



PORSCHE

News Release

October 1, 2014

No. 80/14

U.S. Porsche dealers sell 3,607 vehicles

## **Porsche Reports September 2014 Sales – up 16.6% over 2013**

**Atlanta.** Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of the Porsche 918 Spyder, 911, Boxster, and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up, today announced September 2014 sales of 3,607 vehicles. So far in 2014, PCNA has delivered 35,366 vehicles in the U.S., an increase of 12.1 percent over the same time period last year (31,549).

In September, there were 726 deliveries of 911 sports cars, which is a 19.2 percent increase over last year's September sales. Demand for the sporty Macan continues to outpace supply with September sales of 702 units. Cayenne sales of 1,196 units remained strong, ahead of the introduction of the comprehensively revised 2015 model. Panamera had 450 units delivered, with an 11.3 percent year to date increase over 2013. The limited edition 918 Spyder super sports car continues to be delivered to the first U.S. customers.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 957 for September 2014, an increase of 15.9 percent from the same period last year.



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Model	September Sales		Year-to-Date	
	Current Year	Prior Year	2014 YTD	2013 YTD
<b>ALL BOXSTER/CAYMAN</b>	<b>520</b>	<b>613</b>	<b>5,592</b>	<b>6,190</b>
<b>ALL 911/918</b>	<b>739</b>	<b>609</b>	<b>7,790</b>	<b>7,498</b>
<b>ALL CAYENNE</b>	<b>1,196</b>	<b>1,396</b>	<b>12,940</b>	<b>13,913</b>
<b>ALL PANAMERA</b>	<b>450</b>	<b>475</b>	<b>4,395</b>	<b>3,948</b>
<b>ALL MACAN</b>	<b>702</b>	<b>0</b>	<b>4,649</b>	<b>0</b>
<b>GRAND TOTALS</b>	<b>3,607</b>	<b>3,093</b>	<b>35,366</b>	<b>31,549</b>

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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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