



PORSCHE

News Release

January 3, 2014

No. 1/14

Best-ever U.S. sales fueled by 911, Cayenne models

## **Porsche Reports Record Sales in 2013; 21 percent increase over 2012**

**Atlanta.** Porsche Cars North America, Inc. (PCNA), the exclusive U.S. importer of Porsche sports cars including the Macan and Cayenne SUVs and the Panamera sports sedan, today announced it has once again set an all-time U.S. sales record, with 42,323 cars sold in 2013 (plus 21 percent over 2012). The previous record year for Porsche in the U.S. was 2012 when 35,043 cars were sold. In December 2013, Porsche dealers sold 3,246 cars, an increase of 10 percent over last December.

“Exceeding 40,000 sales for the first time in the history of Porsche in the U.S. makes us very proud,” said Detlev von Platen, President and CEO, Porsche Cars North America, Inc. “This success was possible only through the combination of a strong product offering, a highly professional sales organization and a team of dedicated dealers,” he added. “Since introducing 22 new models and variants into the U.S. market in 2013, we are entering the New Year with our youngest product line ever – thus, we are confident that we can continue writing the success story of Porsche in the U.S. over the next 12 months.”

The flagship 911 completed a strong anniversary year in 2013, with 10,442 units sold and the introduction of six new model variants including the limited-edition “50<sup>th</sup> Anniversary” model. In December, the top-of-the-line 911 models (GT3, Turbo, Turbo Cabriolet) arrived at U.S. dealers, with those models accounting for four percent of December 911 sales.

Sales of the mid-engine Boxster and Cayman models were equally strong, with a combined total of 7,953 units, representing a 137 percent increase year-over-year. The newly-launched Cayman and Cayman S models were popular as well, with 3,383 units sold.



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The Cayenne line carried equal weight in the automaker's 2013 sales success, with 18,507 sold in all of 2013 (plus 19 percent over last year). With sales of 5,386, the Cayenne Diesel had a 29 percent share of overall Cayenne sales. With the arrival of the Macan compact SUV, its fifth model line, in the spring of 2014 Porsche will be entering into the fastest-growing vehicle market with the sportiest cross-over in that segment.

A new-generation Panamera range debuted last year with refined exterior design changes and significant novelties under the hood. New, state-of-the-art V6 engines, a long wheelbase Executive version and a first in the luxury car segment, a plug-in hybrid, the Panamera S E-Hybrid were introduced in the U.S. over the past few months. With the arrival at Porsche dealerships of the first Panamera S E-Hybrids in December the entire model line now consists of seven new models from the Panamera to the Panamera Turbo S Executive.

Last year, Porsche recorded a roughly even split of sales between its four-door and two-door sports cars (57 percent/43 percent).

Certified Pre-Owned Sales finished 2013 at 10,130 units, up 7 percent over 2012 (9,506).



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Model	December Sales		Year-End Totals	
	Current Year	Prior Year	2013 Total	2012 Total
<b>ALL BOXSTER/CAYMAN</b>	<b>539</b>	<b>385</b>	<b>7,953</b>	<b>3,356</b>
<b>ALL 911</b>	<b>828</b>	<b>519</b>	<b>10,442</b>	<b>8,528</b>
<b>ALL CAYENNE</b>	<b>1,379</b>	<b>1,565</b>	<b>18,507</b>	<b>15,545</b>
<b>ALL PANAMERA</b>	<b>500</b>	<b>476</b>	<b>5,421</b>	<b>7,614</b>
<b>GRAND TOTALS</b>	<b>3,246</b>	<b>1,834</b>	<b>42,323</b>	<b>35,043</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 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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