



PORSCHE

News Release

March 1, 2017

No. 14/17

## **Porsche Reports February 2017 sales**

*Year-to-date sales up 4.1 percent*

**Atlanta, Georgia.** Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche 911, 718 Boxster and 718 Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up in the United States, today announced February 2017 sales of 3,637 vehicles, up 2.1 percent over February 2016 (3,561). Year-to-date Porsche recorded 8,239 vehicle sales, a 4.1 percent increase over the same period last year.

The Macan remained in strong demand with 1,575 units sold, up 55.6 percent over February 2016. Macan sales year-to-date stand at 3,535 units which represents a 42.5 percent increase over 2016. The 911 model line achieved 552 vehicle sales, an increase of 10.8 percent compared to February last year. Year-to-date sales of the 911 are up 11.9 percent with 1,366 vehicles sold.

Porsche Approved Certified Pre-Owned (CPO) vehicle sales for February were 1,430 units, a 13.2 percent increase over February last year. Year-to-date sales stand at 2,726 which is a 12.5 percent increase compared to the same period in 2016.



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Model	February Sales		Year-to-Date	
	2017	2016	2017	2016
ALL BOXSTER/CAYMAN	326	430	769	861
ALL 911	552	498	1,366	1,221
ALL CAYENNE	1,156	1,328	2,506	2,723
ALL PANAMERA	28	293	63	629
ALL MACAN	1,575	1,012	3,535	2,481
<b>GRAND TOTALS</b>	<b>3,637</b>	<b>3,561</b>	<b>8,239</b>	<b>7,915</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 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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