



PORSCHE

News Release

August 1, 2013

No. 82/13

Porsche dealers sell 3,820 vehicles in July

Porsche Reports Best July Sales Ever – Up 36 percent over 2012

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 July 2013 sales of 3,820 vehicles, an increase of 36 percent over July 2012. For the year, Porsche has sold 25,129 cars in the U.S., a 31 percent increase over last year's sales (19,253).

The recently-launched Boxster/Cayman line posted an impressive 162 percent increase over July 2012, and a 251 percent increase year-to-date. Sales of the Cayenne line also increased significantly YTD, by 46 percent (11,082 units). The 911 line, which is celebrating its 50th anniversary this year, remained strong, with 6,120 sold so far in 2013 – up 11 percent over the same period last year.

“In addition to enjoying a successful sales month, we were also recently recognized as the top brand in the annual J.D. Power APEAL Study -- for the ninth consecutive year,” said Detlev von Platen, President and CEO, Porsche Cars North America, Inc. “This provides a compelling message as we plan for bringing the new Panamera line, including our first plug-in hybrid, to the U.S. market this fall.”



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Model	July Sales		Year-to-Date	
	Current Year	Prior Year	2013 YTD	2012 YTD
ALL BOXSTER/CAYMAN	976	373	4,908	1,398
ALL 911	794	684	6,120	5,517
ALL CAYENNE	1,563	1,119	11,082	7,606
ALL PANAMERA	487	627	3,019	4,732
GRAND TOTALS	3,820	2,803	25,129	19,253

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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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