



PORSCHE

News Release

June 6, 2014

No. 46/14

*Panamera and Macan set the pace in first five months*

## **Porsche delivers 71,500 new cars**

**Atlanta.** Porsche AG has increased its deliveries in the first five months by six percent in comparison to the same period of the prior year. From January to May 2014, the sports car maker delivered just under 71,500 new cars to customers worldwide. In the reporting month of May, Porsche sold more than 16,500 vehicles, an increase of 10 percent.

So far this year, Porsche has recorded higher figures in all sales regions. In Europe, the sports car maker achieved a growth of 10 percent with just fewer than 24,000 sold vehicles. The United States, the biggest Porsche market, contributed its share to the sports car maker's success: nearly 19,000 sold vehicles reflect a jump of seven percent in comparison to January to May 2013.

The Panamera in particular set a fast pace and, with worldwide nearly 11,000 deliveries, showed the biggest growth of all model ranges (+20%). In May 2014 alone, Porsche boosted its deliveries of the sports saloon by 35 percent, to just under 2,000 new cars. The new SUV sports car Macan will be launched in all markets worldwide by the end of the year. At home in Germany, the sales up till now show that around 60 percent of the Macan customers have ordered a Porsche for the first time.



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Porsche AG Deliveries	May			January - May		
	2014	2013	Variance (%)	2014	2013	Variance (%)
<b>World</b>	16,518	15,020	10.0	71,478	67,261	6.3
<b>Europe</b>	5,885	5,034	16.9	23,701	21,494	10.3
<b>Germany</b>	2,262	2,223	1.8	9,802	9,351	4.8
<b>America</b>	5,421	4,669	16.1	21,802	20,608	5.8
<b>USA</b>	4,609	3,927	17.4	18,817	17,609	6.9
<b>Asia Pacific, Africa and Mideast</b>	5,212	5,317	-2.0	25,975	25,159	3.2
<b>China</b>	3,164	3,206	-1.3	16,465	15,038	9.5

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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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