



PORSCHE

New Seventh-Generation Porsche 911 On-Sale Now

*2012 911 Carrera and Carrera S are ready to conquer the hearts and minds
of sports car enthusiasts*

ATLANTA – February 6, 2012 – Porsche Cars North America today announced that the new Porsche 911 Carrera and Carrera S models have arrived in Porsche showrooms around the country. The latest generation of the iconic Porsche 911 is on-sale now.

Following its media introduction last fall, journalists world-wide have titled this latest 911 as the best yet. All early indicators point to it remaining every bit the icon it has been since its 1964 debut.

“Whether this will be a customer’s first or just their latest Porsche 911, it’s going to be the most invigorating ownership experience yet,” said Detlev von Platen, President and CEO of Porsche Cars North America. “The 911 Carrera and Carrera S are the ultimate choices for drivers who want the fun and excitement of a true benchmark-setting sports car week in and week out, not just for show or play during the weekends.”

For 2012, the 911 has been completely redesigned from the ground up. The newest incarnation applies singular balance to the priorities of a new era, preserving the classic 911 lines, yet revisiting every inch for advances in power and fuel economy. While still instantly recognizable as a Porsche 911 at a glance, 90 percent of the 2012 911’s components are either new or fundamentally revised.

Longer, lower, wider, 100 lbs. lighter, faster and more efficient than previous models, the 911 is the perfect blend of modern design, intelligent engineering and performance DNA.

In addition to aesthetic improvements, both new models offer significant performance enhancements. The 2012 911 Carrera is equipped with a new, 350-horsepower, 3.4-liter boxer engine that provides five more horsepower (HP) than the outgoing 3.6-liter engine, while the Carrera S features a 400 HP, 3.8-liter boxer engine—a 15 HP improvement versus its predecessor. The 911 Carrera with Porsche Doppelkupplung (PDK) accelerates from zero to 60 in 4.4 seconds, while the Carrera S sprints from zero to 60 in a mere 4.1 seconds. That time is reduced even further to 3.9 seconds when equipped with the Sports Chrono Package Plus. Top-track-speeds for the 911 Carrera and Carrera S are 179 and 188 mph, respectively.

As with every generation, the new 911 Carrera continues to raise the bar in both performance and efficiency. This is achieved through systems such as the Automatic Start/Stop function, engine and transmission thermal management, electrical system recuperation, the world’s first seven-speed manual transmission and—in conjunction with PDK—the ability to ‘sail’ or coast. The new electro-mechanical power steering offers the typical Porsche precision and helps to increase efficiency and reduce fuel consumption.

The new 911 Carrera Coupe has a base MSRP of \$82,100, and the 911 Carrera S Coupe starts at \$96,400 (excluding destination fees).

Visit <http://www.porsche.com/usa/> for the new Porsche On-Line configurator.

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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 Gran Turismo. 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 196 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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