



PORSCHE

News Release

January 15, 2014

No. 07/15

Porsche 911 Targa 4S makes red carpet appearance at annual Los Angeles awards show

Iconic Porsche Sports Car on Display during Critics' Choice Movie Awards

Los Angeles. With all eyes on Hollywood this week, there was another star in town as Porsche Cars North America took center stage at one of the industry's most high-profile events, the **20th Annual Critics' Choice Movie Awards**. Many of Hollywood's biggest movie stars attended the event, where Porsche celebrated nominees and winners alike. The exquisitely styled Porsche 911 Targa 4S made its red carpet appearance at the A&E televised event, hosted by Michael Strahan, on January 15th at the historic Hollywood Palladium.

"Porsche is honored to have a presence at this exclusive event," expressed Cristina Cheever, Manager, Brand and Lifestyle Public Relations, Porsche Cars North America. "We've had a long love affair with Los Angeles, Hollywood and open top cars. It's thrilling to have Porsche on the red carpet applauding notable actors and films in Hollywood."

Celebrating 50 years, the 2015 Porsche 911 Targa 4S is the rebirth of a classic icon. The first Targa made its international debut in 1965 and remains an important part of the Porsche sports car range today. The 911 Targa combines confident all-wheel driving enjoyment and open-air fun with a fully automatic Targa top.

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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 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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