



PORSCHE

News Release

March 13, 2015

No. 31/15

*Sports car maker now has more than 22,000 employees – annual press conference in Stuttgart*

## **Porsche achieves new records in revenue and profit**

**Atlanta.** Dr. Ing. h.c. F. Porsche AG has set new records in terms of deliveries, revenue, and profit in the 2014 fiscal year. With 189,849 vehicles, deliveries were 17 percent above the figure of the previous year. Revenue rose by one-fifth to 17.2 billion euros. The operating profit grew by just over five percent to 2.7 billion euros. With 22,401 employees, the number of people working for Porsche reached a new peak at the end of the year. In the previous year, the figure was 19,456 employees, showing an annual increase of 15 percent.

At the annual press conference of Porsche AG in Stuttgart on Friday, Matthias Müller, Chairman of the Executive Board, stressed that the sports car manufacturer has reached essential objectives of the "Strategy 2018" ahead of schedule. "Porsche has developed very successfully and is now better positioned than ever", said Matthias Müller. "A crucial cornerstone for this success is the Macan. By the end of the year, we had delivered our new five-door sports car nearly 45,000 times." With the Macan, Porsche has also won over many new customers: worldwide, three out of four Macan customers have opted for a vehicle of the Porsche brand for the first time.

The Porsche chairman took special pride in the success of the plug-in hybrid models. With this, Matthias Müller did not only refer to the 918 Spyder super sports car, which was sold out in 2014; Müller especially emphasized that, in the 2014 fiscal year, Porsche was the only brand in the world that could offer its customers three plug-in models in the premium segment. These three models were the 918 Spyder, Cayenne S E-Hybrid, and the Panamera S E-Hybrid.



PORSCHE

## News Release

March 13, 2015

No. 31/15

Lutz Meschke, Member of the Executive Board Finance and IT at Porsche AG, emphasized in Stuttgart that the excellent performance of Porsche is also reflected in the financial situation of the company. "In 2014, we were able to completely reduce our net debt while simultaneously financing our growth – two years before the originally envisaged target date." In tangible terms, the net liquidity of the automotive business area – i.e. the gross liquidity less financial liabilities and excluding the financial services business in each case – improved from negative 899 million euros as of December 31, 2013 to positive 195 million euros as of December 31, 2014.

Matthias Müller and Lutz Meschke were optimistic in terms of the current fiscal year. "We assume that sales and deliveries in the ongoing year will continue to rise", stated the Chief Financial Officer. They also want to safeguard the profitability through continuous productivity and process improvements as well as through stringent cost management.

###

### **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/>