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Owners Rank Porsche Boxster/Cayman, Cayenne and 911 as Top Premium Vehicles

2012 Motorist Choice Awards Recognize Three Porsche Models

Atlanta. Porsche has received three top honors in the seventh annual Motorist Choice Awards. In the premium categories, the 911 was ranked top “Active Lifestyle” vehicle; the Cayenne was ranked top “Luxury Lifestyle” vehicle; and, the Boxster/Cayman was ranked top “Road Trip” vehicle.

The Motorist Choice Awards, led by automotive research companies AutoPacific and IntelliChoice, recognize vehicles that deliver the combination of high consumer satisfaction and lower-than-expected ownership costs. The annual AutoPacific study is based on owner satisfaction data solicited from more than 75,000 new model vehicle buyers using 48 key attributes. Results are combined with data from IntelliChoice, which constantly monitors cost of ownership metrics for more than 1,800 model lines over five years. The Motorist Choice Awards recognize those 2012 models that excel in these two critical consumer satisfaction categories.

This year, honors were bestowed in 15 lifestyle categories in both the popular and premium market segments, for a total of 30 winning models.

“The Motorist Choice Award methodology is designed to get to the core of what consumers want to know when making purchase decisions,” said Eric Anderson, ownership cost database supervisor, IntelliChoice. “Through our analysis, we can



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identify vehicles that speak to their hearts and to their wallets.”

In 2011, the Porsche Panamera received the Motorist Choice Award for “Head Turner” in the premium vehicle category.

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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 192 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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Note: Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>

About AutoPacific

AutoPacific is a future-oriented automotive marketing and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm also conducts extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Since 1986, AutoPacific has provided innovative, methodologically sound, strongly implemented research in addition to expert automotive analysis. AutoPacific is nationally known for its annual Vehicle Satisfaction Awards and Ideal Vehicle Awards. Additional information can be found on AutoPacific’s websites: <http://www.autopacific.com> and <http://www.vehiclevoice.com>.

About IntelliChoice

[IntelliChoice](http://IntelliChoice.com), part of the Motor Trend Automotive Group, is the market leader in automotive ownership cost and car values analysis. Founded in 1986, IntelliChoice is committed to empowering consumers to make better purchase decisions by providing independent and essential automotive information and tools. Through the IntelliChoice.com website, consumers can research, compare, configure and price new cars. The site also connects buyers to affiliated dealers nationwide through the IntelliChoice Auto Buying Program. Motor Trend Automotive Group is an operating



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