



World Affairs Council of Charlotte Underwriting and Table Purchase
CEO Series
Klaus Zellmer, President & CEO, Porsche Auto North America
Thursday, February 22, 2018
Hilton Charlotte Center City (222 E. 3rd Street, Charlotte, NC 28202)
VIP Reception: 11:30 a.m. – 12:00 p.m. | **Lunch:** 12:00 – 1:30 p.m.

Klaus Zellmer, President & CEO, Porsche Auto North America



Klaus Zellmer is President and CEO of Porsche Cars North America, Inc. (PCNA), where he is responsible for both the United States and Canada.

Headquartered in Atlanta, PCNA is the importer of Porsche 911, Boxster and Cayman sports cars, the Macan and Cayenne sport utility vehicles and the Panamera sports sedan, for the United States. As President, Zellmer oversees the import and distribution of Porsche cars through the retail operations of approximately 188 U.S. dealers and four ports of entry in the United States. Sales support, marketing, parts distribution, and other functions including sales and service training, also fall within Zellmer's areas of responsibility.

Zellmer further leads operations for the new \$100 million Porsche Experience Center and North American headquarters in Atlanta, which opened in May 2015. This 27.7-acre complex includes corporate offices for all U.S.-based Porsche entities, a 1.6-mile driver development track, a technical training center and fine dining restaurant. A second Porsche Experience Center is due to open in Los Angeles in 2016.

Prior to joining PCNA, Zellmer served as head of Overseas and Emerging Markets for Porsche. In this role, he was responsible for Porsche subsidiaries in Australia, Japan and Korea, and the sports car manufacturer's regional offices in Asia-Pacific, South America, the Middle East and Africa. Previously, from 2010 until early 2015, he was CEO of Porsche Germany and grew sales from 13,000 units to 24,000 units in Porsche's home market.

Zellmer first joined Porsche in 1997. He spent time as a Regional Manager in North America, as head of Marketing and Distribution at the Porsche Plant in Leipzig, Germany, and as the Director of Marketing in Porsche Deutschland GmbH.

Zellmer studied Business Administration in Germany, Great Britain and the United States.

Benefits of Underwriting a CEO Series Program:

- ◆ Increase corporate visibility and promote brand
- ◆ Build, maintain and strengthen professional and client networks by inviting prospects, executives, clients, etc.
- ◆ High-level business and professional networking with leaders in the Charlotte community
- ◆ Learn about international affairs, global economy, and geopolitics from experts and world leaders
- ◆ Support international education in the Charlotte community

ABOUT THE WACC

The [World Affairs Council of Charlotte](#) is a non-profit, non-partisan organization supported by funding from individual and corporate member dues, foundations and contributions. By serving as a regional center for education and discussion of world affairs, WACC seeks to provide leadership for global thinking, believing that a broad perspective is necessary for effective competition in the global economy and for responsible citizenship in an increasingly interdependent world.

Ambassador Sponsor - \$15,000 (One Spot Available)

- ◆ Three tables of 8 with preferred seating at the luncheon
- ◆ Two seats at the Head Table with Mr. Zellmer
- ◆ Attendance for all 26 representatives to business networking VIP reception w/ Mr. Zellmer
- ◆ Opportunity for key executive to provide closing remarks
- ◆ Logo on the WACC home page and all regular (*time sensitive) and online web invitations
- ◆ Photograph of your group with Mr. Zellmer the event
- ◆ Recognition from podium and banner displayed at the event

Diplomat Sponsor - \$10,000

- ◆ Two tables of 8 with preferred seating at the luncheon
- ◆ One seat at the Head Table with Mr. Zellmer
- ◆ Attendance for all 17 designated representatives to business networking VIP reception w/ Mr. Zellmer
- ◆ Opportunity for key executive to facilitate Q&A session (immediately after presentation)
- ◆ Logo on WACC home page and online invitations
- ◆ Photograph of your group with Mr. Zellmer
- ◆ Recognition from podium and banner displayed at the event

Envoy Sponsor - \$5000

- ◆ One table of 8 with preferred seating at the luncheon
- ◆ Additional recognition as "VIP Reception Sponsor"
- ◆ Attendance for all 8 representatives to business networking VIP reception w/ Mr. Zellmer
- ◆ Logo on WACC home page and online invitations
- ◆ Photograph of your group with Mr. Zellmer
- ◆ Recognition from podium and banner displayed at the event

Attaché Sponsor - \$3000

- ◆ One table of 8 with preferred seating at the luncheon
- ◆ Business networking VIP reception for 4 designated representatives
- ◆ Logo on WACC home page and online invitations
- ◆ Photograph of your group with Mr. Zellmer
- ◆ Recognition from podium and banner displayed at the event

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Thursday, February 22, 2018

NAME OF COMPANY:

NAME OF COMPANY REPRESENTATIVE:

ADDRESS:

CITY:

ZIP CODE:

STATE:

CORPORATE CONTACT:

PHONE:

E-MAIL:

We agree to support the program in the following manner (Please check one)

Sponsorship Levels

<input type="checkbox"/>	Ambassador Sponsor
<input type="checkbox"/>	Diplomat Sponsor
<input type="checkbox"/>	Envoy Sponsor
<input type="checkbox"/>	Attaché Sponsor
<input type="checkbox"/>	I am not able to sponsor this program at this time but would like to make a donation of \$_____ to the WACC

The World Affairs Council of Charlotte accepts all major credits cards by phone or Paypal (through Constant Contact) at www.worldaffairscharlotte.org. Checks may be made payable to the World Affairs Council of Charlotte.

Return To:

World Affairs Council of Charlotte | UNC-Charlotte, 227 CHHS Building | 9201 University City Blvd. | Charlotte, NC 28223

(Signature, Company Representative)

UNDERWRITING INFORMATION: Please contact Lauren Osga at 704-687-7758 or Losga@worldaffairscharlotte.org for table purchases and underwriting information.