

News Release

November 12, 2012

No 52/12

Porsche delivers 24 percent more sports cars worldwide in October

Atlanta. In October 2012, Porsche sold 11,688 vehicles, achieving a 24.1 percent growth over the same month last year. This year, the sports car manufacturer has delivered a total of 116,050 cars to customers - an increase of 15.6 percent compared to January to October 2011. In particular, the buyers of the new 911 Carrera 4 all-wheel drive models were delighted to enjoy the first trips in their Porsche at the start of autumn.

"Strong sales in the Americas and in Asia in October more than compensated for the purchasing reluctance in Europe," Bernhard Maier, Member of the Executive Board Sales and Marketing at Dr. Ing. h.c. F. Porsche AG, explains: "We have thus delivered nearly as many vehicles as in the entire previous year in a mere ten months. We are thus expecting strong year-end business."

In October, Porsche sports cars were in particularly high demand: 2,439 vehicles were delivered to customers in China – an increase of 57.8 percent compared to October 2011. In the Americas, the 911, Cayenne, Panamera, Boxster and Cayman were very popular, with 3,764 sold (+42.6 percent). In the U.S., Porsche delivered 3,211 vehicles to customers, amounting to an increase of 41.5 percent compared to the same month last year.

The best seller among the Porsche models continues to be the Cayenne. In October alone, Porsche sold 6,897 SUVs for an increase of 34.2 percent over last year. The 911



News Release

November 12, 2012

No 52/12

series also outperformed the previous year's figures, with 1,522 new cars sold representing an increase of 30.8 percent. Boxster sales more than tripled compared to October 2011, with 1,149 vehicles delivered.

PORSCHE AG Deliveries	October			January - October		
	2012	2011	Variance (%)	2012	2011	Variance (%)
World	11,688	9,419	24.1	116,050	100,391	15.6
Europe	3,707	3,881	-4.5	41,222	36,093	14.2
Germany	1,251	1,250	0.1	14,905	12,761	16.8
America	3,764	2,640	42.6	33,134	29,634	11.8
USA	3,211	2,270	41.5	28,226	24,934	13.2
Asia-Pacific	4,217	2,898	45.5	41,694	34,664	20.3
China	2,439	1,546	57.8	26,349	20,687	27.4

###

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 192 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.

Follow us: www.twitter.com/Porsche and www.facebook.com/Porsche and drive.porsche.com/us

For Porsche apps: http://www.porsche.com/usa/entertainment/apps/

Note: Photos and video footage are available to accredited journalists on the Porsche Press Database at http://press.porsche.com/