



PORSCHE

News Release

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*Porsche dealers sell 3,096 vehicles*

**Porsche Reports January Sales**

**Atlanta.** Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche sports cars, Cayenne SUVs and Panamera four-door sports sedans in the United States, today announced January 2014 sales of 3,096 vehicles, eight percent below a particularly strong January 2013 when 3,358 units were sold. The shortfall results mainly from inclement weather in major markets and a currently extremely low inventory of its best-selling Cayenne models, which will be ramped up in the coming months.

Porsche Approved Certified Pre-Owned vehicle sales were 822 for January 2014.

Model	January Sales		Y-T-D Sales	
	Current Year	Prior Year	Current Year	Prior Year
<b>ALL BOXSTER/CAYMAN</b>	<b>600</b>	<b>393</b>	<b>600</b>	<b>393</b>
<b>ALL 911</b>	<b>792</b>	<b>877</b>	<b>792</b>	<b>877</b>
<b>ALL CAYENNE</b>	<b>1,158</b>	<b>1,500</b>	<b>1,158</b>	<b>1,500</b>
<b>ALL PANAMERA</b>	<b>546</b>	<b>588</b>	<b>546</b>	<b>588</b>
<b>GRAND TOTALS</b>	<b>3,096</b>	<b>3,358</b>	<b>3,096</b>	<b>3,358</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 Cayenne and Macan 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.