



PORSCHE

News Release

October 1, 2013

No. 117/13

Porsche dealers sell 3,093 vehicles

Porsche Reports September Sales

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 September 2013 sales of 3,093 vehicles, an increase of 13 percent over the same period in 2012. During the first nine months of the year, Porsche has sold 31,549 cars in the U.S., 26 percent ahead of last year's year-to-date total (25,015).

“With three-quarters of the year behind us, we can be very pleased with the sales performance of all of our four model lines thus far,” said Detlev von Platen, President and CEO, Porsche Cars North America, Inc. “Because of the launch of eight new Panamera variants last month and the new benchmark setting plug-in Panamera S E-Hybrid in November, we are confident that we will continue this momentum over the final quarter and achieve our 2013 target, which would mean another sales record for Porsche in the U.S.”

The Cayenne model line continues to set the pace for Porsche sales, with 1,396 units sold this month (plus 2 percent over last September). For the year, 13,913 Cayenne models have been sold in the U.S. Also posting impressive sales is the new mid-engine sports car line, with 613 Boxster and Cayman models sold in September. The 911 model line, which is close to capping its 50th anniversary celebration also performed strongly with 609 sold this month, up 20 percent over the same period last year. In the first three quarters of the year, Porsche dealers have sold 7,498 units of the 911 (up 13 percent from 2012).

Porsche Approved Certified Pre-Owned vehicle sales were 828 for September 2013, which brings the year-to-date total to 7,314 units.



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Model	September Sales		Year-to-Date	
	Current Year	Prior Year	2013 YTD	2012 YTD
ALL BOXSTER/CAYMAN	613	251	6,190	2,043
ALL 911	609	509	7,498	6,654
ALL CAYENNE	1,396	1,370	13,913	10,334
ALL PANAMERA	475	606	3,948	5,984
GRAND TOTALS	3,093	2,736	31,549	25,015

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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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