



PORSCHE

News Release

January 13, 2013

No 4/13

## Porsche Outperforms Delivery Record of the Previous Year

**Detroit.** Porsche AG sold more sports cars in 2012 than ever before: 141,075 customer deliveries equal an increase of 18.7% compared to last year's record of 118,868 vehicles sold.

“We are looking back on the most successful year in our history,” said Matthias Müller, President and Chief Executive Officer of Dr. Ing. h.c. F. Porsche AG at the Detroit Motor Show. “The commitment of our entire workforce was a key factor in achieving this result. We are well equipped to guide Porsche successfully through 2013.” Over the past three years, the Stuttgart-based sports car manufacturer has increased the number of vehicles delivered to customers by 83.9 percent.

Bernhard Maier, Member of the Executive Board Sales and Marketing, highlighted: “2012 was an outstanding year for Porsche: for every model and in every region. In 2013 we will carry forward our product offensive with the launch of our new hybrid vehicles, such as the 918 Spyder, and of our new Macan SUV.”

Porsche showed double-digit growth in all sales regions in 2012. The Asia/Pacific region tops the list with 50,376 delivered units (+23.6% compared to the previous year), closely followed by Europe, where the Stuttgart-based sports car manufacturer sold 49,639 new cars (+13.5%). The Chinese market posted over 30,000 deliveries for the first time: exactly 31,205 new cars were handed over to the customers.



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The most successful single market in 2012 was the United States: A total of 35,043 customers in the U.S. opted for a model by Porsche (+20.7%).

The 911, Cayenne, Panamera, Boxster and Cayman sports cars are still also very popular in their home market in Germany; they were sold 17,487 times (+16.9%).

The seventh generation of the 911 Carrera sports car enjoyed a very successful first year in 2012 and achieved the greatest growth with 31.4%: a total of 25,475 vehicles were sold. The Boxster was also very popular, achieving sales of 9,253 units, an increase of 29.1% compared to the prior year. The Porsche model most in demand worldwide was the Cayenne: 74,763 cars of this model were handed over to customers last year (+24.8%). With nearly 19,000 units of the Cayenne S, Cayenne GTS and Cayenne Turbo sold, Porsche remains the leading manufacturer of high-performance SUVs.

At the Detroit Motor Show, which starts Monday, Porsche is unveiling the Cayenne Turbo S as the highlight of this year's event. Rated at 550 hp, it ranks at the very top in the sports car manufacturer's SUV model range. All the Cayenne's characteristic features such as extensive offroad capability, great travel comfort and impressive torque have been preserved.

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### **About Porsche Cars North America**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 191 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000 motorsport wins to date.

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