



PORSCHE

News Release

July 1, 2014

No. 48/14

*Porsche dealers sell 4,102 cars*

## **Porsche Reports Best Ever June Sales – up 11% over 2013**

**Atlanta.** Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche sports cars, Macan and Cayenne SUVs and the Panamera four-door sports sedan line-up in the United States, today announced June 2014 sales of 4,102 vehicles, marking the best June in company history. During the first half of 2014, PCNA has delivered 22,919 vehicles in the U.S., for an increase of 7.6 percent over last year (21,309) – which was a record-setting year.

“This first half of the year has been impressive on a number of fronts,” said Detlev von Platen, President and CEO, Porsche Cars North America, Inc. “Along with experiencing record-setting deliveries, we were recently recognized for the second time in a row as the top brand in the annual J.D. Power Initial Quality Study. While the Panamera came out on top of all cars surveyed, our 911 and Boxster models ranked highest in their segments. We plan to continue this momentum with a persistent cadence of new models arriving at our dealerships this year.”

The latest arrival, the Macan S and Macan Turbo, Porsche’s first compact SUV, recorded over 2,000 sales during its first six weeks in the market.



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Model	June Sales		Year-to-Date	
	Current Year	Prior Year	2014 YTD	2013 YTD
<b>ALL BOXSTER/CAYMAN</b>	<b>552</b>	<b>811</b>	<b>3,886</b>	<b>3,932</b>
<b>ALL 911</b>	<b>809</b>	<b>818</b>	<b>5,168</b>	<b>5,326</b>
<b>ALL CAYENNE</b>	<b>1,300</b>	<b>1,823</b>	<b>8,713</b>	<b>9,519</b>
<b>ALL PANAMERA</b>	<b>677</b>	<b>248</b>	<b>3,125</b>	<b>2,532</b>
<b>ALL MACAN</b>	<b>763</b>	<b>0</b>	<b>2,026</b>	<b>0</b>
<b>GRAND TOTALS</b>	<b>4,102</b>	<b>3,700</b>	<b>22,919</b>	<b>21,309</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, 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, 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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