

Michael Kirsch visits Australia ahead of commencing role as CEO and Managing Director of Porsche Cars Australia

26/10/2026 Incoming Chief Executive Officer and Managing Director Michael Kirsch has visited Australia ahead of assuming leadership of Porsche Cars Australia in January 2027.

During the visit, Kirsch met with employees, dealer partners, customers and key stakeholders across the Porsche network, gaining first-hand insight into the Australian market and the opportunities ahead for the business. He also spent time with outgoing CEO Daniel Schmollinger as part of a planned leadership transition.

A highly experienced Porsche executive, Kirsch arrives following leadership roles across Europe and Asia, including CEO positions in China, Japan, Korea and most recently Porsche Central and Eastern Europe, based in Prague. Prior to joining Porsche, he spent 19 years with BMW in senior roles spanning

sales, marketing, communications and public relations across Europe and the United States.

Kirsch's visit comes at an important time for Porsche Cars Australia, which continues to build on a strong foundation while further enhancing the brand's desirability across electrification, personalisation, motorsport and customer experience.

“Throughout my career I have had the opportunity to work across many different markets and cultures, but Australia has always stood out as a market with a uniquely passionate Porsche community,” said Michael Kirsch. “What impressed me during this visit was the strength of the team, the commitment of our dealer partners and the enthusiasm of Porsche customers. It reinforced why this opportunity was so appealing.”

During his visit, Kirsch engaged with teams across the business, meeting employees and stakeholders while gaining a deeper understanding of the local market ahead of formally commencing in the role.

Australia's position within the global Porsche network was a key factor in attracting him to the role.

“Australia represents far more than a successful market. It carries the responsibility of representing the Porsche brand across an entire continent, supported by a strong dealer network and an incredibly passionate community of customers and enthusiasts. That combination of opportunity, responsibility and potential was one of the things that attracted me to the position.”

Having led Porsche organisations through periods of transformation, market evolution and industry change, Kirsch said his focus will be on people, partnerships and long-term sustainable success.

“My commitment is simple: to make customers happy and every partner successful. Porsche has always been built on strong relationships, exceptional products and long-term value. I am committed to ensuring we continue to deliver the very highest standards of service and experience for our customers, while strengthening the connection with the passionate community of Porsche enthusiasts across Australia. I look forward to working alongside our employees, dealer partners and customers as we continue shaping the future of Porsche in Australia together.”

“It has been an immense privilege to lead Porsche Cars Australia. I leave with a deep sense of pride in what our team, dealer partners and customers have achieved together. Australia is one of the most passionate Porsche markets in the world, supported by a vibrant community that shares our love for sports cars. I am confident Michael will build on this strong foundation and continue strengthening Porsche's position and long-term success in Australia for many years to come,” said Daniel Schmollinger, outgoing Chief Executive Officer and Managing Director of Porsche Cars Australia.

Following his introductory visit, Kirsch will relocate to Australia later this year before formally assuming leadership of Porsche Cars Australia in January 2027.

Porsche Cars Australia remains focused on delivering exceptional products and experiences while

preserving the values, performance and desirability that have defined the brands success for more than 75 years.

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