



PORSCHE

News Release

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Luxury lifestyle authority decorates top Porsche model

Porsche 911 Carrera S Named *Robb Report* Car of the Year

Atlanta. The seventh-generation Porsche 911 Carrera S has been named the 2013 *Robb Report* Car of the Year. Captivating the judging panel with its agility, driving dynamics and balance, the 911 bested 12 other competitors for the award and will be featured on the cover of the March issue of the luxury lifestyle magazine.

“Winning *Robb Report*’s 2013 Car of the Year award for the Porsche 911 is a proud achievement for our brand, especially as we celebrate our flagship model’s 50th anniversary this year,” said Detlev von Platen, president and CEO, Porsche Cars North America, Inc. “This prestigious award means a lot to us, as it was voted on by potential customers, and it further solidifies the 911’s standing as one of the world’s most sought-after sports cars.”

The 20th annual *Robb Report* Car of the Year award judging process involved extensive test-drives by a panel of automotive experts including *Robb Report* Editor in Chief Brett Anderson, automotive consultant Robert Ross and approximately 100 members of the Robb Report Club, which includes top corporate executives and influential readers. Other contenders included the Bugatti Veyron 16.4 Grand Sport Vitesse, Ferrari FF, Audi S8, Mercedes-Benz SL63 AMG and BMW M5.



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“Porsche has taken a 50-year-old design and constantly refined and improved it without altering a single word from the original mission statement, and it has kept the price relatively affordable,” said Robert Ross, *Robb Report* automotive consultant. “In the truest Miesian sense, the 911 proves that less is more.”

Full results from the *Robb Report* Car of the Year competition will be revealed in the magazine’s March issue, which will hit newsstands on February 26. More information is available at: <http://robbreport.com/Paid-Issue/Car-of-the-Year-2013-The-Road-to-Victory>.

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 190 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand’s 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche’s proud racing heritage that boasts some 30,000 motorsport wins to date.

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