



PORSCHE

News Release

January 11, 2016

No. 2/16

Porsche delivers more than 225,000 vehicles worldwide in 2015

A new record year

Atlanta, Georgia. Dr. Ing. h.c. F. Porsche AG can look back on an extremely successful fiscal year in 2015. With 225,121 vehicles delivered to customers worldwide, the company achieved a new record in 2015, exceeding the previous record of 189,849 cars in 2014 by 19 percent.

"The figures reflect the pulling power of our brand as well as the appeal of our products which we have launched on the market in the past few years," says Dr. Oliver Blume, Chairman of the Executive Board of Porsche AG. "Focusing completely on the development, production, and sales of highly emotional sports cars is paying off." However, sales are only a secondary yardstick for success for Porsche. "What is much more important for us are customer enthusiasm, return on sales, and secure jobs," says Blume.

The 911 legend continues unabated. The sports car icon recorded an increase over the previous year of four percent with just under 32,000 units delivered. "This growth, even in a year in which the model was changed, shows the immensity of fascination for the 911 on the markets," said Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. The new 911 series will be available in the United States in March of 2016 with the flagship 911 Turbo models available in April.

Clearly, the growth drivers are the SUV models and the best-seller is the latest addition to the family. With more than 80,000 cars delivered globally, the Macan became the most coveted Porsche already in its first year of full availability. It is closely followed by the Cayenne (73,119 units). Compared with the previous year, the Macan and the Cayenne achieved two-digit growth figures.



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Cayman sales rose slightly by one percent. The Panamera and Boxster models lagged behind the previous year levels. The reason for this is the upcoming model change from which Porsche is expecting renewed growth in 2016. In the future, the Boxster and Cayman models will be branded as the 718 model series and will continue to advance both technically and optically.

For the first time, the strongest single market in 2015 was China where Porsche delivered 58,009 vehicles. Compared with 2014, this was an increase of 24 percent. In the United States 51,756 vehicles were delivered, a growth of 10 percent. The European market grew by 24 percent to 75,354 units where Germany was the strongest single market with a total of 28,953 vehicles delivered (up 21 percent).

PORSCHE AG	December			January to December		
	2015	2014	Difference (%)	2015	2014	Difference (%)
Deliveries						
World	15,227	20,644	-26	225,121	189,849	+19
Europe	4,845	6,339	-24	75,354	60,794	+24
Germany	1,961	1,620	+21	28,953	23,841	+21
America	4,712	4,162	+13	62,109	55,811	+11
U.S.:	3,937	3,275	+20	51,756	47,007	+10
Asia-Pacific, Africa and Middle East	5,670	10,143	-44	87,658	73,244	+20
China	3,707	6,427	-42	58,009	46,931	+24

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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 186 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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