



PORSCHE

News Release

September 4, 2013

No. 101/13

Porsche dealers sell 3,327 vehicles in August

Porsche Reports Best August Sales Ever

Atlanta. Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche sports cars, Cayenne SUVs and the Panamera four-door sports sedan line-up in the United States, today announced August 2013 sales of 3,327 vehicles, an increase of 10 percent over the same month last year and a record August in the history of PCNA. For the year, Porsche has sold 28,456 cars in the U.S., a 28 percent increase over last year's sales (22,279).

Setting the pace was the Cayenne model line, which sold 1,435 units, up six percent over last August and a 40 percent increase year-to-date. Combined Boxster and Cayman sales were 669, compared to 394 in August 2012 (plus 70 percent). For the year, the mid-engine sports cars are up more than 200 percent. The 911 line, which is celebrating its 50th anniversary this year, remained strong with sales of 769 units, an increase of 22 percent over the same period last year (plus 12 percent YTD).

“Announcing a historic sales month is always a great way to start a new position,” commented Joe Lawrence, Executive Vice President and COO, Porsche Cars North America, Inc. The former President and CEO of Porsche Cars Canada, Ltd., Lawrence joined the U.S. sales organization of Porsche on September 1. “With the new Panamera line in our dealerships this month, we are confident that we will maintain this strong pace going into the fall season,” he added. “We are particularly excited about the arrival of the Panamera S E-Hybrid in November, the very first plug-in hybrid in the luxury segment, which will provide further momentum to our second-generation Gran Turismo.”



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Porsche Approved Certified Pre-Owned vehicle sales were 943 for August 2013, an increase of 8 percent over August 2012 (870).

Model	August Sales		Year-to-Date	
	Current Year	Prior Year	2013 YTD	2012 YTD
ALL BOXSTER/CAYMAN	669	394	5,577	1,792
ALL 911	769	628	6,889	6,145
ALL CAYENNE	1,435	1,358	12,517	8,964
ALL PANAMERA	454	646	3,473	5,378
GRAND TOTALS	3,327	3,026	28,456	22,279

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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 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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