

Porsche places second overall in latest J.D. Power Initial Quality Study

## **New car buyers put the Porsche 911 highest in segment**

**Atlanta.** Porsche has tied for second among nameplates in J.D. Power and Associates Initial Quality Study<sup>SM</sup> out of a total of 34 international automakers covered in the U.S. survey.

The Porsche 911 – the icon of the Stuttgart, Germany-based sports car manufacturer – ranked highest in its segment, receiving the J.D. Power Award as the vehicle with the highest level of initial quality in the premium sporty car segment. At the same time, the 911 sports car has the highest initial quality in the entire study owing to an extremely low number of consumer-reported problems.

The Panamera sports sedan came in third in the luxury car segment.

The Initial Quality Study, now in its 26th year, serves as the industry benchmark for new-vehicle quality measured at 90 days of ownership. The study captures problems experienced by owners in two distinct categories: design-related problems and defects and malfunctions.

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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 194 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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