PORSCHE

News Release

Mar 13, 2013
No 19/13

Porsche boosts customer deliveries by 18 percent in February

Atlanta. The sports car manufacturer has handed over 10,454 new vehicles to customers the world over in February 2013, thus achieving an increase of 18.2 per cent in comparison to the same month last year. In the first two months of the ongoing year, Dr. Ing. h.c. F. Porsche AG has sold a total of 22,515 cars – a growth of more than one-fifth in comparison to the same period of the prior year.

“Porsche was successful worldwide in February again,” said Bernhard Maier, Member of the Executive Board Sales and Marketing of Porsche AG. “We anticipate more stimuli from our ongoing product offensive in the next few months – at the moment with the pan-European launch of the new Cayman and the presentation of the new 911 GT3 at the Geneva Motor Show.”

On the U.S. market, Porsche boasted of 2,805 deliveries in February 2013, an in-crease of 30.5 per cent compared to the same month last year. In China, last year's figure was surpassed by 17.5 per cent: The sports car maker delivered 2,689 vehicles to customers there. At home in Germany, deliveries rose by 13.1 per cent to 1,197 vehicles in the reporting month.

The Porsche model most in demand worldwide in February 2013 was the Cayenne again: 5,637 sporty SUVs were handed over to our customers all over the world. 953 units of the third generation of the Boxster were delivered by Porsche. And deliveries of the 911 model range stand above those of the previous year as well: 1,951 customers were delighted to have their new sports car in February.

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PORSCHE AG Deliveries	February			January - February		
	2013	2012	Variance (%)	2013	2012	Variance (%)
World	10,454	8,846	18.2	22,515	18,459	22.0
Europe	2,982	2,963	0.6	6,173	5,891	4.8
Germany	1,290	1,141	13.1	2,636	2,238	17.8
America	3,225	2,490	29.5	7,059	5,486	28.7
USA	2,805	2,149	30.5	6,163	4,699	31.2
Asia-Pacific	4,247	3,393	25.2	9,283	7,082	31.1
China	2,689	2,288	17.5	5,812	4,549	27.8

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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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