emissions combined: 244 – 230 g/km; CO2 class: G; Status 10/2024 911 Carrera Cabriolet (WLTP): Fuel consumption combined: 10.6 − 10.3 I/100 km; CO₂ emissions combined: 242 − 235 g/km; CO₂ class: G; Status 10/2024 911 Carrera GTS (WLTP): Fuel consumption combined: 11.0 – 10.5 I/100 km; CO2 emissions combined: 251 – 239 g/km; CO2 class: G; Status 10/2024 911 Carrera GTS Cabriolet (WLTP): Fuel consumption combined: 11.0 – 10.7 I/100 km; CO2 emissions combined: 249 – 243 g/km; CO2 class: G; Status 10/2024 911 Carrera 4 GTS (WLTP): Fuel consumption combined: 11.1 - 10.5 l/100 km; CO<sub>2</sub> emissions combined: 251 - 239 g/km; CO<sub>2</sub> class: G; Status 10/2024 911 Carrera 4 GTS Cabriolet (WLTP): Fuel consumption combined: 11.0 – 10.7 l/100 km; CO2 emissions combined: 250 – 244 g/km; CO2 class: G; Status 10/2024 911 Targa 4 GTS (WLTP): Fuel consumption combined: 11.0 – 10.8 I/100 km; CO<sub>2</sub> emissions combined: 250 – 244 g/km; CO<sub>2</sub> class: G; Status 10/2024 911 Carrera T (WLTP, vorläufige Werte): Kraftstoffverbrauch kombiniert: 11,1 – 10,5 I/100 km; CO2-Emissionen kombiniert: 251 – 238 g/km; CO2-Klasse: G; Stand 11/2024 911 GT3 RS (WLTP): Kraftstoffverbrauch kombiniert: 13,2 I/100 km; CO<sub>2</sub>-Emissionen kombiniert: 299 g/km; CO<sub>2</sub>-Klasse: G; Stand 11/2024

