

COMPANY PROFILE

# Porsche Holding GmbH

REFERENCE CODE: 92EA80BE-1816-44AD-B7A7-73813E6C28D8

PUBLICATION DATE: 19 Feb 2016

[www.marketline.com](http://www.marketline.com)

COPYRIGHT MARKETLINE. THIS CONTENT IS A LICENSED PRODUCT AND IS NOT TO BE PHOTOCOPIED OR DISTRIBUTED.

## **TABLE OF CONTENTS**

<b>Company Overview.....</b>	<b>3</b>
<b>Key Facts.....</b>	<b>3</b>
<b>Business Description.....</b>	<b>4</b>
<b>History.....</b>	<b>5</b>
<b>Key Employees.....</b>	<b>8</b>
<b>Major Products and Services.....</b>	<b>9</b>
<b>Top Competitors.....</b>	<b>10</b>
<b>Locations and Subsidiaries.....</b>	<b>11</b>

## COMPANY OVERVIEW

Porsche Holding (Porsche), a subsidiary of Volkswagen, is an automobile trading company. The company provides financial services such as leasing, loans, insurance, fleet management and car rentals. In addition, Porsche distributes spare parts and accessories and also provides after sales services. The company operates in Europe, China, Chile and Colombia. It is headquartered in Salzburg, Austria.

The company recorded revenues of E17,100 million (approximately \$22,730.2 million) in the fiscal year ended December 2014, an increase of 5.6% over 2013.

## KEY FACTS

<b>Head Office</b>	Porsche Holding GmbH Louise Piech Strasse 2 5020 Salzburg AUT
<b>Phone</b>	43 662 4681 0
<b>Fax</b>	
<b>Web Address</b>	<a href="http://www.porsche-holding.com">http://www.porsche-holding.com</a>
<b>Revenue / turnover (EUR Mn)</b>	17,100.0

## **BUSINESS DESCRIPTION**

Porsche Holding (Porsche) is an Austria-based automobile distribution company. The company is a subsidiary of Volkswagen. Porsche operates in Europe, China, Chile and Colombia.

The company operates through four business divisions: automotive retail, financial services, information technology (IT) systems and automotive wholesale.

Porsche's automotive retail division operates through the following three retail groups: Porsche Inter Auto (PIA), which has around 126 dealerships in Austria, Southeast Europe and Italy; Volkswagen Group Retail Germany (VGRD) which has around 104 dealerships; and Volkswagen Group Retail Spain (VGRS), which has around 55 dealerships.

The company's financial services division offers a range portfolio of services, including leasing, loans, insurance, fleet management and car rentals. It also facilitates automotive sales. Porsche operates its IT systems division through Porsche Informatik, which develops IT system solutions for importers and dealerships.

Porsche's automotive wholesale division is engaged in the distribution of Volkswagen Group brands in Austria, Southeast Europe, as well as in Colombia and Chile. The company also offers after sales service.

## HISTORY

Porsche Holding (Porsche) was established in 1947 by Ferry Porsche and Louise Piech.

In 1948, the company launched its first racing car, Porsche built: Porsche 356.

Porsche moved to Alpenstrasse in Salzburg and started the production of Porsche 356 convertible in 1947.

In 1950, the company imported its first Beetle convertibles. In the same year, Porsche 356 was offered for sale by the company. Also in the same year, the company set up a central spare parts warehouse in Salzburg and founded sports car manufacturing plant in Stuttgart.

Porsche opened a new sales outlet in Franz-Josef Strasse, Salzburg in 1952.

In 1956, the company built a customer service building and repair shop (Porschehof I) in Karl-Wurmb-Strasse, opposite the Salzburg Central Train Station.

The company's Porschehof II building and repair shop was built in Fanny-von-Lehnert-Strasse in 1961. Two years later, the company acquired The Bayrischer Hof hotel in Salzburg and opened Porsche Zell am See branch in Saalfelden.

In 1964, the company established dealership in Hallein, Austria and expanded Alpenstrasse workshop. In the following year, the company introduced VW leasing system and established dealership in Kapfenberg.

Porsche established sports car division with Formula V and Rallye Beetle in 1967. In the same year, the company's central spare parts warehouse was opened in Wiener Neustadt.

In 1968, Porsche opened its business in Klagenfurt, Villach and Wolfsberg. Two years later, the company launched VW Porsche 914.

Porsche established a new Audi general import company together with Audi Ingolstadt in 1971. In the following year, the company opened dealerships in Wien/Liesing and Dornbirn. Also in the same year, the company founded accessories wholesaler Auto Z.

In 1973, Porsche Graz was opened.

VW and Audi importing businesses merged to create Porsche Austria in 1974. In the same year, Porschehof III was built.

In 1975, the company acquired Auto Danner and incorporated into Porsche Leibnitz. In the following year, the company introduced Porsche 924.

Porsche incorporated mechanical engineering and tool making company, Porsche Maschinen- und Werkzeugbau, in 1978. In the following year, Porsche acquired Zimmer Company.

In 1980, the company acquired Smoliner & Kratky and also opened Porsche Worgl and Autohandels.

The company established Porsche Systems Engineering (CH) in 1983. In the following year, the company established Allmobil Autohandels, to import SEAT cars.

In 1987, the company established Porsche Bank and Porsche Versicherungs.

Porsche acquired certain stake in Taylorix Stuttgart in 1988. In the same year, PRZ Salzburg was integrated into Porsche Group. Also in the same year, Porsche Holding was transformed into Porsche Holding OHG.

In 1989, the company acquired a stake in Germany-based Zipperle Group. In the same year, the company launched environmental diesel versions of Golf and Jetta. Also in the same year, Porsche-Inter Auto Oberlaa was opened.

The company acquired a majority stake in Joham and also established Soft-Warehouse in 1990. In the following year, the company opened a sales center for Porsche-Inter Auto Innsbruck and Externa Innsbruck.

In 1992, the company launched Porsche-Inter Auto Bratislava and started Porsche- Inter Auto Praha sales operations. In the same year, the company opened a new dealership in Budapest.

Porsche founded Zimmer Hungaria and Porsche Ljubljana in 1993. In the same year, the company opened a new spare parts sales center, Porsche Hungaria.

In 1994, the company started Porsche Insurance Agency in Hungary. In the following year, the company opened retail dealership, Porsche Ljubljana.

Porsche bought an interest in the PGA, a French-based automobile retail chain, in 1999. Two years later, the company acquired an interest in the renowned car trading chain, Nefkens.

PGA bought the French-based retail chain, CICA, in 2002. In the following year, Porsche Slovenija took over Skoda imports and opened an extension of parts center Salzburg.

In 2004, Porsche Bank Romania was established by the company. In the same year, Porsche SCG took over import of VW, VW light commercial vehicles, Audi, Seat and Porsche for Serbia/Montenegro.

Porsche Holding formed a new subsidiary in Albania in 2005. In the same year, PGA bought BMW dealer in Warsaw.

In 2006, the company started the construction and reconstruction of PIA branches in Zell am See, Steyr, Leibnitz and Wolfsberg, Maribor, Rijeka, Bratislava, Olomouc, Landsberg, Prague, Plzen and Budweis.

Porsche opened a new VW dealership in Landsberg in 2007. In the same year, PIA bought Autohaus Stipschitz. Also in the same year, Porsche Macedonia took over Skoda imports.

In 2008, the company started its trading activities in Ukraine. In the same year, the company expanded its business and moved into China. Also in the same year, Porsche Beograd Sever was opened by the company.

Porsche Konstruktionen started the import business with Volkswagen in Austria in 2009. In the same year, Porsche launched second Porsche dealership in China (Jinhua). Also in the same year, the company's holding in VW AG was raised to 50.76%.

Porsche expanded its activities in China and opened a new VW showroom at Porsche Graz-Liebenau in 2010.

In 2010, the Porsche and Piech families resolved to exercise a put option which was part of the comprehensive agreement to create an integrated automotive group. Under this agreement, Porsche's operating automobile business was sold to Volkswagen and integrated as a new sub-group into Volkswagen Group maintaining its status as independent organizational unit (Porsche Automotive GmbH).

The company was acquired by Volkswagen in 2011. In the same year, the company's fiscal yearend was changed from March to December.

In 2013, Porsche entered the Chile market, through the establishment of Porsche Chile. In the same year, the company started the import activities in Chile.

The company expanded its corporate headquarters called 'Porschehof' in 2014.

In January 2015, the company and Telekom Austria Group collaborated to develop applications in the field of connected cars.

## KEY EMPLOYEES

<b>Name</b>	<b>Job Title</b>	<b>Board</b>
Alain Favey	Chief Executive Officer and Head, Wholesale	Executive Board
Hans Peter Schützinger	Chief Financial Officer and Head, Financial Services and Multi-Brand Retail	Executive Board
Rainer Schroll	Member, Executive Board and Head, Volkswagen Group Retail and Systems	Executive Board
Johannes Sieberer	Member, Executive Board and Head, Retail Porsche Inter Auto and China	Executive Board
Hans Dieter Pötsch	Chairman, Supervisory Board	Non Executive Board
Frank Witter	Deputy Chairman, Supervisory Board	Non Executive Board
Wolfgang Porsche	Member, Supervisory Board	Non Executive Board
Hans-Peter Porsche	Member, Supervisory Board	Non Executive Board
Herbert Diess	Member, Supervisory Board	Non Executive Board
Ferdinand Oliver Porsche	Member, Supervisory Board	Non Executive Board
Rupert Stadler	Member, Supervisory Board	Non Executive Board
Hans Michel Piech	Member, Supervisory Board	Non Executive Board
Florina Louise Piech	Member, Supervisory Board	Non Executive Board
Bernd Osterloh	Member, Supervisory Board	Non Executive Board



## **MAJOR PRODUCTS AND SERVICES**

Porsche Holding (Porsche), a subsidiary of Volkswagen, is an automobile trading company. The company's key activities and services include the following:

Activities:

- Automobile distribution
- Spare parts distribution

Services:

- After sales services
- Leasing
- Loans
- Insurance
- Fleet management
- Car rentals

## **TOP COMPETITORS**

The following companies are the major competitors of Porsche Holding GmbH

Daimler AG  
Lei Shing Hong Limited  
Jardine Matheson Holdings Limited

## **LOCATIONS AND SUBSIDIARIES**

### **Head Office**

Porsche Holding GmbH  
Louise Piech Strasse 2  
5020 Salzburg  
AUT  
P:43 662 4681 0  
<http://www.porsche-holding.com>

### **Other Locations and Subsidiaries**

Porsche Holding GmbH Louise Piech Strasse 2 5020 Salzburg AUT	

**MARKETLINE** | John Carpenter House, John Carpenter Street | LONDON, UNITED KINGDOM, EC4Y 0AN  
T: +44 (0) 203 377 3042 | F: +44 (0) 870 134 4371 | E: REACHUS@MARKETLINE.COM | W: www.marketline.com

**Marketline**

Copyright of Porsche Holding GmbH MarketLine Company Profile is the property of MarketLine, a Progressive Digital Media business and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.