



Porsche Reports Strong January Sales

U.S. Porsche dealers sell 4,354 vehicles in January

Atlanta, Georgia. 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 January 2016 sales of 4,354 vehicles, up 10.6 percent over January 2015 (3,937). This kicks the year off for PCNA with a record-setting January.

The Macan model line continued to experience high demand in January with 1,469 deliveries, resulting in a sales increase of 84.5 percent compared to the previous January. The Cayenne model line recorded 1,395 deliveries in January while Boxster models saw 243 deliveries, up 25.0 percent and 22.7 percent respectively, when compared with January 2015.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,165 for January 2016, an increase of 13.0 percent compared to the same period last year.

Model	January Sales		Year-to-Date	
	2016	2015	2016	2015
ALL BOXSTER/CAYMAN	431	502	431	502
ALL 911/918	723	1,086	723	1,086
ALL CAYENNE	1,395	1,116	1,395	1,116
ALL PANAMERA	336	437	336	437
ALL MACAN	1,469	796	1,469	796
GRAND TOTALS	4,354	3,937	4,354	3,937



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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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