



PORSCHE

News Release

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New 911 model revives classic Targa concept

Porsche 911 Targa to Debut at the North American International Auto Show

Detroit. Porsche is celebrating two world premieres at the North American International Auto Show next week. The Porsche **911 Targa** will be unveiled to an international audience at Cobo Center in Wayne Hall during the Porsche press conference on **Monday, Jan. 13 at 11:45 a.m. EST**. Echoing the design of the original 911 Targa of 1965, the new model features the distinctive Targa bar, a movable center roof section and a wrap-around rear window combined with innovative technical solutions that make it a true modern classic.

The introduction of the 911 Targa will be streamed live via www.porsche.com/detroit.

Alongside the 911 Targa, the all-new **Cayenne Platinum Edition** and **Cayenne Diesel Platinum Edition** will also be on display for the first time at a motor show. The Cayenne Platinum Edition models are based on the Cayenne and Cayenne Diesel variants. The Platinum Editions offer many of the most-requested options as standard. Externally, the special status of these models is demonstrated by exterior detail accents in Platinum Silver Metallic, with an exclusive two-tone standard interior in Black/Luxor Beige.

The 3.6-liter V6 engine in the Cayenne Platinum Edition delivers 300 hp and 295 lb-ft of torque and sprints from zero to 60 mph in 7.4 seconds. The Porsche Cayenne Platinum Edition has a base MSRP price \$63,300. The Cayenne Diesel Platinum Edition is



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powered by a 3.0-liter V6 turbo diesel engine with 240 hp and reaches 60 mph in 7.2 seconds. The Porsche Cayenne Diesel Platinum Edition has a base MSRP price of \$66,900. Prices do not include a \$995 destination charge. Both Cayenne Platinum Edition models are now on sale at Porsche dealers.

Fresh from its World Premiere at the Los Angeles Auto Show, the Porsche **Macan S** and **Macan Turbo** will also be on display in Detroit. With the Macan, Porsche has created the first sports car in the fast-growing compact SUV segment. The Macan S, powered by a 3.0-liter twin-turbo V6 engine with 340 hp, can accelerate from zero to 60 mph in 5.0 seconds. The Macan Turbo's 3.6-liter twin-turbo V6 produces 400 hp and allows the car to sprint from zero to 60 mph in 4.4 seconds.

The 2015 Porsche Macan models will arrive at U.S. dealerships in late spring, with pricing set at \$49,900 for the Macan S and \$72,300 for the Macan Turbo.

For more information about Porsche at the North American International Auto Show, visit <http://www.press.porsche.com>.

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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, 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.



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