



PORSCHE

News Release

January 9, 2014

No 03/14

Deliveries in 2013: Global growth across all regions

Porsche Delivers More than 162,000 Vehicles to Customers for the First Time

Atlanta. For the first time in the history of the company, Porsche delivered more than 162,000 vehicles to customers across the world last year. This figure corresponds to an increase of 15 percent in comparison to 2012. The Porsche 911 was especially successful last year: During its anniversary year, around 30,000 of these iconic sports cars were handed over to customers.

“Thanks to our strong product campaign and the extension of our business model, we have been able to further enhance the appeal of our brand on a global scale, as demonstrated by the 162,145 deliveries we made in 2013,” said Bernhard Maier, Member of the Executive Board Sales and Marketing at Dr. Ing. h.c. F. Porsche AG. “We are looking ahead to the coming months with optimism and are anticipating new growth with the Porsche Macan and 911 Targa models.”

Porsche enjoyed success in all regions last year. In the USA, which remains the largest market for the sports car manufacturer, 42,323 new vehicles were handed over to customers, representing an increase of 20.8 percent in comparison to 2012. In the Chinese market, a total of 37,425 vehicles were delivered to customers in 2013. This figure corresponds to a growth of 20 per cent in comparison with the previous year. In the company's domestic market of Germany, Porsche topped the 20,000 mark: Precisely 20,638 new owners were able to celebrate the delivery of their new vehicles.

The most popular Porsche model was still the Cayenne in 2013: More than 84,000 units of the sporty SUV vehicle were sold. Demand in the mid-engine sports car segment also showed a strong increase. With around 25,500 deliveries, the Boxster model



PORSCHE

News Release

January 9, 2014

No 03/14

range, which also includes the new Cayman model, saw the greatest increase in comparison to 2012 (+117.4 percent).

PORSCHE AG	December			January - December		
	2013	2012	Variance (%)	2013	2012	Variance (%)
World	14,855	12,097	22.8	162,145	141,075	14.9
Europe	5,018	4,556	10.1	51,049	48,877	4.4
Germany	1,428	1,389	2.8	20,638	17,526	17.8
America	3,900	3,479	12.1	49,562	41,060	20.7
USA	3,246	2,952	10.0	42,323	35,043	20.8
Asia Pacific, Africa and Mideast	5,937	4,062	46.2	61,534	51,138	20.3
China	3,312	1,937	71.0	37,425	31,205	19.9

###

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.

Connect with us socially: <http://www.twitter.com/Porsche>, <http://www.Facebook.com/Porsche>, <http://drive.porsche.com/us> and <http://www.instagram.com/Porsche>

For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>



PORSCHE

News Release

January 9, 2014

No 03/14

Note: Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>