



PORSCHE

News Release

April 1, 2014

No. 19/14

Company reports March sales of 3,808 units

Porsche Records Best First Quarter in the U.S.

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 March sales of 3,808 vehicles. This compares to 3,486 vehicles sold in March of 2013, an increase of over nine percent and a new high for that month. For the year so far, PCNA has delivered 10,136 vehicles versus 9,650 during the same period last year, an increase of five percent and the first time that the company has topped the 10,000 mark in a first quarter.

While mid-engine sports cars and the Panamera both bettered last year's numbers with 617 and 442 sold respectively, two of the newest models were the highlights of a remarkable sales performance in March. With 281 units sold the top-of-the-line 911 Turbo and Turbo S contributed over one-third of all 911 sales. The gas and diesel versions of the brand new Platinum Edition met with unanimous approval from customers and recorded over two-thirds of the ever popular Cayenne model line of 1,862 units sold.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 998 for March 2014.

Model	March Sales		Y-T-D Sales	
	Current Year	Prior Year	Current Year	Prior Year
ALL BOXSTER/CAYMAN	617	577	1,855	1,362
ALL 911	887	990	2,535	2,722
ALL CAYENNE	1,862	1,508	4,280	4,181
ALL PANAMERA	442	411	1,466	1,384
GRAND TOTALS	3,808	3,486	10,136	9,649



PORSCHE

News Release

April 1, 2014

No. 19/14

###

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.

Connect with us socially: <http://www.twitter.com/Porsche>, <http://www.Facebook.com/Porsche>, <http://drive.porsche.com/us> and <http://www.instagram.com/Porsche>

For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

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