



PORSCHE

News Release

June 3, 2014

No. 45/14

Porsche dealers sell 4,609 cars

Porsche Reports May Sales – Strong U.S. Debut of New Macan

Atlanta. Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche 911, Boxster and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan in the United States, today announced May sales of 4,609 vehicles. Mid-May marked the sales start of the 2015 Macan S and Macan Turbo, which amounted to 1,263 units. That month's total not only beats last year's record sales number for the month of May by 17.3 percent, but it's also the best ever sales month for Porsche in the U.S. For the year, PCNA has delivered 18,817 vehicles versus 17,609 during the same period last year, an increase of 6.9 percent.

“With retail sales of well over 1,200 Macan in just two weeks our fifth model line has made good on its initial promise to make an impact in the compact SUV segment”, observed Detlev von Platen, President and CEO of Porsche Cars North America. “It is equally gratifying that the two-door sports cars and Panamera are continuing their strong sales performance with being ahead of last year's five-month totals while demand for Cayenne still outstrips supply,” he added.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 994 for May 2014, an increase of 17 percent from the same period last year.



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Model	May Sales		Y-T-D Sales	
	Current Year	Prior Year	Current Year	Prior Year
ALL BOXSTER/CAYMAN	723	869	3,334	3,121
ALL 911	864	895	4,359	4,508
ALL CAYENNE	1,294	1,765	7,413	7,696
ALL PANAMERA	465	399	2,448	2,284
ALL Macan	1,263	0	1,263	0
GRAND TOTALS	4,609	3,928	18,817	17,609

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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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