



PORSCHE

News Release

April 1, 2015

No. 41/15

U.S. Porsche dealers sell 4,291 vehicles in March

Porsche Reports March 2015 Sales – Up 12.7 Percent

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 March 2015 sales of 4,291 vehicles.

The strong momentum from 2014 continues with high demand for two-door sports cars, specifically the order intake for the new GT models. While Cayenne transitions to the second generation of the current platform, increased deliveries of the Porsche Macan reinforced the record March sales figures, up 12.7 percent in total compared to March of 2014. The first quarter of 2015 comes to a close with 11,430 total sales. This yields first quarter growth of 12.8% in comparison to the same period in 2014.

Model	March Sales		Year-to-Date	
	Current Year	Prior Year	2015 YTD	2014 YTD
ALL BOXSTER/CAYMAN	468	617	1,413	1,855
ALL 911/918	846	887	2,579	2,535
ALL CAYENNE	1,364	1,862	3,526	4,280
ALL PANAMERA	433	442	1,312	1,466
ALL MACAN	1,180	0	2,600	0
GRAND TOTALS	4,291	3,808	11,430	10,136



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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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