



PORSCHE

News Release

March 30, 2015

No. 37/15

Special edition for all markets

Porsche Panamera Edition: Sports sedan with extensive standard features

Atlanta. A new special version of the Porsche Panamera sports sedan stands out through elegant styling combined with a significantly expanded range of standard equipment. Two models with powerful six-cylinder engines will be offered: the Panamera Edition and Panamera 4 Edition both come with an engine that delivers 310 hp. The Panamera 4 Edition features active all-wheel drive with an electronically controlled, map-controlled multi-plate clutch (Porsche Traction Management, PTM).

The exterior of the Panamera Edition models is marked by additional subtle design tones, including high-gloss black trim strips on the side windows. The standard 19-inch alloy wheels in Panamera Turbo II design feature wheel center caps with a colored Porsche crest. The door handles are finished in exterior color when Porsche Entry & Drive is optionally selected. The Panamera Edition also boasts a two-tone standard interior in Black / Luxor Beige with the Porsche crest embossed on all head rests, Sport Design steering wheel, door sill plates with "Edition" lettering, and special floor mats. The standard Porsche Communication Management (PCM) system with a seven-inch touchscreen combines audio, navigation, and communication capabilities. An outstanding audio experience is ensured by a 585 watt Bose® Surround Sound System with 14 speakers.

Additional extensive standard technical features for the Panamera Edition models include Porsche Active Suspension Management (PASM), Bi-Xenon™ headlights with Porsche Dynamic Light System (PDLS), Park Assist front and rear including reversing camera and Power Steering Plus. Models in the United States are equipped with 14-way comfort seats in the front, including comfort memory package, as well as seat heating in the front and rear.



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The Panamera Edition will go on sale in the United States in June. Prices will start at an MSRP of \$80,000 for the Panamera Edition. Panamera 4 Edition will have an MSRP of \$84,300. MSRP does not include a destination charge of \$995.

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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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