



PORSCHE

News Release

July 24, 2013

No 77/13

Cayenne and Boxster take highest honors in their individual segments

Porsche Ranks Highest Among Nameplates in J.D. Power ‘APEAL’ Study for Ninth Consecutive Year

Atlanta. For the ninth year in a row, U.S. customers have rated Porsche highest among all nameplates in the industry in the J.D. Power ‘APEAL’ (Automotive Performance, Execution and Layout) Study. In addition to the brand taking overall honors, the Porsche Cayenne and Boxster models rank highest in their respective vehicle segments (Midsize Premium CUV, Compact Premium Sporty Car). This is the second time this year Porsche led a J.D. Power study – Porsche also ranked highest among all nameplates in the 2013 J.D. Power Initial Quality Study.

The J.D. Power ‘APEAL’ study measures the attitudes of more than 80,000 U.S. customers who purchased or leased a new 2013 model-year vehicle between November 2012 and February 2013. Questions are designed to evaluate ten categories of vehicle performance and design: exterior and interior styling, storage and space, audio/communication/entertainment/navigation (ACEN), seats, heating, ventilation, and air conditioning (HVAC), driving dynamics, engine/transmission, visibility and safety, and fuel economy.

Porsche earned 884 points on the 1,000-point scale, compared to the premium industry average of 844. The overall industry average was 795.

###



PORSCHE

News Release

July 24, 2013

No 77/13

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.

Follow us: www.twitter.com/Porsche and www.facebook.com/Porsche and drive.porsche.com/us

For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

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