



PORSCHE

## News Release

March 1, 2016

No. 14/16

### Porsche Reports February Sales

U.S. Porsche dealers sell 3,561 vehicles in February

**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 February 2016 sales of 3,561 vehicles, up 11.2 percent over February 2015 (3,202). This sets a new February sales record for PCNA.

The Macan model line continued to receive strong demand in February with 1,012 deliveries, resulting in a sales increase of 62.2 percent compared to the previous February. The Cayenne model line recorded 1,328 deliveries in February, an increase of 27.0 percent compared to the same month last year. Year to date, PCNA total sales are up 10.9 percent.

Porsche Approved Certified Pre-Owned (CPO) vehicle sales in the U.S. were 1,268 for February 2016, an increase of 33.5 percent compared to the same period last year. February represented the best CPO sales month for PCNA since the inception of the program.

| Model               | February Sales |              | Year-to-Date |              |
|---------------------|----------------|--------------|--------------|--------------|
|                     | 2016           | 2015         | 2016         | 2015         |
| ALL BOXSTER/CAYMAN  | 430            | 443          | 861          | 945          |
| ALL 911/918         | 498            | 647          | 1,221        | 1,733        |
| ALL CAYENNE         | 1,328          | 1,046        | 2,723        | 2,162        |
| ALL PANAMERA        | 293            | 442          | 629          | 879          |
| ALL MACAN           | 1,012          | 624          | 2,481        | 1,420        |
| <b>GRAND TOTALS</b> | <b>3,561</b>   | <b>3,202</b> | <b>7,915</b> | <b>7,139</b> |



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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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