



PORSCHE

News Release

December 6, 2013

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Anniversary year sees continued demand for iconic 911 sports cars

Porsche Delivered more than 14,000 New Vehicles to Customers in November

Atlanta. In November 2013, Porsche AG has handed over the keys of more than 14,000 vehicles to customers – an increase of 9.5 percent on the same month last year. Between January and November 2013, the sports car manufacturer delivered 147,290 new cars to customers, a figure up 14.2 percent on the same period in 2012.

“Over the past few months, our attractive model range has helped us to achieve growth in all our regions,” said Bernhard Maier, Member of the Executive Board Sales and Marketing at Dr. Ing. h.c. F. Porsche AG. “We are currently working with our sales teams on high investments for the Macan launch and are looking forward to an exciting 2014.”

Porsche showed clear growth in Germany during November 2013: Totaling 1,465, the number of vehicle deliveries was up by more than a fifth on the same month last year. In China, the sports car manufacturer delivered 3,707 vehicles to customers, a significant increase of 27 percent on last year's figure. In the USA, 3,966 new cars were handed over to customers, an increase of 2.6 percent on the same month last year and the highest figure for November that Porsche has ever recorded for the American market.

Demand remains high in the anniversary year of the Porsche 911: Almost 3,000 rear-engine sports cars were delivered to customers in November 2013, an increase of 47.6 percent on the same month last year. Porsche also delivered a total of 1,933 Boxster



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roadsters and mid-engine Cayman Coupés – an increase of 55 percent on November 2012.

PORSCHE AG Deliveries	November			January - November		
	2013	2012	Variance (%)	2013	2012	Variance (%)
World	14,150	12,928	9.5	147,290	128,978	14.2
Europe	3,900	3,641	7.1	46,031	44,321	3.9
Germany	1,465	1,197	22.4	19,210	16,137	19.0
America	4,532	4,447	1.9	45,662	37,581	21.5
USA	3,966	3,865	2.6	39,077	32,091	21.8
Asia Pacific, Africa and Mideast	5,718	4,840	18.1	55,597	47,076	18.1
China	3,707	2,919	27.0	34,113	29,268	16.6

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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, including the Macan and Cayenne SUVs and the 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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