



PORSCHE

News Release

May 2, 2017

No. 29/17

Porsche Reports New All-time Record Sales Month in April

5,529 vehicles sold in the U.S.

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, today announced April 2017 sales of 5,529 vehicles. This is a 2.2 percent increase over April 2016. Year-to-date, sales are up 3.4 percent over last year with 18,247 vehicles.

Panamera sales were particularly strong with 1,098 deliveries in the new model's first full month on the market, a remarkable 196 percent increase over April of last year. Boxster deliveries stood at 319, a 42.4 percent increase over last year.

"We are pleased to see such a strong start for our new Panamera, surpassing the 1,000 unit per month mark for the first time ever," remarked Klaus Zellmer, President and Chief Executive Officer of PCNA. "April is always a strong month for Porsche, and 2017 is no different."

Porsche Approved Certified Pre-Owned (CPO) vehicle sales in the U.S. were 1,641, a 9.6 percent increase compared to the same period last year. Year-to-date, CPO sales are up 10.6 percent and stand at 5,947 for the first four months of 2017.



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Model	April Sales		Year-to-Date	
	2017	2016	2017	2016
ALL 911	940	1,023	2,958	3,182
ALL BOXSTER/CAYMAN	534	673	1,640	2,167
ALL PANAMERA	1,098	371	1,715	1,334
ALL CAYENNE	1,257	1,466	4,897	5,483
ALL MACAN	1,700	1,877	7,037	5,481
GRAND TOTALS	5,529	5,411	18,247	17,648

*918 Spyder sales are reflected in 2016 grand total figures.

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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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