PORSCHE

News Release

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Porsche dealers sell 4,072 cars

Porsche Reports April Sales

Atlanta. Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche sports cars, Cayenne SUVs and the Panamera four-door sports sedan line-up in the United States, today announced April sales of 4,072 vehicles. This not only beats last year's record sales number for the month of April by 40 units, but it is also an all-time, any-month record for Porsche sales in the U.S. For the year so far, PCNA has delivered 14,207 vehicles versus 13,681 during the same period last year, an increase of four percent.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,021 for April 2014, an increase of 24 percent from the same period last year. In the first four months, CPO sales totaled 3,656 units, up 15 percent from last year.

Model	April Sales		Y-T-D Sales	
	Current Year	Prior Year	Current Year	Prior Year
ALL BOXSTER/CAYMAN	**756**	**890**	**2,611**	**2,252**
ALL 911	**960**	**891**	**3,495**	**3,613**
ALL CAYENNE	**1,839**	**1,750**	**6,119**	**5,931**
ALL PANAMERA	**517**	**501**	**1,983**	**1,885**
GRAND TOTALS	**4,072**	**4,032**	**14,208**	**13,681**

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

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