



PORSCHE

News Release

September 5, 2013

No 103/13

Customer deliveries: Sports car manufacturer reaches 100,000 mark as early as August

Porsche on the Road to Success to the IAA in Frankfurt

Atlanta. At the International Motor Show (IAA) in Frankfurt, Germany, from the middle of September, Porsche fans can discover the latest vehicles emerging from Zuffenhausen and Leipzig. Among the cars featured, the models from Porsche this year are as sought-after as never before: In just eight months, the sports car manufacturer has already delivered more than 106,000 vehicles to its customers all over the world – an increase of 15 percent compared with the same period last year. Among the vehicles Porsche is presenting at its stand (hall 3.0, stand A12) will be the limited-edition "50 years of the Porsche 911" model and the latest-generation 911 Turbo. Porsche will also be unveiling its sports car of the future, in the shape of the 918 Spyder plug-in hybrid.

"At Porsche, 'fascination sports car' is always a key consideration. The 918 Spyder and the Panamera S E-Hybrid are masterpieces of engineering and the perfect embodiment of the Engineered by Porsche philosophy", says Bernhard Maier, Member of the Executive Board Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. "We firmly believe that efficient sports cars are in keeping with the times and still have a great future ahead of them. Porsche plug-in hybrid technology will demonstrate, in the coming years, the intelligent synthesis of performance and sustainability."

This year so far has seen Porsche sell considerably more vehicles worldwide. In addition to the Cayenne, which has been delivered to more than 55,000 customers, the iconic 911 sports car is also very much in demand, with around 20,000 models being



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sold. "The deliveries made to customers in August show that we are on a solid course", says Maier. "Despite the difficult economic climate, we are continuing on the road to success with our attractive model range."

In the USA in particular, the 911, Boxster/Cayman, Cayenne and Panamera model lines proved very popular, with around 28,500 models being delivered – a quarter more than in the same period the previous year. China retains second place when it comes to Porsche sales: More than 24,500 new cars were delivered to customers in China, 17 percent more than between January and August last year.

PORSCHE AG Deliveries	August			January to August		
	2013	2012	Variance (%)	2013	2012	Variance (%)
World	11,481	10,912	5.2	106,777	92,474	15.5
Europe	2,537	2,800	-9.4	33,225	33,005	0.7
Germany	1,050	1,101	-4.6	14,345	12,358	16.1
America	3,918	3,537	10.8	33,230	26,075	27.4
USA	3,327	3,026	9.9	28,456	22,279	27.7
Asia Pacific, Africa and Mideast	5,026	4,575	9.9	40,322	33,394	20.7
China	3,250	2,882	12.8	24,638	21,092	16.8

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About Porsche Cars North America



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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 189 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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