



PORSCHE

News Release

February 11, 2013

No 8/13

The New Year Started Successfully for Porsche

Atlanta. Porsche AG delivered a total of 12,061 new vehicles of the 911, Boxster/Cayman, Cayenne and Panamera model ranges to customers the world over in January 2013. With this, the sports car manufacturer realized an increase of 25.5 percent in comparison to the same month of the previous year.

“The new year started very well for us,” says Bernhard Maier, Member of the Executive Board Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. “We have an attractive model range, so we have reason to be optimistic for 2013. Still, we continue to observe all markets attentively so as to be able to react quickly.”

The models were especially sought after in the United States: 3,358 customers (+31.7%) were delighted that their sports car was delivered to them. China, the second largest Porsche market, is where the sports car manufacturer achieved the greatest increase, with 38.1 percent in comparison to January 2012. There were positive trends also in Europe: Thus Porsche was able to post two-digit growth rates for January in Southern Europe (Spain, Portugal, Italy) as well as in Belgium, Luxembourg, Sweden and Russia.

The Porsche model most in demand internationally in January 2013 was the Cayenne: 6,735 sporty SUVs were handed over to our customers all over the world. And in sync with the commencement of “50 years of 911,” Porsche boosted deliveries of the sports car icon by over 50 percent, reaching 2,286 vehicles.



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PORSCHE AG Deliveries	January		
	2013	2012	Variance (%)
World	12,061	9,613	25.5
Europe	3,191	2,928	9.0
Germany	1,346	1,097	22.7
America	3,834	2,996	28.0
USA	3,358	2,550	31.7
Asia-Pacific	5,036	3,689	36.5
China	3,123	2,261	38.1

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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 190 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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