



PORSCHE

News Release

April 3, 2017

No. 22/17

Porsche Reports March 2017 Sales

Sales bolstered by Macan and all-new Panamera

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of Porsche 911, Boxster, and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up, today announced March 2017 sales of 4,479 vehicles. This represents a 3.6 percent sales increase over March 2016 and a first quarter gain of 3.9 percent over the same period last year. Year-to-date 2017 sales stand at 12,718 vehicles.

March results were strengthened by strong consumer demand for Panamera and Macan models. The 2017 Panamera recorded 554 units in its first month on sale — a notable 65.9 percent increase over last March. The Macan continued its performance streak achieving 1,802 vehicle sales, a 60.5 percent increase year-over-year. Macan sales stand at 5,337 year-to-date which represents 48.1 percent growth over 2016.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,585 for March 2017, a 9.0 percent increase compared to the same period last year.



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Model	March Sales		Year-to-Date	
	2017	2016	2017	2016
ALL BOXSTER/CAYMAN	337	633	1,106	1,494
ALL 911	652	938	2,018	2,159
ALL CAYENNE	1,134	1,294	3,640	4,017
ALL PANAMERA	554	334	617	963
ALL MACAN	1,802	1,123	5,337	3,604
GRAND TOTALS	4,479	4,323	12,718	12,238

2016 totals include one 918 Spyder sale

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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 911, 718 Boxster and 718 Cayman sports cars, 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 and fine dining restaurant, 356. The company operates a second Porsche Experience Center in Los Angeles. This 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 188 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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