



PORSCHE

News Release

March 3, 2015

No. 27/15

*U.S. Porsche dealers sell 3,202 vehicles in February*

**Porsche Reports February 2015 Sales**

**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 February 2015 sales of 3,202 vehicles, down 30 units compared to February 2014. Vehicle supply was adversely affected by the west coast port dispute and inclement weather in many areas. PCNA sales remain 12.8 percent higher year-to-date compared to the same period last year.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 953 for February 2015, an increase of 13.32 percent from February 2014. Year to date, Porsche Approved Certified Pre-Owned vehicle sales total 1,980, an increase of 21.4 percent over the same period last year.

Model	February Sales		Year-to-Date	
	Current Year	Prior Year	2015 YTD	2014 YTD
<b>ALL BOXSTER/CAYMAN</b>	<b>443</b>	<b>638</b>	<b>945</b>	<b>1,238</b>
<b>ALL 911/918</b>	<b>647</b>	<b>856</b>	<b>1,733</b>	<b>1,648</b>
<b>ALL CAYENNE</b>	<b>1,046</b>	<b>1,260</b>	<b>2,162</b>	<b>2,418</b>
<b>ALL PANAMERA</b>	<b>442</b>	<b>478</b>	<b>879</b>	<b>1,024</b>
<b>ALL MACAN</b>	<b>624</b>	<b>0</b>	<b>1,420</b>	<b>0</b>
<b>GRAND TOTALS</b>	<b>3,202</b>	<b>3,232</b>	<b>7,139</b>	<b>6,328</b>



PORSCHE

News Release

March 3, 2015

No. 27/15

---

###

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

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA moved into a brand new, cutting edge building at One Porsche Drive in January 2015. This one-of-a-kind facility showcases a commitment to design and functionality, serving not only as an inspirational workplace for Porsche employees, but also a brand experience center featuring a 1.6 mile test track, human performance center, and event space. PCNA employs approximately 300 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 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

Follow us: [twitter.com/porsche](https://twitter.com/porsche) | [facebook.com/porsche](https://facebook.com/porsche)

For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>