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News Release

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Additional customization options for four-door sports cars

New Porsche Rear Seat Entertainment for Cayenne, Macan and Panamera

Atlanta. Porsche announces two new customization options for the Cayenne, Macan, and Panamera models. An elaborate Rear Seat Entertainment system for all four-door sports cars, and also new to the Cayenne model range, Sport Classic wheels including wheel arch extensions.

The Porsche Rear Seat Entertainment system saw its world premiere in the luxuriously equipped Panamera Turbo S Exclusive Series, with production limited to just 100 units. Now this system is available for all Panamera, Cayenne, and Macan models. The main components of the new Rear Seat Entertainment system are two high-resolution 10.1-inch color touchscreen displays with a resolution of 1280 x 800 pixels integrated in the front seat backrests.

It has an extensive range of equipment, including an integrated DVD player, two USB ports, an SD card slot and an HDMI port to allow connection of an external video game console, for example. Both of the displays also boast a camera to permit video calls. The system supports several audio and video formats. The WiFi Crosslink Streaming function allows videos to be displayed on both screens via a direct WiFi connection. The sound is delivered via Bluetooth using the two wireless headphones, included as standard. The Porsche Rear Seat Entertainment package is also available in a Plus version which offers an internal 32 GB Flash drive for saving multimedia files.

An Internet browser allows mobile internet access, and a special app lets you send and receive emails on the road. Additional apps, such as games or video call apps, can be downloaded from an online store. The internet connection can be established using an optional wireless internet



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connection or using the customer's own smartphone or tablet as a WiFi hotspot. A smartphone or tablet can also be used, with the corresponding app, as a remote control for the Porsche Rear Seat Entertainment system. In the U.S. this feature has a MSRP of \$2,590.00, and the Plus version has a MSRP of \$2,890.00.

The Cayenne's new Sport Classic design five-spoke alloy wheels including wheel arch extensions are a distinctive highlight. The wheel dimensions are 10 J x 21 ET 50 (front and rear axle) with 295/35 ZR 21 tires. These wheels can be finished in GT Silver metallic, Platinum satin, or High Gloss Black and are available at the end of May. From early November, they will also be available painted in the exterior color of the car.

Images may be viewed and downloaded at:

http://press.porsche.com/media/gallery2/v/photos/press_release_images/rear+seat+entertainment/

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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.

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