



PORSCHE

News Release

May 8, 2013

No 44/13

Success continues for sports car manufacturer

Porsche Ships 21 Percent More Vehicles in April

Atlanta. Porsche AG has recorded a strong start to this spring: in April more than 15,200 customers around the world delighted in taking delivery of their new sports car. That equates to an increase of 21 per cent compared to April 2012. Over the first four months of the year the sports car manufacturer has already shipped 52,241 vehicles – a fifth more than in the same period last year.

“With our globally popular products and evenly spread international sales we were also able to add further growth in April,” pointed out Bernhard Maier, Member of the Executive Board Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. “Nevertheless we are monitoring the market fluctuations very closely and continue to proceed cautiously.”

Demand continues to be strong: Porsche achieved growth in April in every region. The model leading the way this month is once again the Cayenne: 7,536 of the sporty off-road vehicles were handed over to customers – a fourth more in comparison with the same month last year. The current 911 generation will be gaining two new family members from this September: the top 911 Turbo and 911 Turbo S models. So far this year, sales of the iconic sports car already exceed 10,000. Since 1963, the total number of 911 cars produced is over 840,000 – two thirds of which are still in use on the roads all over the world.



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| PORSCHE AG | April | | | January - April | | |
|---|---------------|---------------|--------------|-----------------|---------------|--------------|
| | 2013 | 2012 | Variance (%) | 2013 | 2012 | Variance (%) |
| Deliveries | | | | | | |
| World | 15,232 | 12,588 | 21.0 | 52,241 | 43,141 | 21.1 |
| Europe | 5,125 | 4,627 | 10.8 | 16,460 | 15,557 | 5.8 |
| Germany | 2,333 | 1,851 | 26.0 | 7,128 | 5,735 | 24.3 |
| America | 4,756 | 3,983 | 19.4 | 15,939 | 12,319 | 29.4 |
| USA | 4,032 | 3,437 | 17.3 | 13,682 | 10,596 | 29.1 |
| Asia Pacific, Africa and Mideast | 5,351 | 3,978 | 34.5 | 19,842 | 15,265 | 30.0 |
| China | 2,988 | 2,338 | 27.8 | 11,832 | 9,459 | 25.1 |

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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 190 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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