



PORSCHE

News Release

November 18, 2013

No XX/13

*Porsche receives award for success of performance sedan*

## **Porsche Panamera Named Recipient of 2014 ALG Residual Award**

**Atlanta.** The Porsche Panamera has been named the recipient of the 2014 ALG Residual Award for the Premium Executive Car segment. This award recognizes brands whose vehicles are most likely to maintain the highest percentage of their original value after three years. Many considerations are involved in the selection process, including overall success of a vehicle, from the physical product to the brand's values and marketing strategies.

"Each year, ALG's Residual Value Awards recognize the vehicles and brands that deliver a complete product experience to their customers - exceptional vehicle quality, strong brand desirability, and long-term reliability. Residual value is the ultimate measure of product success – consumers voting not with survey results, but with their wallets," said Larry Dominique, President of ALG.

Since 1964, ALG has provided a benchmark for vehicle values, automotive industry insights and consulting services to its customers. The 14th Annual Residual Value Awards are the standard for residual value projections in North America.

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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,

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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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