



PORSCHE

News Release

February 3, 2015

No. 16/15

U.S. Porsche dealers sell 3,937 vehicles in January

## **Porsche Reports January Sales – up 27% over 2014**

**Atlanta.** Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up, today announced January 2015 sales of 3,937 vehicles. PCNA kicked off the year successfully with record January sales, up 27.2 percent over January 2014 (3,096).

“It’s greatly encouraging that we are able to carry the momentum of last year’s record sales into the start of 2015,” said Detlev von Platen, President and CEO, Porsche Cars North America. “The 911 range with the new GTS models was an especially impressive performer this month with 1,052 deliveries.”

The 911 model line’s strong demand in January put its sales up 32.8 percent over last January. In January, the Cayenne had 1,116 deliveries, and the sporty Macan recorded sales of 796 with demand still outpacing availability. The Panamera sports sedan had 437 deliveries. The mid-engine Boxster and Cayman models had a combined 502 deliveries.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,023 for January 2015, an increase of 26.6 percent from the same period last year.



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Model	January Sales		Year-to-Date	
	Current Year	Prior Year	2015 YTD	2014 YTD
<b>ALL BOXSTER/CAYMAN</b>	<b>502</b>	<b>600</b>	<b>502</b>	<b>600</b>
<b>ALL 911/918</b>	<b>1,086</b>	<b>792</b>	<b>1,086</b>	<b>792</b>
<b>ALL CAYENNE</b>	<b>1,116</b>	<b>1,158</b>	<b>1,116</b>	<b>1,158</b>
<b>ALL PANAMERA</b>	<b>437</b>	<b>564</b>	<b>437</b>	<b>564</b>
<b>ALL MACAN</b>	<b>796</b>	<b>0</b>	<b>796</b>	<b>0</b>
<b>GRAND TOTALS</b>	<b>3,937</b>	<b>3,096</b>	<b>3,937</b>	<b>3,096</b>

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**About Porsche Cars North America Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Georgia, is the exclusive United States 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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