



PORSCHE

News Release

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*Iconic sports car, the Porsche 911, provides great momentum in birthday month*

## **Porsche Increases Customer Deliveries by 15 Percent**

**Atlanta.** During the course of this year, Porsche has managed to significantly increase its customer deliveries, boosting its figures between January and September 2013 to nearly 120,000 vehicles sold, which equates to an increase of 14.7 percent in comparison to the same period last year. The 911 was responsible for much of the momentum enjoyed by the manufacturer in September: around the world, 2,000 customers happily received their new sports car last month. Porsche delivered 13,000 new vehicles during the reporting month.

“We once again exceeded our expectations for deliveries in September. We are now in the final stretch of 2013”, says Bernhard Maier, Member of the Executive Board Sales and Marketing at Dr. Ing. h.c. F. Porsche AG. “The vehicles presented to date are being launched in the individual markets, and the Macan model that we are showcasing at the trade fair in L. A. represents the next highlight.”

Porsche's success in September extended further afield, to the United States in particular: With over 3,000 further deliveries, Porsche delivered 13 percent more vehicles to American customers in comparison with the previous month. Since January of this year, the sports car manufacturer has already delivered more than 31,500 new vehicles to its largest market – an increase of more than a quarter compared with the corresponding period in 2012.



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Internationally, it was the Cayenne model that once again took the top spot in September: 6,895 of the sporty SUV vehicles have now made their way to customers worldwide. With more than 2,300 deliveries, sales of the Boxster and Cayman mid-engine models have virtually doubled since September 2012.

PORSCHE AG Deliveries	September			January - September		
	2013	2012	Variance (%)	2013	2012	Variance (%)
<b>World</b>	<b>12,970</b>	<b>11,888</b>	<b>9.1</b>	<b>119,747</b>	<b>104,362</b>	<b>14.7</b>
<b>Europe</b>	<b>4,464</b>	<b>4,011</b>	<b>11.3</b>	<b>37,690</b>	<b>37,016</b>	<b>1.8</b>
<b>Germany</b>	1,608	1,328	21.1	15,953	13,686	16.6
<b>America</b>	<b>3,748</b>	<b>3,295</b>	<b>13.7</b>	<b>36,978</b>	<b>29,370</b>	<b>25.9</b>
<b>USA</b>	3,093	2,736	13.0	31,549	25,015	26.1
<b>Asia Pacific, Africa and Mideast</b>	<b>4,758</b>	<b>4,582</b>	<b>3.8</b>	<b>45,080</b>	<b>37,976</b>	<b>18.7</b>
<b>China</b>	2,820	2,818	0.1	27,458	23,910	14.8

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