



PORSCHE

News Release

December 3, 2013

No. 141/13

Porsche dealers sell 3,966 vehicles

Porsche Reports November Sales

Atlanta. Porsche Cars North America, Inc. (PCNA), the exclusive U.S. importer of Porsche sports cars, including the Macan and Cayenne SUVs and the Panamera sports sedan, today announced November 2013 sales of 3,966 vehicles. This tops the same period in 2012, which had set an all-time November record, by three percent. Year-to-date, Porsche sold 39,077 cars in the U.S., 22 percent ahead of last year's total of 32,091.

"It is gratifying to see our strong sales momentum continue even after having surpassed our record sales total of 2012 by the end of October," said Detlev von Platen, President and CEO, Porsche Cars North America, Inc. "What is equally gratifying is the even split of our two-door and four-door sports cars, thanks to the strong performance of the 911," he added.

Towards the end of its 50th anniversary celebration, the 911 model line posted its best month ever with 1,368 units sold in November, up 79 percent over the same period last year. Year-to-date sales of the 911 are ahead of 2012 by 20 percent. The Cayenne model line added to an impressive year with 1,546 units sold this month (plus 21 percent over last November). In the first 11 months, 17,128 Cayennes have been sold in the U.S. – an increase of 23 percent year-over-year.

Porsche Approved Certified Pre-Owned vehicle sales were 993 for November 2013, which brings the year-to-date total to 9,125 units.



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| Model | November Sales | | Year-to-Date | |
|---------------------------|----------------|--------------|---------------|---------------|
| | Current Year | Prior Year | 2013 YTD | 2012 YTD |
| ALL BOXSTER/CAYMAN | 580 | 471 | 7,414 | 2,971 |
| ALL 911 | 1,368 | 765 | 9,614 | 8,009 |
| ALL CAYENNE | 1,546 | 1,949 | 17,128 | 13,980 |
| ALL PANAMERA | 472 | 680 | 4,921 | 7,131 |
| GRAND TOTALS | 3,966 | 3,865 | 39,077 | 32,091 |

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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, including the Macan and Cayenne SUVs and the 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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