

# Porsche Design Group in Luxury Goods (Germany)

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## Abstracts

Porsche Design Group—known in German as Porsche Lizenz- und Handelsgesellschaft mbH & Co KG—is expected to continue with its successful strategy of using the name of the Porsche sports cars brand in order to promote other luxury goods, mainly luxury accessories, which fit well with the image and status conveyed by German luxury sports cars generally and Porsche specifically.

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