



Porsche Ranks Highest Among Nameplates in J.D. Power Initial Quality Study for Third Consecutive Year

911, Boxster and Macan take highest honors in their respective segments

Atlanta. For the third year in a row, U.S. customers have rated Porsche highest among all automotive nameplates in the 2015 J.D. Power Initial Quality Study. In addition to the brand taking overall honors, the Porsche 911 ranked highest for the fourth consecutive year in its vehicle segment (Midsize Premium Sporty Car), while Boxster and Cayman swept the first two places in the Compact Premium Sporty Car segment. In its first year of production, the Porsche Macan was awarded the highest rank in the Compact Premium SUV segment.

“The success of Porsche is primarily dependent on the satisfaction of our customers,” said Matthias Müller, Chairman of the Executive Board of Dr. Ing. h.c. F. Porsche AG. “We see these awards as confirmation of our strategy for high quality standards in design, development and production and in continuously offering Porsche customers a unique purchase and ownership experience.”

The Cayenne and Panamera models achieved third place in their vehicle segments of Midsize Premium SUV and Large Premium Car. As a result, this is the first time that five Porsche model series have reached the top 3 rankings in their respective segments.

The J.D. Power Initial Quality Study measures the number of problems experienced by U.S. customers during the first 90 days of ownership. Initial quality is determined by the number of problems experienced per 100 vehicles, with a lower score meaning higher quality. In this year's 29th edition of the study, the survey consisted of various categories covering 233 different criteria



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Porsche scored only 80 points on the problems per 100 scale, compared to the premium industry average of 110. The overall industry average was 112.

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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 is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. 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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