



PORSCHE

News Release

January 8, 2014

No. 03/15

75 percent of Macan customers are new customers

In 2014, Porsche delivered worldwide 189,850 vehicles to customers

Atlanta. In 2014, Porsche AG delivered nearly 189,850 new vehicles to customers all over the world – an increase of 17 percent over the previous year. In December 2014, Porsche also broke the 20,000 unit barrier (up 39 percent compared to the same month the previous year) by delivering 20,644 vehicles for the first time in one month.

"Our fascinating products and highly motivated employees are the reason for the fourth consecutive year of strong sales growth," said Bernhard Maier, Member of the Executive Board Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. "On top of that, our brand experienced an additional upswing in 2014 as a result of the successful launch of the Macan. Worldwide, seventy-five percent of Macan customers were first-time buyers of a Porsche car."

In 2014, Porsche sold more vehicles in all regions and in all markets. The United States ranked as the number one market in the world with over 47,000 new vehicles delivered. In Germany, nearly 24,000 customers opted for a Porsche model. Both markets reported more deliveries than ever before.

The Porsche Macan, the new sporty compact SUV, was especially popular in the world in 2014 and the fifth model series sold about 45,000 units in the first year of its launch. The Stuttgart sports car manufacturer delivered 13 percent more Panamera sports sedans than in the previous year. With over 30,000 units of the 911 sold, the sports car icon also ranks above the figures from the previous year.



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PORSCHE AG	December			January - December		
	2014	2013	Variance (%)	2014	2013	Variance (%)
Deliveries						
World	20,644	14,855	39.0	189,849	162,145	17.1
Europe	6,339	5,018	26.3	60,805	51,049	19.1
Germany	1,620	1,428	13.4	23,841	20,638	15.5
America	4,162	3,900	6.7	55,811	49,562	12.6
USA	3,275	3,246	0.9	47,007	42,323	11.1
Asia Pacific, Africa and Mideast	10,143	5,937	70.8	73,233	61,534	19.0
China	6,427	3,312	94.1	46,931	37,425	25.4

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About Porsche Cars North America Inc. | 980 Hammond Drive, Suite 1000, Atlanta, GA 30328 USA

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman 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. PCNA 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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