



PORSCHE

News Release

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Porsche President and CEO Matthias Müller presents new generation Panamera in Shanghai

Porsche Debuts Plug-in Panamera at Auto Shanghai

Shanghai/Atlanta. Today Porsche is celebrating the world premiere of the 2014 Panamera at Auto Shanghai, the Asian market's leading auto show. The centerpiece of the show for Porsche is the appearance of the new Panamera S E-Hybrid, the first plug-in hybrid offering from the German automaker. Also making their debut are two luxurious Executive versions for the Panamera 4S and Panamera Turbo, which feature an extended wheelbase and a completely new 3.0-liter twin-turbo V6 engine. With this launch, the Panamera line-up now increases to nine individual models that offer an extended range between sportiness and comfort.

“The Porsche Panamera and China – that is a very special success story,” said Matthias Müller, president and CEO of Porsche AG. “Exactly four years ago, we introduced the first Panamera to a world audience here in Shanghai – and very intentionally here. Because it was clear to us that our Gran Turismo would be precisely the right model for this future market. And we were not mistaken. In 2012, one out of three Panamera cars were delivered to China.”

Since then, China has gained in importance and become the second largest Porsche market in the world, behind the United States.

The new Panamera S E-Hybrid improves upon the concept offered by the previous Panamera S Hybrid with a more powerful electric motor, a higher-performance battery



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that supplies more energy and is able to be recharged from home or public vehicle charging stations. The electric drive produces 95 hp, more than double the power of the previous model's electric motor (47 hp). Electricity is stored in a newly developed lithium-ion battery, which at 9.4 kWh has increased capacity over the previous battery (1.7 kWh). Via the integrated on-board charging componentry and the standard Porsche Universal Charger (AC), the battery can reach full charge within approximately two and a half hours when connected to a 240V power source.

The Panamera S E-hybrid is capable of accelerating from a standstill to 60 mph in 5.2 seconds on its way to a top track speed of 167 mph.

In a second world premiere, Porsche President and CEO Matthias Müller presented the new Panamera 4S Executive and Panamera Turbo Executive models, which feature a wheelbase extended by 5.9 inches, enabling even more rear seating comfort and come with an extensive range of standard features. For example, all Executive models are equipped with Adaptive air-suspension featuring Porsche Active Suspension Management (PASM), which combines superior performance and enhanced ride comfort.

The new Panamera models will be available in the U.S. starting late in 2013. Panamera Turbo S and Panamera Turbo S Executive variants will be available in 2014. Pricing details are as follows:

Panamera	\$78,100
Panamera 4	\$82,800



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Panamera S	\$93,200
Panamera 4S	\$98,300
Panamera S E-Hybrid	\$99,000
Panamera GTS	\$113,400
Panamera 4S Executive	\$125,600
Panamera Turbo	\$141,300
Panamera Turbo Executive	\$161,100

*Base pricing does not include options, taxes, dealer charges and a destination fee of \$975.

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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 190 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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