



Porsche Ranks Highest Among Nameplates in J.D. Power ‘APEAL’ Study for Eleventh Consecutive Year

Macan, Cayenne, and Cayman take highest honors in their individual segments

Atlanta. For the eleventh year in a row, U.S. customers have rated Porsche highest among all nameplates in the industry in the 20th edition of the J.D. Power ‘APEAL’ (Automotive Performance, Execution and Layout) Study. In addition to the brand taking overall honors, the Macan – in its first year included in the study – ranks highest in the ‘Compact Premium SUV’ segment. For the fifth year in a row, the Cayenne takes the top position in the ‘Midsize Premium SUV’ segment. The Cayman also takes the top award in the ‘Compact Premium Sporty Car’ category. This is the second time this year Porsche led a J.D. Power study – Porsche also ranked highest among all nameplates in the 2015 J.D. Power Initial Quality Study.

The J.D. Power ‘APEAL’ study measures the attitudes of more than 84,000 U.S. customers who purchased or leased a new 2015 model-year vehicle between November 2014 and February 2015. Questions are designed to evaluate ten categories of vehicle performance and design: exterior and interior styling, storage and space, audio/communication/entertainment/navigation (ACEN), seats, heating/ventilation/air conditioning (HVAC), driving dynamics, engine/transmission, visibility and safety, and fuel economy.

Porsche earned 874 points on the 1,000-point scale, compared to the premium industry average of 841. The overall industry average was 798.

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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



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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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