



PORSCHE

News Release

November 3, 2014

No. 93/14

U.S. Porsche dealers sell 3,667 vehicles in October, 39,033 year to date

## **Porsche Reports October Sales – Up 11.2% for the Year Compared to 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 October 2014 sales of 3,667 vehicles. For the year, PCNA has delivered 39,033 vehicles in the U.S., an increase of 11.2 percent over the same time period in 2013 (35,111).

In October, there were 974 deliveries of 911 sports cars, which is a 30 percent increase over last year's October sales. Demand for the sporty Macan continues to outpace supply with October sales of 741 units. Cayenne sales of 712 units remained strong, ahead of the introduction of the comprehensively revised 2015 model which goes on sale in November. Panamera delivered 533 units, a 6 percent increase over October, 2013. Boxster and Cayman sales increased 9 percent when compared to October of 2013, yielding 702 combined deliveries.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,050 for October 2014, an increase of 19 percent from the same period last year.



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Model	October Sales		Year-to-Date	
	Current Year	Prior Year	2014 YTD	2013 YTD
<b>ALL BOXSTER/CAYMAN</b>	<b>702</b>	<b>644</b>	<b>6,294</b>	<b>6,834</b>
<b>ALL 911/918</b>	<b>979</b>	<b>748</b>	<b>8,769</b>	<b>8,246</b>
<b>ALL CAYENNE</b>	<b>712</b>	<b>1,669</b>	<b>13,652</b>	<b>15,582</b>
<b>ALL PANAMERA</b>	<b>533</b>	<b>501</b>	<b>4,928</b>	<b>4,449</b>
<b>ALL MACAN</b>	<b>741</b>	<b>0</b>	<b>5,390</b>	<b>0</b>
<b>GRAND TOTALS</b>	<b>3,667</b>	<b>3,562</b>	<b>39,033</b>	<b>35,111</b>

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**About Porsche Cars North America Inc. | 980 Hammond Drive, Suite 1000, Atlanta, GA 30328 USA**

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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