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Porsche Voted Coolest Brand and Best Performance Brand in the United States in Kelley Blue Book's 2012 Brand Image Awards

ATLANTA – April 4, 2012 – Kelley Blue Book, a leading provider of new-and used-car information, today announced Porsche as the winner of two 2012 Brand Image Awards: the Coolest Brand and Best Performance Brand.

The 2012 Brand Image Awards are based on consumer automotive perception data collected by Kelley Blue Book, which surveys more than 12,000 shoppers each year via the Brand Watch™ study hosted on Kelley Blue Book's kbb.com. The Brand Watch study analyzes new-vehicle shoppers' perceptions of brands and the factors that influence their vehicle-purchasing decisions.

"We hold these awards in high esteem," said Detlev von Platen, president and CEO of Porsche Cars North America. "Since they are based solely on consumer perspectives and backed by a trusted source like Kelley Blue Book, receiving not only one, but two 2012 Brand Image Awards is one of the most rewarding ways to receive brand accolades and recognition."

This is the fifth year Kelley Blue Book has conducted the Brand Image Awards and the second time that Porsche has won the Coolest Brand and Best Performance Brand categories. In addition to winning the two aforementioned categories in 2010, that same year Porsche was also voted as the luxury brand with the Best Exterior Design.

"With standout vehicles, memorable marketing and positive word of mouth, the winners of Kelley Blue Book's 2012 Brand Image Awards have secured enviable positions in the minds of in-market shoppers." said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com.

Kelley Blue Book will present the awards to Porsche executives during the New York International Auto Show's press days, where the Porsche will reveal its first-ever U.S. production Diesel model, the Cayenne Diesel SUV and the all-new, third-generation Boxster S sports car.

For more information about Kelley Blue Book's 2012 Brand Image Awards, visit <http://www.kbb.com/car-reviews-and-news/top-10/2012-brand-image-awards/>.

Contact:

Nick Twork
Manager, Product Communications
678-323-6975
nick.twork@porsche.us

Dave Engelman
Media Relations Manager
770-290-3617
dave.engelman@porsche.us

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 Gran Turismo. 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 196 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 are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>.

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