



PORSCHE

News Release

September 3, 2014

No. 68/14

U.S. Porsche dealers sell 4,540 vehicles

Porsche Reports August Sales – up 36.5% over 2013

Atlanta. Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up, today announced August 2014 sales of 4,540 vehicles. During the first eight months of 2014, PCNA has delivered 31,759 vehicles in the U.S., an increase of 11.6 percent over last year (28,456).

August was noteworthy due to strong 911 sales, which were 32 percent higher than last August. “It is gratifying to see our iconic sports car continue to be a strong performer,” said Detlev von Platen, President and CEO, Porsche Cars North America, “particularly the race-bred 911 GT3, of which 206 were delivered by our dealers.”

Deliveries of 1,485 Cayenne SUVs in August were on par with last year’s sales of 1,435. The sporty Macan recorded August sales of 969 and has reached a share of over twelve percent of the year’s total sales volume in only its fourth month on the market. Finally, the limited edition super sports car 918 Spyder continues to be delivered to the first U.S. customers.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,113 for August 2014, an increase of 18.2 percent from the same period last year.



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Model	August Sales		Year-to-Date	
	Current Year	Prior Year	2014 YTD	2013 YTD
ALL BOXSTER/CAYMAN	627	669	5,072	5,577
ALL 911/918	1,030	769	7,051	6,889
ALL CAYENNE	1,485	1,435	11,744	12,517
ALL PANAMERA	429	454	3,945	3,473
ALL MACAN	969	0	3,947	0
GRAND TOTALS	4,540	3,327	31,759	28,456

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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 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany. PCNA employs approximately 270 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 66-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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