

Porsche ranks highest among nameplates overall in latest J.D. Power Initial Quality Study

New vehicle buyers rank Porsche highest in Initial Quality

Atlanta. Porsche ranked highest among all nameplates in J.D. Power and Associates Initial Quality StudySM out of a total of 33 international automakers covered in the U.S. survey. This is the best result for Porsche in its company history in this study.

The Porsche 911 and Boxster models ranked highest in their segments, receiving the J.D. Power Award as the vehicles with the highest level of initial quality in the Midsize Premium Sporty Car and Compact Premium Sporty Car segments, respectively. This is the second year in a row that the Porsche 911 finished highest in its segment.

The Porsche Panamera sports sedan ranked third in the Large Premium Car segment while the Porsche Cayenne SUV ranked third in the Midsize Premium CUV segment.

“Porsche stands for sportiness and performance,” said Matthias Müller, President and CEO of Dr. Ing. h.c. F. Porsche AG. “We are pleased to see that our equally high levels of quality in design, development and production have also been confirmed with these awards.”

The annual Initial Quality Study, now in its 27th year, serves as an industry benchmark for new-vehicle quality measured at 90 days of ownership. The survey of more than 83,000 American car buyers forms the basis for the study. These buyers indicated how satisfied they were with the quality of their new cars during the first three months of ownership. The study evaluated a total of 230 vehicle models from 33 carmakers, which were initially registered between November 2012 and February

2013. The owners answered questions on more than 230 criteria from different categories.

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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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