



PORSCHE

News Release

October 31, 2013

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Number of employees rises to almost 19,000

Porsche Continues to Grow Deliveries, Sales and Operating Income

Atlanta. Dr. Ing. h.c. F. Porsche AG has continued on its path of success in the first nine months of 2013. Compared against the figure from the previous year, deliveries to customers rose by 15 percent to 119,747 vehicles. Sales of the sportscar manufacturer increased by 3 percent between January and the end of September 2013, rising to EUR 10.42 billion. Operating income rose by 1 percent to EUR 1.89 billion. There was even significant growth in the number of employees. Employing a total staff of exactly 18,882, the figure marked an 11 percent increase on the previous year and a 32 percent increase on the figure from two years ago.

Chief Financial Officer of Porsche AG, Lutz Meschke, underlined in particular the high level of the return on sales of 18 percent, noting how this figure puts Porsche in a prominent position within the automotive industry. The board member emphasized that, despite the high level of outlay associated with expanding the plant in Leipzig and setting up the development center in Weissach, as well as the money spent on new models such as the Macan sports SUV and 918 Spyder super sportscar in the 2013 financial year, Porsche AG is still striving to achieve an operating result at the extremely high level of the previous year. "This is revealing not only the strong earning power that the company enjoys, but also its strict approach to costs", Meschke explained.

President and CEO of Porsche AG, Matthias Müller, underlined the importance being attached to the new models, production of which is set to start soon. "With the Macan,



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918 Spyder and the Panamera S E-Hybrid, which is already available at dealers, Porsche is starting a new chapter in its rich corporate history", Müller said. The 918 Spyder and Panamera S E-Hybrid are the first Porsche models to feature the particularly eco-friendly hybrid drive. "These technological benchmarks are an impressive demonstration of Porsche's fantastic expertise when it comes to development", the President and CEO went on to say. What's more, Porsche is unveiling its fifth model range with the compact Macan sports SUV. Matthias Müller is already looking ahead to the vehicle's launch in the coming spring: "The Macan will deliver everything that our customers expect from a Porsche."

"By making significant investments to the tune of around EUR 1.3 billion, we are making a key contribution in this fiscal year to ensure continued success in the future", emphasized President and CEO Matthias Müller. The same applies to the large number of new employees. In this fiscal year alone, Porsche has upped the number of people it employs by around 1,500; the number has risen by around 6,000 employees within the last three years.

In the first nine months of this year, Porsche has enjoyed increased growth in the US market in particular. In the US, the number of deliveries to customers rose by 26 percent to 31,549 vehicles. China saw a 15 percent increase to 27,458 vehicles. Against the backdrop of the economic crisis that has affected Southern Europe in particular, Porsche grew by 2 percent overall in Europe.

It was the Boxster model line, to which also the Cayman model belongs, that enjoyed the highest levels of growth, with the number of deliveries increasing by 146 percent to



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19,732 vehicles. The greatest number of deliveries went to the Cayenne with 62,886 vehicles, 16 percent up on the previous year. Some 21,755 vehicles from the 911 model line were delivered to customers, representing an increase of 10 percent. Due to the life cycle of the model, deliveries of the Panamera dropped by 31 percent to 15,374 vehicles. The launch of the new Panamera on the international markets has been happening gradually since July 2013.

PORSCHE AG Group	January – September		
	2013	2012	Change
Deliveries (units)	119,747	104,362	+ 15%
911	21,755	19,785	+ 10%
Boxster/Cayman	19,732	8,029	+ 146%
Cayenne	62,886	54,184	+ 16%
Panamera	15,374	22,364	- 31%
Revenue (million euro)	10,419	10,154	+ 3%
Operating profit (million euro)	1,893	1,882	+ 1%
Employees	18,882*	17,066**	+ 11%

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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.



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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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